

# Strengthen your competitive edge with meaningful experiences

How do you navigate in the new marketing landscape?

How do you ensure your customers' involvement in the co-creation of your future offerings?

How do you deal with the new customer demands for transparency, authenticity and trustworthiness?

## Experience Design Course

25, 26 & 27  
March 2015

Join this unique 3-day Experience Design Innovation Course for Dutch and international professionals.

The first to market of its kind in the Netherlands.

### A practical approach – We are looking for 3 challenges!

The backbone of the course is the application of NHTV's unique Imagineering Methodology and Experience Design Toolbox on real world challenges brought in by the participants themselves. Do you want to bring in a challenge – let us know! The three days are an immersive cross-disciplinary dive into a hands-on and experiential world of discovery and learning in the fields of experience design, co-creation and innovation. Keywords: extraordinary challenges, the element of surprise, impulsive celebration, and honest reflection on self and collective learning.

### Learning outcomes

- > **Innovation** – learn how to apply the simple Imagineering 5-step experience innovation model and design your own unique and holistic customer experiences
- > **Co-creation** – learn how to involve your target groups in co-creating their own personal customer experiences
- > **Authenticity** – learn how to access your inner organisational value core and use this to create unique and authentic leverage in competition
- > **Business** – learn how to apply the experience perspective and create new profitable opportunities at strategic business level
- > **Real world events** – learn how to design and stage high touch events that capture what is most important to your company and for the relationship with your customers – and learn how to use your events for strategic value creation

*'Nothing less than a life-changing experience - personally as well as professionally - was what happened at the Experience Design Course'.*

Luisa Bernardes Martini, Co-founder of FLAGCX, The Creative Disruption Network, Sao Paolo, Brazil



## Who is this course for?

**YOU** are a Dutch or international professional and...

- > You work in the broad leisure and hospitality industry and your business is to create outstanding experiences for your visitors - before, during and after
- > You work in the fields of communication, marketing, advertisement or branding
- > You design and manage important events, meetings, courses or conferences, and want to make them more experiential and use them more strategically
- > You are a designer of any discipline and want to expand your toolbox with new experience instruments and approaches
- > You entertain groups of important people who visit your company and/or area
- > You are a teacher at any educational level and want to integrate experiential teaching and learning in your professional context

*'At Pool we depend highly on a mindset of co-creation in order to deliver long lasting solutions to our clients. That is why we send our people to the Experience Design Course'.*

Hanna Steiner, CEO & Co-founder, Pool.se, experience & communication bureau, Stockholm



### What makes this relevant

The experience economy is upon us and is affecting all sectors and industries. Customer behaviour sees a shift in focus from material wants & needs to experiences that activate positive and fundamental values such as sustainability, social responsibility, authenticity and co-creation thus offering meaning and identity in an increasingly individualised and changing world. On the side of the companies, it is no longer enough to be the best in ones field, as they depend on more long-term loyalty from their customers. The Imagineering-method developed at NHTV Breda, teaches us in simple tool-box-steps how to get ahead with unique and decisive experience offerings.

### Who is running the course?



#### Niels Kjærgaard-Jensen - Danish

Niels is one of the Imagineering-experts at the course, and is the primary facilitator. He is an educated Kaospilot, a trained professional systemic process consultant and a former employee at NHTV Breda. He is now running his own business 'In Good Company' with a focus on experience innovation for companies in Denmark, Sweden & Norway.



#### Frank Crucq - Dutch

Frank is lecturer Leadership and Process Design in the Performatory at the Academy for Leisure, NHTV Breda. In co-creation with students, industry working field and experts he develops and facilitates internal and external programmes. His background is in Human and Organisational Behaviour.



#### Angelica van Dam - Dutch

Angelica has a background in film production and the pop venue industry. Now 12 years at NHTV Breda she is lecturer Imagineering and chairs the academic competency group Imagineering from where she is investigating how to apply Imagineering to its fullest in education. Angelica also holds a master's degree in Imagineering.



### Course background - NHTV Breda

For many years NHTV Breda has offered bachelor's and master's programmes in the fields of tourism, leisure & hospitality with a strong focus on the strategic discipline of Imagineering. With the topics of Imagineering and the experience economy covering a great need in the market, NHTV Breda has been encouraged by the industry to set up short term courses for the professional field. NHTV Breda has recently been awarded with the title of best 2000+-size University of Applied Sciences in the Netherlands 2015.

### Practical info

Dates:	25, 26 & 27 March 2015
Location:	NHTV Breda, the Netherlands
Time:	Days begin at 09.00 and end at 18.00
Language:	Primary facilitation in English - use of Dutch will be harmonised with international representation
Reward:	NHTV Certificate
Sign up/questions:	Send an email to Suzan Lindhout via <a href="mailto:Lindhout.S@nhtv.nl">Lindhout.S@nhtv.nl</a>
Phone:	+31 6 23 89 33 11
Fee:	The course fee is € 1,800. With 2 participants from the same company the fee is € 3,200.

All course fees are ex. 21% VAT. The fee includes light breakfast, lunch, coffee/tea and brainfood during the three days.

### More info

[www.nhtv.nl/experiencedesign](http://www.nhtv.nl/experiencedesign)

[www.facebook.com/NhtvExperienceDesign](https://www.facebook.com/NhtvExperienceDesign)

