

Block 2: Trendwatching and Innovation at Hogeschool van Amsterdam (HvA)

Saturday: TRAVEL TO AMSTERDAM	Sunday: EXPLORE AMSTERDAM	MONDAY	TUESDAY	WEDNESDAY
		Trendwatching in a nutshell	How to work with Trends: Sustainability	Technology + Culture in Innovation Mgmt
		Check-In and Overview	Intro: Megatrend Sustainability	Beyond the Hype: Technology Trends
		What is a Trend?	From Trends to Concepts: Workshop Sustainability	
		From Megatrend to Consumertrend		Workshop Emerging Technologies
LUNCH		LUNCH	LUNCH	
		Trendwatching Tools	From Trends to Brands	Cultural Skills in innovation
		Tool Workshop	Presentation of Trend Innovation	Wrap Up
		International Dinner		Farewell Drinks