

## AGENDA

### International Conference Digital Skills & Innovation @2030

11<sup>th</sup> July, 2018, Inter Expo Center, Musala hall,  
147, Tsarigradsko shose blvd., Sofia 1784

08:15 – 09:00	Registration
09:00 – 09:15	<b>Opening – Prof. Stoyan Denchev, ULSIT</b>
09:15 – 10:15	<b>DigiThink: Design thinking for digital innovation, Erasmus+ project</b> <ul style="list-style-type: none"><li>• Project results and pilot testing - Jose Antonio Campos, PhD, Deusto university, Eugenia Kovatcheva, PhD, ULSIT</li><li>• Guide for implementation - Antonia Bierwirth, PhD, Tecnalía Research and Innovation</li></ul>
10:15 – 10:45	Coffee break
10:45 – 11:45	<b>Panel 1 Digital skills. Moderator:</b> Antonia Bierwirth, PhD <ul style="list-style-type: none"><li>• Prof. Pencarelli, Design thinking and experience logic as a new perspective of marketing</li><li>• Bianca Muntean, Digital skills</li><li>• Deyan Doykov, Agile school</li><li>• Ljubomir Trajkovski, GIRDA Game Play for Inspiring Digital Adoption</li><li>• Marieke Veltman, PhD, Developing wicked problem solving expertise in Higher Professional Education</li></ul>
11:45 – 12:45	<b>Panel 2 Innovation and entrepreneurship. Moderator:</b> Milena Koleva <ul style="list-style-type: none"><li>• Carlos Polo Gil, Design thinking for software development</li><li>• Anita Jamasebi, Managing innovation inside a company</li><li>• Ewa Galeziowska, Changing the world of entrepreneurs through innovation</li><li>• Massimo Andriolo, 10x growth accelerator - IXLerator</li></ul>
12:45 – 13:45	Lunch
13:45 – 15:45	<b>Innovation Management Academy Bulgaria hosts Accelerating Innovation workshop on the topic: Design thinking for smart city</b> <p><i>Facilitated by Milena Koleva (IMA), Massimo Andriolo (IXL), Ruslan Papazyan (Trelleborg) and other mentors from the Innovation Management Academy, the conference participants will have the chance to go through design thinking process. Have you thought how to contribute to smart mobility, social inclusion, cultural and historical heritage, and public safety?</i></p> <p><i>The participants will get involved in a competition game for design thinking, focused on the digitization and transformation of <b>Sofia into a smart city</b> and during the process they will generate and share ideas and solutions, based on the model of the Global Innovation Management Institute and IXL Center.</i></p>
15:45 – 16:00	<b>Summary / Conclusion</b>
16:00 – 17:30	Wine networking