



DATES

May 9 & 16, 2020
Friday - Saturday
9:00am - 5:00pm

PROGRAM FEE

Php 14,500.00 (Early Eagle Rate
until April 25)
Php 15,500.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

+632(8)830.2040

Schedules and prices may
change without prior notice.

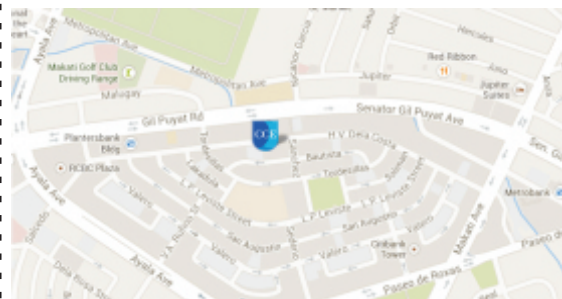
Creativity & Ideation

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch/dinner
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
3/F Ateneo Professional Schools Bldg.,
130 H.V. Dela Costa St., Salcedo Village,
Makati City, Philippines



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January 29, 2020



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

Creativity & Ideation

May 9 & 16, 2020



CENTER FOR CONTINUING EDUCATION

Because whether you're making a product, running an organization, starting a movement or a revolution, you need to be great at idea generation.

This 2-day workshop features various idea generation techniques designed to help the participants efficiently generate groundbreaking ideas and concepts for their organizations and companies.

The workshop also introduces the participants to the core principles of The Creative Mindset, the philosophies and practices needed to truly become creative management practitioners.

The participants will learn and practice a wide range of ideation tools and techniques that can be used for a variety of applications: strategy development, new product and service ideation, experience design, marketing & communications planning, new business/startup idea.

The workshop will cover a wide breath of topics related to ideation & creativity. The workshop experience will be dynamic, blending a variety of learning experiences - in-class workshops, case examples, videos, group and individual exercises.

Creativity & Ideation

objectives

After the course, you will:

1. Adapt the mindset, philosophies and practices of creative people;
2. Learn several techniques and tools to systematically generate ideas; and
3. Generate over 100 ideas for their organizations, businesses or enterprise.

who should attend

Marketing and brand managers, functional heads, startups, SMEs, social entrepreneurs, designers, artists, and creatives



resource person



MR. AARON "A" PALILEO is the co-founder of CIA Bootleg Manila, a consumer insighting and creative brand strategizing firm in Manila. He is also the ASEAN Director of Creative Intelligence Associates: The Brand Architect Group.

As a management consultant and educator, he has worked with international companies based in the Philippines like Accenture Philippines, FWD Insurance, Globe, Pepsi Philippines, Servier Pharmaceuticals, Unilab and Wyeth Nutrition. He has also consulted and trained many medium to large scale Philippine companies.

He has written and co-written books, articles and case studies on management creativity and innovation. He teaches in the Master in Entrepreneurship and Master in Social Entrepreneurship programs of Ateneo Graduate School of Business. He is also the Program Director for AGSB-CCE's Marketing and Branding Innovation Programs.

He is an experienced marketer, having brand-managed Bic Lighters & Shavers, Chupa Chups Lollipops, Freixenet Wines, Gingerbon Candies, Haribo Gummies, Kodak Films, Pez Candy and other multinational brands from US, Europe & Asia.

program content

I. The Three Ps of Creativity: The Creative Product, The Creative Process & The Creative Person

II. The Creative Person & Whole Brain Thinking

III. Reframing: Generating Powerful Ideation Objectives

IV. Idea Generation Technique 1: Generating Ideas by Challenging Clichés

V. Idea Generation Technique 2: 10 Ideation Triggers

VI. Idea Generation Technique 3: Metaphors, Analogies & Cross Pollination

complementary course

Advanced Market Research & Insighting: Consumer Needsfinding & Market Sensemaking
April 17-18, 2020

In this one-of-a-kind course, the participants will learn and practice new approaches to consumer and market insighting that are anchored on human sciences like psychology and anthropology, disciplines that have developed effective ways to understand how people behave.

The course also presents a deeper and more effective way to understand the strengths and weaknesses of both a company's competitors and the company itself in relation to the identified consumer insights.