



## **RDE Creative Leadership Programme**

### **Amsterdam 18-21 March 2017**

#### **Schedule**

**DAY 1 Saturday, 18 March, 9.00 – 17.00**

*Trainer: Stuart Hardy, Berlin School of Creative Leadership*

*Venue: Novotel Amsterdam City*

#### **Morning Sessions**

- Scoping the Current Context – Internal and External Drivers
- How Ready Are We?
- Innovation in Self-Teams and Organisation

**Lunch Break 12:30 – 13:30**

#### **Afternoon Sessions**

- Emotional Intelligence
- Commitment Building in the Face of Adversity
- Influencing Styles

**DAY 2 Sunday, 19 March, 9.00 – 17.00**

*Trainer: Stuart Hardy, Berlin School of Creative Leadership*

*Venue: Rai Convention Centre*

#### **Morning Sessions**

- Pillars of Innovation Culture
- Stresses and Strains on the Business Model

**Lunch Break 12:30 – 13:30**

## **Afternoon Sessions**

- Strategies for the Future
- Personal Action Plans
- Value Proposition

**Sunday evening:** Drinks reception at Knijn Bowling 18.00

## **DAY 3 – Monday, 20 March, 8.00 – 17.30**

Attending Radiodays Europe conference + Special RDE Creative Leadership Programme Sessions (\*Note: exclusively for programme participants, moderated by Stuart Hardy, Berlin School)

- Morning Master Class – John Myers, consultant, previously CEO Guardian Media Group, UK
- Lunch Master Class – Aidan McCullen, Senior Partner, Katawave, Ireland
- Afternoon Master Class – Mike Fitzpatrick, Content Director, Triple M, SCA, Australia

**Monday Evening:** Radio Night Party at de Goudfazant 20.30

## **DAY 4 – Tuesday, 21 March, 8.00 – 17.30**

Attending Radiodays Europe conference + Special RDE Creative Leadership Programme Sessions (\*Note: exclusively for programme participants, moderated by Stuart Hardy, Berlin School)

- Morning Master Class – Cilla Benkö, DG, Swedish Radio
- Lunch Master Class – Manoush Zomorodi, Editor of “Notes to self”, WNYC, USA
- Afternoon - Final Presentations of Individual Creative Leadership Compasses