



IMAGINE
CREATIVITY CENTER
EXPRESS 2016

FEBRUARY 19-22, 2016

5,000 MINUTES PROGRAM

version: 17 Feb 16

Itinerary

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Imagine Express 2016 STAFF

Direction: Xavier Verdaguer

Logistics: Laura Sánchez

Developers: Valentí Freixanet

Coach: Mery Viñas

Master of Ceremonies: Albert Mikkelsen

Press: Meritzel Jordana

Photography: Ferran Forné

Videos: Berta Coll / Irina González + Barcelonta TV team

Lombard Method:

Reframe the problem / Idea Generation: Joanna Parlinska / Albert Ventura Blai Carandell / Eliane Guiu (TGV BCN - Paris)

Prototype: Xavier Verdaguer / Valentí Freixanet / Franco Pérez (Paris 1)

Communication: Meritzel Jordana / Albert Mikelsen (Paris 2 + London + Barcelona)

Sector Coordinators (responsible of the 3 teams of each sector + mentor)

Health / Uriach : Oliver Pou

Fintech / Banc Sabadell : Joanna Parlinska

Smart Cities / Agbar : Albert Ventura

Open: Eliane Guiu

Experts / Mentors:

Banc Sabadell - Núria Torvisco Cañamero, Elisabet Valls Remolí, Salvador Martin Casquero Algarra, Montserrat Guardia Guell

Suez - Alessio Beoni, Viviane Beiró Gonçalves, Daniel Cardelus Vidal

Uriach - Oriol Segarra Montaner, Mónica Gispert Sararols

ELISAVA - Jessica Fernandez Cano

UPC - Xavier Esterán Latorre

AIJEC - Marc Bonavia Solé

EADA - David Roman Coy

Imagine Foundation - Jordi Cabré Trias

Communication - Enric Soldevila

FRIDAY, February 19th

8:00 STAFF meets at Mobile World Center – Carrer de Fontanella, 2

8:30 Meet Everyone at Mobile World Center – Carrer de Fontanella, 2

8:45 - 9:00 Staff & experts **presentations**.
5,000 minutes countdown begins.

9:00 – 11:00 Teams creation

Teams creation

Led by Albert Ventura and Blai Carandell.

9:00 – 9:10 Explanation of activity by Albert

9:10 – 11:00 Team creation

9:10 – 9:30 30' tweet/ pitch for each dreamer to present themselves, in this order:
Creatives, Developers, Business.

9:30 – 10:10 Speed dating - 1' for dreamers to meet each other

10:10 – 10:30 Imagine judges team deliberation

10:30 – 11:00 Teams announcement

Picture with each team

Give MIFI's (Internet device) // Dreamer Toolkit // Pack
Renfe

11:00 – 11:25 Activity – Beecome - Mery Viñas
Give badge to each team – Team Values

11:25 Food delivery for train

11:30 Julia bus arrives to Plaza Catalunya - delante del hard Rock Café



11:40 Leave Mobile World Centre

11:45 Leave Plaza Cataluña with Julia bus - delante del hard Rock Café

Explaining next steps Xavi/Laura

BTV will film the moment the teams get on the Bus so they can have the piece ready for the noon news.

“bus Julia”

12:00 - 12:10 Arrival - Barcelona Sants

Bus arrival with Imagine Express team. The group will have to identify themselves and suitcases with appropriate badges provided. All passengers **MUST** wear the badge from entrance in Barcelona Sants until leaving Paris Gare de Lyon.

On board the train:

Sergio Grandell – 669 475 146 (Elipsos logistites coordinator)

Anabel Arévalo – 661 322 903 (Renfe Press)

Xavier Verdaguer- 647 760 476 (Imagine Express Coordinator)

En estación:

Sergio Grandell – 669 475 146 (Elipsos logistites coordinator)

Juan Carlos Ponce – 609 447 565 (Elipsos logistites)

Elvira Barriuso – 93 452 25 12 (Elipsos communication)

12:10 – 12:15 Group picture in front of the station

Picture at Plaza Països Catalans.

Picture taken by Miquel from Elipsos + Imagine photographer.

Badge Renfe and train tickets ready

Identify luggage using Renfe badges

12.15 – 12.45 Teams divide:

36 Dreamers + staff in charge of Press (Maximum 45 people) go to the Sala club, max 50-60 pax (Checking exterior Area).

Remaining Staff and Mentors will go to boarding area.

Team starts to decorate the train. Platform 5 - Coaches 11 (upstairs and downstairs) and 12 (upstairs)

12.25 Press conference Renfe at Sala club



12:45- 13:00 Teams leave Sala Club and go to boarding area.

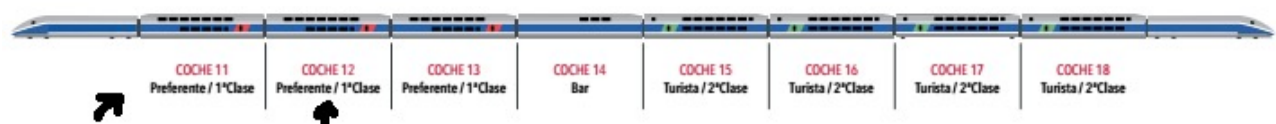
12:50 All passengers go to Platform 5

13.00 – 13:15 Group picture in front of the train

One picture taken on the side of the train and another one up front. Picture areas will be have displays as reference point.

13.20 Train departure Barcelona- Paris (arrival at Paris at 19.53).

Coche 11 and 12



13:20 - 19:53 During train journey:

Each category will have a coordinator who will sit near the 3 teams.

The coordinators of the Lombard Methodology will be:

Joanna Parlinska

Blai Carandell

Albert Ventura

Eliane Guiu

Sponsors, mentors and experts will have concrete roles in specific moments.

Train activities

Teams are given a toolkit box with the printed templates, stationary and 1 ÔIA that they will need during the train journey for time measurement.

13:15 – 14:00 1st dynamic - REFRAME THE PROBLEM (TOOLKIT 0,1)

Albert (coche 11) and Blai (coche 12) will start presenting the first dynamic before the train leaves at 13:15. Their presentation will finish when the train departs.

13:20 (Barcelona) - 14:01 (Girona) 1st dynamic - (TOOLKIT 2,3)

Creative dreamers will define their idea on the NABCH and 5W templates. At the end of the dynamic, templates are posted on the window.

Staff will place an ÔIA with 40 minute timer for each team.

14:01 (Girona) – 14:18 (Figueras) LUNCH

14:30 - 15:30 2nd dynamic - PERSONA (TOOLKIT 4)

Joanna (coche 11) and Eliane (coche 12) will present the second dynamic and will give teams the persona template.

Staff will place an ÔIA with 30 minutes for each team to prepare the template.

Other staff will place an ÔIA with 10 minutes for the team POLINISATION in teams of two (reality check).

15:30 - 16:00 3rd dynamic - SCAMPER (TOOLKIT 5)

Albert (coche 11) and Blai (coche 12) will present SCAMPER dynamic.

Staff will place an ÔIA with 20 minutes for each team

16:00 - 16:30 4th dynamic - TOTEM (TOOLKIT 6)

Joanna (coche 11) and Eliane (coche 12) will present the fourth dynamic and will hand each team a template.

Staff will place an ÔIA with 20 minutes for each team

16:30 - 17:00 5th dynamic - CREATIVE DESTRUCTION (POSITS 10/10)

Albert (coche 11) and Blai (coche 12) will present the fifth dynamic - Creative Destruction.

Staff will place an ÔIA with 20 minutes for each team

17:00 - 17:30 6th dynamic - IDEA SELECTION (TOOLKIT 7)

Joanna (coche 11) and Eliane (coche 12) will present the sixth dynamic and will hand each team a template.

60 minutes BREAK/ gouter -> GATE PRESENTACIÓN STAFF (BAR / COCHE 11 DOWNSTARIS FLOOR)

18:30 - 19:53 7th dynamic – ADDED VALUE (Gare de Lyon) (TOOLKIT 8)

Albert (coche 11) and Blai (coche 12) will present the seventh dynamic – Added Value.

Selective GATE – Staff presentation (BAR / COCHE 11 DOWNSTARIS FLOOR)

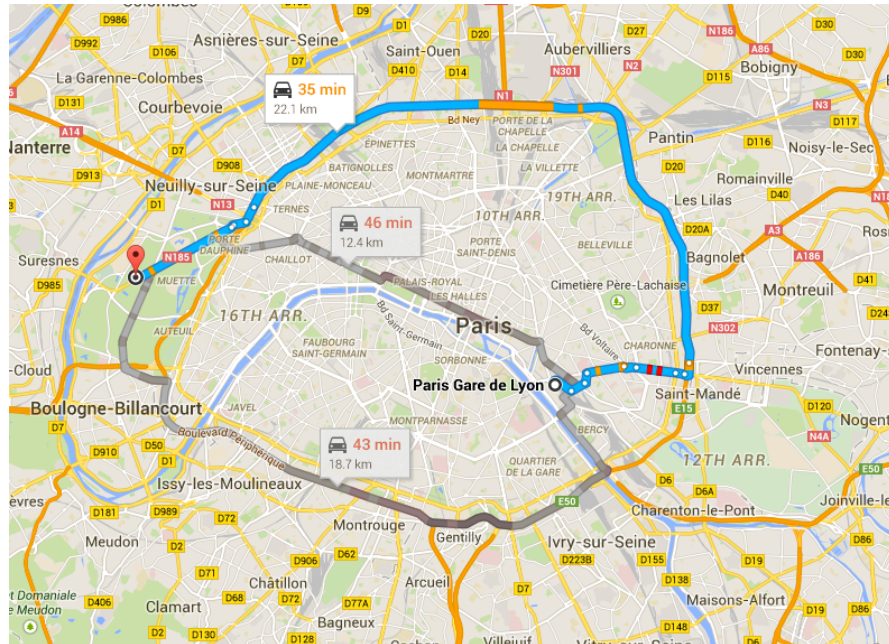


On arrival to Paris after these activities each team will know clearly what they have to work on the next day.

19:53 Train Arrival in Paris – Gare de Lyon

20:05 Group Picture

20:30 - 21:15 Private Shuttle from Gare de Lyon to Hotel



Hotel

MELIA PARIS LA DÉFENSE 4****

4, Esplanade du General De Gaulle

Courbevoie 92400

Paris, France

Tel: (330) 1 75579900

Fax: (330) 1 55047730

melia.ladefense@melia.com



35 twin rooms with Breakfast on Saturday and Take away breakfast bag on Sunday

2 meeting Rooms

The hotel in the shape of a boat hull, is a genuine technical prowess, designed by Vasconi Architects, and a superb decor signed by Jean-Philippe Nuel, with spectacular panoramic views of Paris. Situated on the Esplanade de La Défense, centred between two main avenues leading from the Arc-de-Triomphe at the Champs-Elysees to the Arche de la Defense on the other end, the new-built property is set in front of Takis water mirror fountains and offers direct underground connection to the city centre.

The underground station “Esplanade de La Défense” is located directly opposite the hotel, and enable all of our guests to reach easily the historical city centre, famous Champs-Elysees avenue, Porte Maillot Palais des Congrès, the Opera Garnier and many more places within only 5 to 10 minutes transportation. (Direct underground ride- Line 1)

ROOMS DISTRIBUTION

ROOM 1	Xavier Verdaguer Busquets	Staff	Franco Nicolas Pérez Lissi	Staff
ROOM 2	Laura Sánchez Espinet	Staff	Miriam Catalan Gil	Dreamer Creativo - Sabadell
ROOM 3	Albert Castelltort Mikkelsen	Staff	Blai Carandell Saladich	Staff
ROOM 4	Meritxell Jordana Armada	Staff	Patricia Aroca Sarrias	Dreamer Creativo - Aportada
ROOM 5	Eliane Guiu Puiggros	Staff	Joanna Parlinska	Staff
ROOM 6	Valentí Freixanet Genis	Staff	José Alberto Ventura Serra	Staff
ROOM 7	Oliver Pou Montoya	Staff	Ferrán Forne Manzanera	Staff
ROOM 8	Irina Gonzalez López	Staff	Berta Coll López	Staff
ROOM 9	Xavier Llenas Grimau	Dreamer Creativo - Sabadell	Sebastián Matiz Andrade	Dreamer Developer - DESIGNIT
ROOM 10	Ana Belén Jarrín	Photography	Núria Torvisco Cañamero	Mentor Banc Sabadell
ROOM 11	Pol Carulla Solà	Dreamer Creativo - Sabadell	Julio Carlos Barrera Juez (Julio)	Dreamer Developer - I2CAT
ROOM 12	María Consolación Montilla Requena (Chelo)	Dreamer Creativo - Suez	Laura Natalia Sierra Ramírez	Dreamer Developer - CINTEL
ROOM 13	Josep Rof Buxó	Dreamer Creativo - Suez	Mario Lorenzana Andrés	Dreamer Business - EVERIS
ROOM 14	Patricia Posadas Gallardo	Dreamer Creativo - Suez	Silvia Pociello Pinazo	Dreamer Business - EADA
ROOM 15	Alejandro Coloma Delgar (Alex)	Dreamer Creativo - Uriach	Francisco Jiménez Díaz (Paco)	Dreamer Developer - SFY
ROOM 16	Oriol Giménez Gómez	Dreamer Creativo - Uriach	John Alexander Higuera Porras	Dreamer Developer - ANDICOM

ROOM 17	Marc Gómez Caminals	Dreamer Creativo - Uriach	Xavier Ramos Solé	Dreamer Developer - EVERIS
ROOM 18	Javier Rodríguez Macías	Dreamer Creativo - UAB	Xabier Crespo Álvarez	Dreamer Developer - Imagine Foundation
ROOM 19	Pol Alvarez Villanueva	Dreamer Creativo Social - Fundació Banc Sabadell	Pablo Manuel Vidarte Gordillo	Dreamer Developer - La Salle
ROOM 20	Alexandre Casadevall-Nierga (Alex)	Dreamer Business - Imagine Foundation	Roberto Rafael Maura Rivero	Dreamer Business - PENYA LLULL (UB)
ROOM 21	Anja Kaifel	Dreamer Business - EADA	Chantal Marin-Bourcereau	Dreamer Business - Estrella Damm
ROOM 22	Andreu Enfedaque Pedrós	Dreamer Business - UAB	Rubén Abad Sánchez	Dreamer Developer - PANGEA
ROOM 23	Alejandro López Teruel (Alex)	Dreamer Business - EVERIS	Bernat Basté Selva	Dreamer Developer - ELISAVA
ROOM 24	Helena Arumi Alvarez	Dreamer Business - Imagine Foundation	Montserrat Guardia Guell	Mentor Banc Sabadell
ROOM 25	Andrés Roberto Rubiano Chaves	Dreamer Business - PIONEROS	Jordi Garcia Padrao	Dreamer Developer - ALTRAN
ROOM 26	Juan Manuel Fernández Hernández (Juan Ma)	Dreamer Business - EADA	Gerard Serra Segarra	Dreamer Developer - CDMON
ROOM 27	Albert Llorens Albareda	Dreamer Business - Imagine Foundation	Daniel Cardelus Vidal	Mentor Suez
ROOM 28	Meritxell Hernández Soler	Press	Sílvia Gutiérrez Alonso	Press
ROOM 29	Elisabet Valls Remolí	Mentor Banc Sabadell	Mónica Gispert Sararols	Mentor Uriach
ROOM 30	Salvador Martin Casquero Algarra	Mentor Banc Sabadell	Alessio Beoni	Mentor Suez
ROOM 31	Maria José Viñas Galán	Staff	Marc Bonavia Solé	Mentor -AIJEC
ROOM 32	Jessica Fernandez Cano	Mentor - ELISAVA	Viviane Beiró Gonçalves	Mentor Suez
ROOM 33	Xavier Esterán Latorre	Mentor UPC	Enric Soldevila	Mentor - Designer
ROOM 34	David Roman Coy	Mentor Eada	Jordi Cabré Trias	Mentor - Imagine Foundation
ROOM 35	Oriol Segarra Montaner	Mentor Uriach/ Judge		

SATURDAY, February 20th

Sports & Breakfast

6:45 - 7:15

Running / Yoga at Arc la Defense (optional)

7:45

Meeting Room in Melià La Défense Paris

8:00 - 8:30

Breakfast at Melià La Défense

Teamwork and presentations

8:30 - 8:40 Mindfulness (Mery Viñas)

8:40 - 9:00

Presentation of: agenda for the day + London presentations logistics + prototyping by Albert Ventura and Xavier Verdager.

9:10 - 9:45 Masterclasses

We begin with 2 parallel training sessions (30'), one for developers, one for business/creative profile

- Innovation Canvas (Creatives + Business) -> Joanna + Albert + Blai + Eliane

- Prototyping (Developers) -> Technical demo aspects > Valenti + Xavi + Franco

9:45 - 13:00 Prototyping + Mentors feedback

10:30 Coffee Break

13:00 - 14:00 Lunch at Melià La Défense

14:00 - 15:00

GATE PRESENTACIÓN STAFF with Innovation Canvas (5 min team)

15:00 - 18:00 Communication master class

Merixell Jordana will give a master class about how to give a presentation and teams will begin practicing their presentation with her and other experts. Teams will rotate, once all the teams have done a presentation a new rotation will begin.

16:30 Coffee break

18:00 Presentations

Teams begin presenting their presentation to in front of staff and experts. Merixell will be coordinating the presentations and there will be parallel teams of staff also helping the team.

19:30 Buffet Dinner

23:59

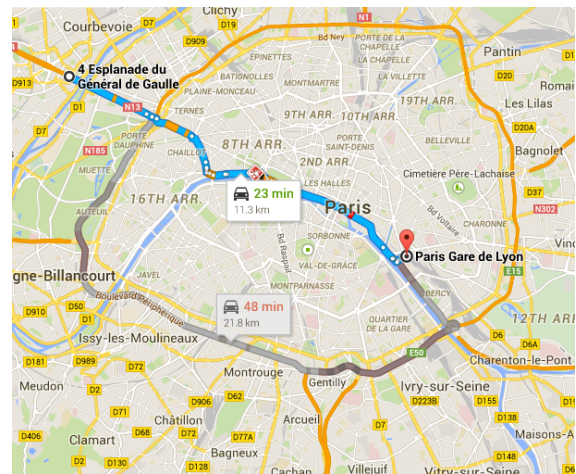
Deadline to finish and hand in presentations

SUNDAY , February 21st

5:30 Meet at hotel reception
Provide Breakfast bags
Review luggage identification

6:00 – 7:00 Transfer to Gare du Nord

Only for those going to London from Melia Paris La Defense.



7:00 Arrive to Gare du Nord —> Chek-in

8:03 - 9:30 Eurostar to London St Pancras station

(Time difference - 1 hour)

Train duration: 2hrs 27 minutes

During this train ride staff and experts will give specific feedback on the presentations.

GROUP STAFF + EXPERTS STAYING IN PARIS

List of people traveling to Barcelona in train:

- Blai Carandell Saladich
- Salvador Martin Casquero Algarra
- Montserrat Guardia Guell
- Daniel Cardelus Vidal
- Enric Soldevila
- David Roman Coy
- Jordi Cabré Trias

Free half day in Paris, and at 14:07 they take the TGV back to Barcelona

14:07 Paris (Gare de Lyon) – Barcelona TGV - Train 9715

20:34 Arrival Barcelona Sants

9:30

Arrival at St Pancras Station, London

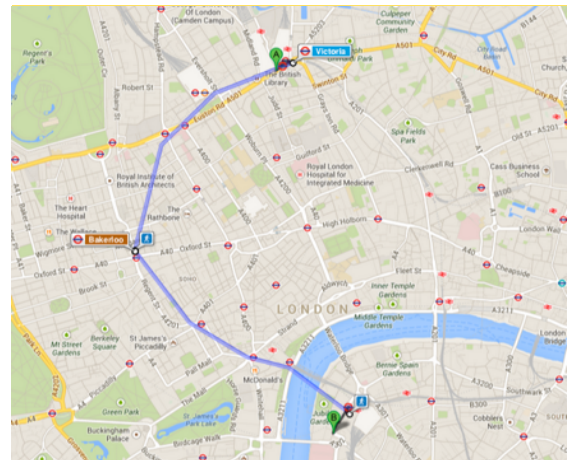
9:40- 10:05 Transfer from St Pancras to London Eye

Transfer to Royal Festival Hall on private shuttle [25 minutes]

Driver: Mark / 0044 7854775549

Contact: Georgia Treweek - JAB Coach Hire

Direct: 0800 056 7849 // 01628 512787



10:10 London Eye

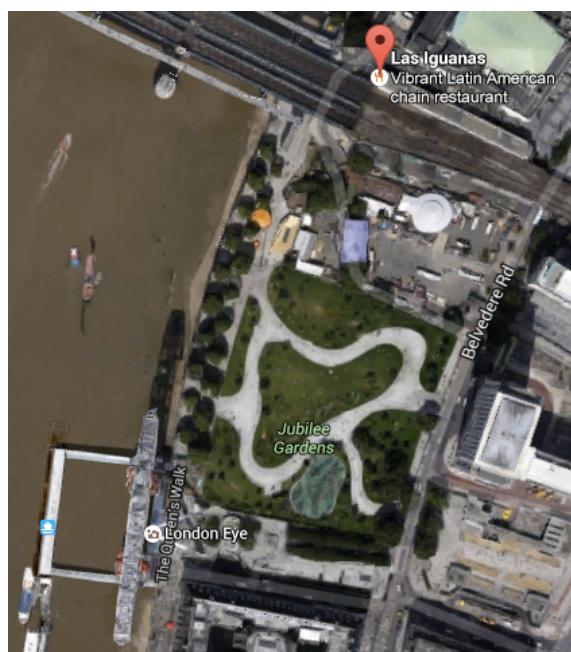
Basecamp:

Las Iguanas

Southbank Centre, Festival Terrace, Belvedere Rd, London SE1 8XX,

+44 20 7620 1328

Matthew Stansbury: matthew.stansbury@iguanas.co.uk



Meet and greet the Jury. (Coffee) - Laura Sánchez

Albert Ventura will take care of **Fintech & Open** judges
Eliane Guiu will take care of **Health y Smart Cities** judges

20 minutes before their intervention, jury and experts have to be ready to go to the London Eye.

CONTACTS AT LONDON EYE

The team Leaders on the day are Rachel Johns & Mario Plaza
The duty manager on the day is Charlotte Goodman

Call centre phone number 0871 781 3000

JURY

Carlos Abarca, Pol Navarro, Carlos Alonso, Oriol Segarra, Xavier Guell, Jose Maria Paredes, Bindi Karla.

11:00- 13:00 London Eye Pitch to Investors

Contact: Lauren Mitcham, Press Officer, pressoffice@londoneye.com, 870 220 2777

- 30 minutes for each rotation, we will need a total of 2 hours for 4 turns
- Max. 20 people in each capsule (based on no other equipment)
- When filming live, using radio communication, or using any wireless devices,
- AVOID using frequencies 5.2Ghz to 5.8Ghz and Channels 110 to 180

- Booking system is based on timeslots that run on the hour and half past
- No eating is permitted within the capsule. You may take water onboard.
- No filming allowed on the boarding platforms leading up 2 or away from the Eye

London Eye Presentations Schedule

Departs to London Eye (walking) - 20 minutes before:

STAFF support at London Eye base: Valenti Freixanet, Franco Perez

11:00- 11:30

3 Teams Theme SMART CITIES (SUEZ) (9 Dreamers)

Jury: Jose Maria Paredes, Oriol Segarra, Xavier Güell

Staff: Xavier Verdaguer, Albert Mikelsen, Valenti Freixanet, **Albert Ventura**

Mentors: Viviane Beiró, Alessio Beoni

Photo + Video: Ferran Forné, Irina González, Berta Coll, Meri BTV, Silvia BTV

Total: 23

11:30- 12:00

3 Teams Theme FINTECH (SABADELL) (9 Dreamers)

Jury: Carles Abarca, Pol Navarro, Carlos Alonso, Bindi Karla

Staff: Xavier Verdaguer, Albert Mikelsen, Mery Viñas, **Joanna Parlinska**

Mentors: Elisabet Valls, Nuria Torvisco, Marc Bonavia,

Photo + Video: Ferran Forné, Irina González, Berta Coll, Meri BTV, Silvia BTV

Total: 25

12:00- 12:30

3 Teams Theme HEALTH (URIACH) (9 Dreamers)

Jury: Oriol Segarra, Jose Maria Paredes, Xavier Güell

Staff: Xavier Verdaguer, Albert Mikelsen, Oliver Pou, **Eliane Guiu**

Mentors: Mónica Gispert, Jessica Fernandez

Photo + Video: Ferran Forné, Irina González, Berta Coll, Meri BTV, Silvia BTV

Total: 23

12:30- 13:00

3 Teams Theme OPEN (9 Dreamers)

Jury: Carles Abarca, Pol Navarro, Carlos Alonso, Bindi Karla

Staff: Xavier Verdaguer, Albert Mikelsen, **Jordi Cabre**, Laura Sánchez, Mery Jordana

Mentors: Xavier Estaran,

Photo + Video: Ferran Forné, Irina González, Berta Coll, Meri BTV, Silvia BTV

Total: 24

13:00 - 13:30 Jury Deliberation

Coordinator: Albert Ventura, Joanna Parlinksa, Elianne Guiu, Jordi Cabre
Dreamers -> Free Time Around London Eye

13:30 - 14:50 Lunch Break.

Dreamers and Jury



Las Iguanas

Southbank Centre, Festival Terrace, Belvedere Rd, London SE1 8XX

15:00 - 16:00 Prize ceremony

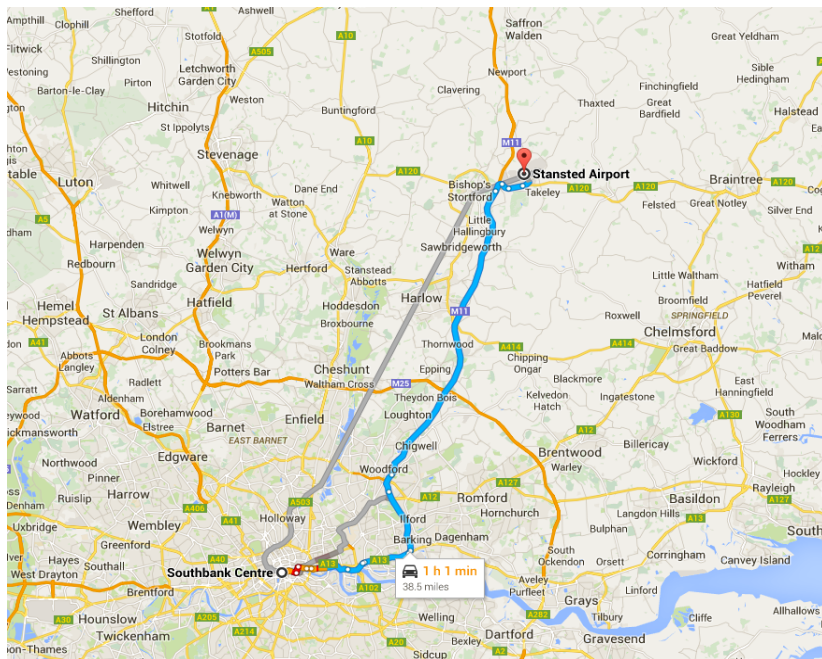
Photo with winners at London Eye Gardens (License approved)

16:05 Meet at XXXX to catch bus

16:15 Transfer from London Eye to London Stansted airport

Contact: Contact: Georgia Treweek - JAB Coach Hire

Direct: 0800 056 7849 // 01628 512787



18:00 Arrival London Airport. Check-in

20:05 - 23:20 Flight London Stansted - Barcelona El Prat T2

RYANAIR – Flight number FR9814

30 passengers – Booking reference: **VR6TFN**

30 passengers – Booking reference: **UWILGG**

23:20 Arrival to Barcelona Airport where bus will be waiting

En la Terminal T2 del aeropuerto del Prat, hay dos parking de autocares, si el grupo llega por la edificio A, el autocar estará esperándolos en el parking situado a la izquierda del edificio, frente a la comisaría de policía, por el contrario si el grupo llega por el edificio B, el parking se encuentra situado al otro lado de la calle y entre los edificios B y C, frente a un parking de vehículos.

Los autocares pueden esperar un máximo de 15 minutos en el parking de la terminal de llegada. Pasado este tiempo, no pueden volver a colocarse en el mismo, hasta que no han transcurrido 45 minutos, por lo que los autocares estacionan en un parking disuasorio, donde pueden esperar al grupo. Una vez estén preparados para salir, deberán llamar al conductor para que vaya a buscarlos al parking correspondiente.

MONDAY, February 22nd

4YFN Winning teams presentations

9:00 – 14:00 Meet at Mobile World Centre. Carrer de Fontanella, 2. Pl. Catalunya



10:30 Doors open Mobile World Center

11:00 Resumen de lo acontecido en los 3 días previos. Xavier Verdaguer & Albert Mikkelsen

11:15 Presentación de los 12 proyectos (5 min por proyecto)

12:30 Votación por parte del public

12:30 Actuación Musical en vivo (Born)

12:45 Anuncio del ganador del premio del público

13:00 Entrega premios La Salle + Orange

invitación al evento: <https://www.eventbrite.com/e/12-proyectos-imagine-express-2016-tickets-21591518814?utm-medium=discovery&utm-campaign=social&utm-content=attendeeshare&utm-source=cp&utm-term=listing>

18:00 - 19:00 Presentation at 4YFN (4 winning teams)

<http://www.4yfn.com/>



4YFN - Lavazza Stage

18:00 Summary of Imagine Express 2016.

Albert Mikkelsen + Xavier Verdaguer

18:15 Winner teams from Imagine Express 2016 – 5 presentations of 5' each

18:40 Interantional Guest Team Presentation

18:45 Speeches

Rüdiger Schmidt - CIO Banc Sabadell

Oriol Segarra - CEO Grupo Uriach

Maria Salamero - Innovation Director Grupo Agbar

Yann Monod - CEO Elipsos Internacional

18:59 5.000 min Final Countdown

invitación evento (4YFN Tickets Needed): <https://www.eventbrite.com/e/imagine-express-2016-final-event-4yfn-mobile-world-congress-tickets-21591790627>

CONTACT INFO

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