

WE
CREATE

NYC

2 MAY - 4MAY 2011

Launch Program

2 MONDAY

8:30-9:30

Seminar: The Anatomy of Ideas

A study on how the brain forms ideas with neurobic exercises to contextualise the process.

Speaker: Araceli Camargo Founder of WECREATE NYC & THECUBE London

9:30 - 11:00

Workshop: How To Make Enterprise A Tangible Option

Tools to help create a business that is economically sustainable from the start.

Speaker: Araceli Camargo Founder of WECREATE NYC & THECUBE London

11:00 - 12:00

Business Innovation Clinic

Bring your idea or problem for a one to one session with WECREATE Brain Bank

13:00 - 14:00

Discussion: Envisioning A New Economy

Discussing different theories on how the economy will evolve

Curator: Devin Balkind Found of Serapis Foundation

14:00-15:00

Open House: Come in and say hello or grab a coffee and some wifi

16:00-17:00

Debate: Can Being Competitive Hinder Cognitive Thought?

A debate whether competitive behaviour can be harmful or helpful to innovation.

Curator: Araceli Camargo Founder of WECREATE NYC & THECUBE London

18:00-19:00

Workshop: Innovation Alchemy

The neurochemicals involved in the innovation process and how to release them.

Speaker: Araceli Camargo Founder of WECREATE NYC & THECUBE London

19:00-20:00

Workshop: A New Business Strategy

Tools on how to strategise your business rather than creating a business plan.

Speaker: Araceli Camargo Founder of WECREATE NYC & THECUBE London

3 TUESDAY

8:30-9:30

Seminar: Language of Sales

A study on how communicate with your clients rather than 'selling' to them.

Speaker: Araceli Camargo Founder of WECREATE NYC & THECUBE London

9:30 - 11:00

Workshop: Art of Forecasting

Tools to help construct a financial picture for your business

Speaker: Marianne Abib-Pech ex CFO for Shell Aviation and Writer

11:00 - 12:00

Business Innovation Clinic

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13:00 - 14:00

Discussion: How Can Young Entrepreneurs Change The Economy?

Speaker: Amanda Holt Founder of Shatter Box

14:00-15:00

Open House: Come in and say hello or grab a coffee and some wifi

16:00-17:00

Discussion: Innovating For Japan

A discussion on how to help Japan innovate

Curator: WECREATE NYC Brain Bank

18:00-19:00

Workshop: Brain Technology

Tools to understand and use your brain for better problem solve

Speaker: Araceli Camargo Founder of WECREATE NYC & THECUBE London

19:00-20:00

Workshop: Reactive Marketing

New Idea Engineering Tools for marketing

Speaker: Araceli Camargo Founder of WECREATE NYC & THECUBE London

4 WEDNESDAY

8:30-11:00

PLATYPUS: Problem solving workshop

A combination of IEA Tools and Group Think

Facilitator: Araceli Camargo Founder of WECREATE NYC & THECUBE London

11:00 - 12:00

Business Innovation Clinic

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13:00 - 14:00

Workshop: Industrial Engineering For Enterprise

Tools used in Industrial Engineering to help strategise your business

Speaker: Daniel Gutierrez Founder of WECREATE NYC and Idea Engineering Agency

14:00-15:00

Open House: Come in and say hello or grab a coffee and some wifi

16:00-17:00

Debate: Can Technology Help Create a Better Society?

A discussion on the role technology plays within our society and how it is shaping the future

Curator: Kirk McMurray a technologist and cognitive psychologist

18:00-19:00

Workshop: Is Fear of Change Stopping Innovation?

Tools to understand overcoming fear to reach innovation

Speaker: Nathalie Nahai Psychology Consultant and Founder of We Make Them Click

19:00-20:00

Workshop: Language of Business For Better PR Results

Tools on how to translate your business into words and create a clear PR message

Speaker: Kate Warwick Founder of PR Savvy

ATTENDING

WECREATE NYC will be launching its neurochemically primed innovation workspace with a mix of discussions, workshops, and debates. We welcome anyone who is of curious mind, starting up a business, or thinking of starting a business.

To attend, please email hello@wecreatenyc.com

Location

58 East 11st Street
NY, New York, 10003
8th Floor