



European
Regional
Development
Fund

INVITATION

TO THE PHYSICAL TRAININGS 26-27TH SEPTEMBER
AND PARTNER MEETING 28TH SEPTEMBER, 2018 Lithuania,
SOUTH BALTIC PROGRAMME 2014-2020

Dear Participants,

On behalf of the EU Project “CTCC – Creative Traditional Companies Cooperation”, as a Hosting Partner – Klaipeda Science and Technology Park – invites you to the first physical trainings and partner meeting in Klaipeda, Lithuania, in the frame of the South Baltic Programme 2014-2020 (ERDF part-financed).

Practical information related to organisational and technical issues will be provided by the host.

Please note that for the organisational purposes – transfer from/to the airport, accommodation arrangements and catering – we should get the number of people and their travel details before the actual meeting. We also need your dietary restrictions.

On behalf of the Project,

The Organizer

Solveiga Kurgonaitė - PP6, KSTP

AGENDA ISSUES

Event dates:	Tuesday, 25 th of September, 2018 - Arrival Wednesday, 26 th of September, 2018 – Physical Trainings, DAY 1 , time: 09:00-17:00 CET. Thursday, 27 th of September, 2018 – Physical Trainings, DAY 2 , time: 09:00-17:00, CET Friday, 28 th of September, 2018 – Partner Meeting, DAY 3 , time: 09:00-17:00, CET. Saturday, 29 th of September, 2018 – Departure.
Physical Trainings venue:	Klaipeda Science and Technology Park, Vilhelmo Berbomo str. 10, Klaipėda, Lithuania
Scope of the event:	3-days meeting (workshops) (morning-to-evening). Physical trainings and WP1-WP4, WP5 preparatory steps.
Participants	Direct project partners (3 participants/per partner) and 30 companies from Klaipėda and Rietavas as a target audience of Physical Trainings.
Project Team and Support: Implementing partner (host)	PP6 – Solveiga Kurgonaitė solveiga@kmtpl.lt , +370671 61829

PRACTICAL INFORMATION

Accommodation:	Hotel RadissonBlu Klaipeda, https://www.radissonblu.com/lt/viesbuti-klaipeida Hotel Navalis, http://www.navalis.lt/en.php Memel Hotel, http://memelhotel.lt/Lt/pagrindinis.php
Arrival:	Tuesday, 25 th September, 2018. BY PLANE Arrival at Palanga Airport.
Transfer to Klaipėda:	The most comfortable way is to take TAXI Numbers: 1424, +370611 11111 , http://www.taxiklaipeda.lt/
Taxi (with the possibility to pay with a credit card):	http://www.vbtaksi.lt/index?newlang=en , approx. 30 EUR. You can order it yourself or contact the host and she will do it for you.

CTCC: PHYSICAL TRAININGS No. 1

DAY 1

Start/End	Theme	Location
Arrival: Tuesday, 25 th of September		Palanga and Klaipeda, Lithuania
09:00-09:30	Registration and Networking Coffee	Vilhelmo Berbomo str. 10, Klaipeda, room 101
09:30-11:30	Today's market realities Moderated by Trevor Vaugh and Martin Ryan	Vilhelmo Berbomo str. 10, Klaipeda, room 101
11:30-12:00	Coffee Break	Vilhelmo Berbomo str. 10, Klaipeda, room 101
12:00-13:30	User centered research methods Moderated by Trevor Vaugh and Martin Ryan	Vilhelmo Berbomo str. 10, Klaipeda, room 101
13:30-14:30	Lunch and Networking	KUB'o svetainė, H. Manto g. 84
14:30-16:30	Preparing for the ideation & Brainstorming Moderated by Trevor Vaugh and Martin Ryan	Vilhelmo Berbomo str. 10, Klaipeda, room 101
19:00	Networking Dinner	Šaulių str. 28 RadissonBlu Klaipeda
22:00	END OF DAY 1	

CTCC: PHYSICAL TRAININGS No. 1 + PARTNER MEETING No. 5

DAY 2

Start/End	Theme	Location
09:00-09:30	Registration and Networking Coffee	Vilhelmo Berbomo str. 10, Klaipeda, room 101
09:30-11:30	Refining the solution Moderated by Trevor Vaugh and Martin Ryan	Vilhelmo Berbomo str. 10, Klaipeda, room 101
11:30-12:00	Coffee Break	Vilhelmo Berbomo str. 10, Klaipeda, room 101
12:00-13:30	First steps to validating your solution Moderated by Trevor Vaugh and Martin Ryan	Vilhelmo Berbomo str. 10, Klaipeda, room 101
13:30-14:30	Lunch and Networking	KUB'o svetainē, H. Manto g. 84
14:30-16:30	Partner Meeting No. 5 Moderated by dr. Laima Gerlitz	Vilhelmo Berbomo str. 10, Klaipeda, room 101
19:00	Networking Dinner	Šauliņ str. 28, Klaipeda RadissonBlu Klaipeda
22:00	END OF DAY 2	

CTCC: PHYSICAL TRAININGS No. 1 + PARTNER MEETING No. 5

DAY 3

Start/End	Theme	Location
08:30-09:00	Registration and Networking Coffee	Vilhelmo Berbomo str. 10, Klaipeda, room 101
09:00-11:00	Partner Meeting No. 5 WP5 preparatory steps Moderated by dr. Laima Gerlitz & dr. Monika Tomczyk	Vilhelmo Berbomo str. 10, Klaipeda, room 101
11:15-11:30	Coffee Break	Vilhelmo Berbomo str. 10, Klaipeda, room 101
11:30-12:30	WP4: Sales strategies for the target groups Moderated by dr. Lawrence Henesey	Vilhelmo Berbomo str. 10, Klaipeda, room 101
12:30-13:30	WP3 Study Moderated by Rasa Baliulevičienė & Laima Dockevičienė	Vilhelmo Berbomo str. 10, Klaipeda, room 101
14:00	Study visit: Juodkrantė and Nida	Juodkrantė (Hill of Witches) & Nida (Grey Dunes)
Departure	Saturday, 29 th of September, 2018	Palanga and Klaipeda, Lithuania

INFORMATION ABOUT THE CREATIVE BROKERS:

Trevor Vaugh (Design Innovation & Strategy)



Trevor's expertise is in human-centered innovation, design strategy and design thinking. Trevor headed design at Advanced surgical concepts where he helped develop new strategy, products and concepts for international clients such as Olympus, Johnson & Johnson, Covidien and Davol.

Trevor has accumulated a portfolio of over 50 patents, invented new product categories and helped disrupt surgical markets. His groundbreaking work on single site surgery saw it named in the Cleveland clinic's top 10 innovations of 2009. Trevor is a board member of healthcare startups. In 2013 Trevor joined the faculty at the Department of Design Innovation at Maynooth University, where he is the programme director of the award-winning MSc in design innovation.

Martin Ryan (Design Innovation & Entrepreneurship)



Martin is a multi-ward winning designer and entrepreneur. He is a member of faculty at the Department of Design Innovation at Maynooth University and Programme Director for the BSc. in Product Design. In 2012 Martin founded BUA saddles – a revolution equestrian saddle which he conceived and developed to improve performance and comfort for horse and rider. Bua saddles launched its first product to market in 2015, quickly establishing a customer base in 15 countries.

Martin has held a number of design consultant roles across various industries including homeware, industrial and consumer electronics. Martin is co-editor of Iterations design journal, actively researches and advises on early stage innovation processes and design thinking across a variety of organizational sectors.

More about the projects they are working on: <http://www.thinkactionable.com/>

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