



ONLINE EVENT "CREATIVITY"

On 9th February 2021 at 12pm German Time/ UTC+1

Dear Partners,

We wish you a Happy New Year! We have started the new year optimistically and with fresh and new ideas.

Therefore, we would like to invite you to our online event with the topic "Creativity" which will take place on 9th February 2021 at 12pm German Time/ UTC+1.

A SHORT INTRODUCTION TO WHAT IS CREATIVITY

The neuroscientific research of creativity shows that having creative confidence has far reaching consequences. When we use our creativity, we are better at coping with ambiguity and complexity, can easily adapt to change and are more resilient. Furthermore, creativity is an essential ingredient for innovation and inventiveness. But what lies behind this most mysterious power of the human brain? Can we understand, explain and even measure creativity? And, what do we need to do to cultivate creativity systematically? In this panel supported by the experts from Sonophilia Foundation, the participants will dive deeply into the different facets of creativity and re-discover the meaning of creativity for their everyday life.

AGENDA

Opening Remarks by Seda Röder, Founder of the Sonophilia Foundation, and Thomas Merz, IST University of Applied Sciences

Breakout rooms

Culture & Creativity

- ➔ How can creativity help us overcome insurmountable barriers.
Franziska Wizany, Sonophilian and Cultural Entrepreneur

Business & Creativity

- ➔ How to foster creativity – why is entrepreneurial thinking so important for a large corporation and what ideas are generated? Holger Seier, Sonophilian and the Head of Innovation Marketing at Evonik.

Gameplay Patterns & Creativity

- ➔ Andy Zmolek, Sonophilian and Founder of Stealth Mode Startup with 5 years working experience at Google, responsible for Android Enterprise Partnerships

SONOPHILIA FOUNDATION

Sonophilia Foundation is a community driven, non-profit entity that promotes creativity, diversity and critical thinking as the cornerstone of societal well-being, progress and innovation. Our aim is to democratize creativity and make it a tangible science. Our community members come from a variety of backgrounds such as arts, business, academia, politics and technology.

We look forward to welcoming you at our event and discuss with you these topics. Could you share this invitation among your staff and students? Please let us know until 20 January if you participate and we will send you the log-in data before the event; therefore we need the emails of the participants.

Kind regards,

Prof. Dr. Thomas Merz
Business Administration, Vice-president Education

Nina Jestaedt
Head of International Office



Seda Röder



Franziska Wizany



Holger Seier



Andy Zmolek



THOMAS MERZ



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