This two-week intensive program is offered by HEC Montréal and the University of Barcelona, in collaboration with ESADE and the Polytechnic University of Catalonia. Discover and experience two of the most creative cities in the world.

Montreal : July 2nd to 9th & Barcelona : July 10th to 17th

KEY BENEFITS
» Improve your organization’s capacity for creativity and innovation
» Unleash your own creative ability and innovation skills
» Learn new creative practices and approaches from diverse fields ranging from industry and arts to science
» Challenge your assumptions and discover unexplored opportunities
» Utilize cultural diversity to create new ideas and products
» Work on creative projects
» Create a new international network of managers of creativity

The Summer School adopts a dynamic, multidisciplinary and interactive approach with emphasis on professional visits to creative industries and innovating organizations, creativity workshops, and feedback from renowned creators and managers of creativity.

The language of instruction is English.

WHO SHOULD ATTEND?
» Professionals and managers
» Management consultants and institutional leaders
» Professors and researchers
» Graduate students

2009 PARTICIPANTS COMMENTS

Cirque du Soleil
Bernard Petiot, V.P., Casting and Performance
« ... A high quality truly inspiring program. The people I met, the presentations and the curriculum provided me with an enriching experience... I will recommend this program without hesitation to my colleagues, and to all those who are called upon to manage creative talents in their companies. »

Ubisoft
Stephan Logier, Director (design)
« ... The diversity of the industries visited and of the participants, coupled with the cultural diversity and the outstanding curriculum, provided me with new perspectives on creative practices and on the management of the creative process... I can now better address the challenges encountered in my daily work. »

Groupe Vinci (Eurovia)
Ivan Drouadaine, Research Manager
« I acquired new theoretical concepts on management, as well as numerous examples from a wide range of creative industries and organizations that I can apply to my work at Eurovia. »

Réalisations.net
Roger Parent, President
« The Summer School approach is extremely valuable. It allows the cross-fertilization of ideas and competencies well beyond its walls and its 2-week duration. »

Contact Information
Lucy Stojak
lucy.stojak@hec.ca
+1 514 340 6000 # 2978
www.hec.ca/summer_school
## SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY

### SUMMER 2010 PROGRAM

**Montreal**

<table>
<thead>
<tr>
<th>July 2nd (Friday)</th>
<th>July 3rd (Saturday)</th>
<th>July 4th (Sunday)</th>
<th>July 5th (Monday)</th>
<th>July 6th (Tuesday)</th>
<th>July 7th (Wednesday)</th>
<th>July 8th (Thursday)</th>
<th>July 9th (Friday)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Themes:</strong></td>
<td>Welcome Cocktail</td>
<td>Montreal: A Creative City</td>
<td>Branding &amp; Creative Marketing</td>
<td>Circus &amp; Fashion</td>
<td>Science &amp; Technology Energy &amp; Sustainable Development</td>
<td>Civic Creativity</td>
<td>Arts &amp; Innovation</td>
</tr>
<tr>
<td><strong>Places:</strong></td>
<td>• HEC Montréal</td>
<td>• Botanical Garden • Canadian Centre for Architecture (CCA)</td>
<td>• Bell Campus • Sid Lee • Ubisoft</td>
<td>• Cirque du Soleil • La TOHU • Groupe Dynamite</td>
<td>• Institut de recherche Hydro-Québec (IREQ) • Canadian Space Agency</td>
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**Barcelona**

<table>
<thead>
<tr>
<th>July 10th (Saturday)</th>
<th>July 11th (Sunday)</th>
<th>July 12th (Monday)</th>
<th>July 13th (Tuesday)</th>
<th>July 14th (Wednesday)</th>
<th>July 15th (Thursday)</th>
<th>July 16th (Friday)</th>
<th>July 17th (Saturday)</th>
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</thead>
<tbody>
<tr>
<td><strong>Themes:</strong></td>
<td>Arrival in Barcelona</td>
<td>Innovation &amp; Creative Talents</td>
<td>Creative Industries</td>
<td>Science &amp; Technology Energy Sector</td>
<td>Gastronomy &amp; Creativity</td>
<td>Design &amp; Architecture</td>
<td>Summer School Debriefing</td>
</tr>
<tr>
<td><strong>Places:</strong></td>
<td>• Observatori Fabra</td>
<td>• Barcelona Activa • 22@Innovation district</td>
<td>• University of Barcelona • Ciutat del Teatre</td>
<td>• University of Barcelona • Catalan Institute for Energy Research (IREC)</td>
<td>• Alicia Foundation • Món St-Benet</td>
<td>• Paraninfo UB</td>
<td>• Sagrada Familia • Park Guell</td>
</tr>
</tbody>
</table>

Visit our website at [www.hec.ca/summer_school](http://www.hec.ca/summer_school)

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### PROGRAM LEADERS - MONTREAL

**Patrick Cohendet**  
Co-director of MosaiC  
Visiting Professor  
Department of International Business

**Laurent Simon**  
Co-director of MosaiC  
Associate Professor  
Department of Management

### PROGRAM LEADERS - BARCELONA

**Jaume Valls-Pasola**  
Director of Entrepreneurship Chair  
Faculty of Economics and Business

**Estve Juanola**  
Innovation Manager  
Micro@Nanosystems Engineering Center (CEMIC-UB)

### PROGRAM FEES

Fees include breakfast and lunch, all course materials and professional visits

- **Full-time graduate students***: $ 5 000 CAD (tax incl.)
- **Professionals****: $ 8 475 CAD (tax incl.)

* Some financial aid is available.  
** This program qualifies for Quebec’s Corporate Education Tax Credit

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Program directed by MosaiC: Centre for research and transfer on management of creativity in an innovation society.