

STRATEGOS *Technical Workshop*

When Technology meets Creativity for Developing Strategies

10.00-12.30, November 22th, 2019, Balbi I Class Room, via Balbi, 16126 Genova
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The importance to understand the intersection of Business, Creativity & Technology in order to build not only innovative products, but also to create immersive experiences for your clients based on Data & Models

Workshop Description:

When Engineering and Technology meets Creativity there are many new opportunities in developing Products & Business Models. Obviously, in order to succeed in this context, it is fundamental to combine them with **Quantitative Supports to drive Decisions** respect the dynamic nature of market and competitor behaviors.

This workshop presents the importance to understand the intersection of Business, Creativity & Technology as well as **New Methods**, based on **Data & Models**, devoted, not only to build innovative products, but also to create **Immersive Experiences for your Clients**. Crucial for today success is to create a committed team with versatile expertise to carry out the **strategic vision** of the company. Real Cases are presented respect European & Far East Markets.

Free Access for Industries, Professionals and STRATEGOS Classes



Joint Cooperation

