

i3 organises 2nd Workshop and Masterclass

The i3 project, funded by the European Commission, organised its second workshop & masterclass targeting technologies for creative industries, social media and convergence. This one-day event was held in Porto, Portugal on 25th of November 2016, as consisted on two half-day sessions:

1. Masterclass: “Creative Thinking – how to develop your idea”
2. Workshop: “Business Model and Value Proposition – a self-reflective approach”



The main goal of the Masterclass was to introduce some tools and techniques to guide the creative thinking and creative process from the blank page until the implementation of an ad campaign to a product. On the other hand, the Workshop on “Business Model and Value Proposition – A self-reflective approach” was aimed to provide insights to its participants on how to design their projects’ business model and to focus on understanding the customers and the value can be generated for them.

The sessions held by Karl Smyth, Creative Director of s/ks, and Aneesh Zutshi, Invited Assistant Professor at Univ. Nova de Lisboa, were interactive with an active participation of their 23 attendees, mainly researchers and entrepreneurs in social media and convergence sectors.



For the next year i3 project is already preparing new events with the aim to support social media and convergence research and development project to pave the way from the lab to the market.