

Intensive Study Programme Liège:

21st to 27th May 2023



Universidade de Vigo



infalia

Sunday 21st May

Arrival and transport to Wégimont (students) and Liège center (professors)

- 12.00 to 18.30: Ice breaker Activity by a group of Belgian Students
- Contact: Lara FIORELLINI
- 19.00-19.30 : Dinner « **La Plume** » Address: rue de l'Egalité 476, 4630 Soumagne

Monday 22nd May

OPENING:

- 9.00: Introduction of the BIP project by **Maryline Dohogne**
- 9.15 - 9.30: "Why a BIP?" by **Morgane Lamoureux**
- 9.30 - 10.00 : "Intercultural relation, the key of your success" (all) by **Morgane Lamoureux**
- 10.00 – 11.15: National presentations by students (10-15 minutes)
- 11.15-11.30 : Coffee break

DAY 1 : ORGANISATION SKILLS

- 11.30 - 13.00: Module 1/2 (face to face):
Time management (Teams 1 to 4) Salle Nord / Teamwork (Teams 5 to 8) Salle Douve
- 13.00-14.00: Lunch
- 14.00 - 15.30: Module 2/2 (face to face):
Time management (Teams 5 to 8) / Teamwork (Teams 1 to 4)
- 15.30 - 16.15: Presentation of the case study by **Amélie Louwette**
 - The companies involved are:
 - **Afelio**
 - **Brunswick Marine in EMEA**
 - **EVS Broadcasting**
 - **Venturelab**
- 16.15 - 16.30 : Coffee break
- 16.30 - 17.30: Company session **by Aude Bonvissuto**, Director, VentureLab - Youth Entrepreneurship for Change
- 17.30 - 17.45: free time
- 17.45 - 18.45: Soft skills cup activity #1 by the group of Belgian Students.
- Contact: **Fiorellini Lara** / 0499 08 68 43
- 19.00: Dinner

Tuesday 23rd May

DAY 2 : CREATIVITY SKILLS

- 9 - 10.30: **Problem solving (Teams 1 to 4) Salle Douve / Critical thinking (Teams 5 to 8) Salle Nord**
- 10.30-10.45: Coffee break
- 11.00 - 12.30: Case study teamwork
- 12.30 - 13.30: Lunch
- 13.30 - 15.00: **Problem solving (Teams 5 to 8) / Critical thinking (Teams 1 to 4)**
- 15.00-16.00: Company session by **Emra YUMUSAK**, HR Manager Belgium Lankhorst & Boat Group in EMEA chez Brunswick Marine in EMEA
- 16.00-16.15: Coffee break
- 16.30 - 17.30: Soft Skills Cup: Activity #2 by the group of Belgian Students.
- Contact: **Fiorellini Lara** / 0499 08 68 43
- 17.30 - 18.30: Case study teamwork
- 19.00: Dinner

Wednesday 24th May

DAY 3: PROBLEM ANALYSIS

- 9.00 - 10.30: **Interpersonal communication (Teams 5 to 8) Salle Douve / Creative thinking (Teams 1 to 4) Salle Nord**

- 10.30 - 10.45: Coffee break
- 10.45 - 11.45: Case study teamwork
- 11.45 - 12.30 : Free time
- 12.30 - 13.30: Lunch
- 13.30 - 15.00: **Interpersonal communication (Teams 5 to 8) / Creative thinking (Teams 1 to 4)**
- 15.00 - 16.00: Company session by **Sarah Bebronne**, HR Recruiter, AFELIO
- 16.00 – 16.30: Coffee break
- 16.30 - 17.30: Soft Skills Cup: Activity #3 by the group of Belgian Students
- Contact: **Fiorellini Lara** / 0499 08 68 43
- 17.30- 18.30: Case study teamwork
- 19.00: Dinner

Thursday 25th May

DAY 4: RESOLUTION SKILLS

- 9.00 - 10.30: **Analytical thinking (Teams 1 to 4) Salle Douve / Decision making (Teams 5 to 8) Salle nord**
- 10.30 – 10.45: Coffee break
- 10.45 – 11.45: Case study teamwork
- 12.30 – 13.30: Lunch
- 13.30 – 15.00: **Analytical thinking (Teams 1 to 4) /Decision making (Teams 1 to 4)**
- 15.00 – 16.00: Company Session by **Dounia CZORNIK**, Deputy CPO chez EVS Broadcast Equipment
- 16.00 – 16.30: Coffee Break
- 16.30 – 17.30: Case Study Teamwork: Final working session (coaching by group of Belgian Students)
- Contact: **Fiorellini Lara** / 0499 08 68 43
- 19.00 – 20.00: Dinner
- 20.00 – ...: Case Study Teamwork: Final working session (coaching by group of Belgian Students)

Friday 26th May

DAY 5: CLOSING CEREMONY

- 9.00 – 9.30: Breakfast at Wégimont
- 9.30 – 10.00: Opening Session by the institutional authorities and local partners
- 10.00 – 12.30: Business Cases studies Oral Defense (*8 international student teams*)
- 12.30 – 13.00: Awards Ceremony
- 13.00 – 15.00: Interactive Company Session Walking Dinner
- 14.15 : Departure to Liège City Center (Bus Number 69 at 14.19 next to the castle. Stop at “Gare Léopold”)
- 16.00 – 18.30: Liège Guided Tour
- 19.00 – 19.15: Dinner at “AS OUHES, place du Marché 21, 4000 - Liège
- 01.00: Return by your own way

Saturday 27th May

Departure

Presentations of the companies for the case study

AFELIO

Afelio supports its customers and helps them build tailor-made, innovative digital experiences that meet the needs of their users.

In an agile and creative dynamic, our teams proudly position themselves as trusted partners and guarantors of quality!

Thanks to our field of expertise encompassing service design, product ownership, the development of tailor-made applications as well as the associated industrialized processes, we build tailor-made, innovative digital experiences that meet the needs of your users.

EVS

Globally recognized as the leader in live video technology for broadcast and new media productions, our passion and purpose are to help our customers craft compelling stories that trigger the highest return on emotion. Our comprehensive range of solutions enables media companies and content creators to deliver the most gripping live sports images, buzzing entertainment shows and breaking news content to billions of viewers every day – and in real time.

Our solutions are designed to help broadcasters and media companies create engaging and high-quality live productions, deliver swift content turnaround and build reliable media infrastructures.

VENTURELAB

The VentureLab reveals and activates the role that young entrepreneurs can play in creating a more serene world. In concrete terms, we help them launch their entrepreneurial activity and develop a project that makes sense for them and society.

Founded by the University of Liège and HEC-Liège, VentureLab has become the incubator for all higher education institutions in the Liège-Luxembourg provinces. It is open to everyone, regardless of academic background.

BRUNSWICK

Brunswick Corporation is the global leader in marine recreation, delivering innovation that transforms experiences on the water and beyond. Our unique, technology-driven solutions are informed and inspired by deep consumer insights and powered by our belief that “Next Never Rests™”. Brunswick is dedicated to industry leadership, to being the best and most trusted partner to our many customers, and to building synergies and ecosystems that enable us to challenge convention and define the future.

Brunswick is home to more than 60 industry-leading brands. In the category of Marine Propulsion, these brands include Mercury Marine, Mercury Racing and MerCruiser. Brunswick’s comprehensive collection of parts, accessories, distribution, and technology brands includes Mercury Parts & Accessories, Land ‘N’ Sea, Lowrance, Simrad, B&G, Mastervolt, RELiON, Attwood and Whale. Our boat brands are some of the best known in the world, including Boston Whaler, Lund, Sea Ray, Bayliner, Harris Pontoons, Princecraft and Quicksilver. Our service, digital and shared-access businesses include Freedom Boat Club, Boateka and a range of financing, insurance, and extended warranty businesses. While focused primarily on the marine industry, Brunswick also successfully leverages its portfolio of advanced technologies to deliver an exceptional suite of solutions in mobile and industrial applications.

State of mind of the intensive week

- HACKATON comes from the USA and was created in the 1990s. Its name comes from the contraction of "Hacker" and "Marathon". Originally, the "Hackathon" applied to the field of computing: it is about decoding a computer system as quickly as possible.
- Anything is possible, as long as we break the codes, thanks to collective intelligence, to come up with innovative ideas and solutions. Today, it has become a type of trendy event where several teams compete in intensive sessions to come up with the best solution to a given problem in a limited time, usually 24 or 48 hours (72 hours).
- Teams can be made up of collaborators and include creative personalities from outside the organisation. A hackathon always ends with a presentation of the strategies put forward by each team to a jury of experts, a jury deliberation and finally the announcement of the winning team.
- One of the main motivations of the participants is the reward that will be given to the winning team. In addition to these sessions, it is common to organise a number of inspiring and entertaining workshops during the event. (In our case these will be the activities organised by the students for the 8 groups created at the start of the week).

The intensive week in Belgium will take the form of a **HACKATON**.

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This activity has evolved over time and has spread to other sectors with different objectives. Everything is allowed, as long as we break the codes, thanks to collective intelligence, to propose innovative ideas and solutions.

Today, it has become a trending type of event where multiple teams compete through intensive sessions with the goal of coming up with the best solution to a given problem in a limited amount of time, usually 24 or 48 hours. Teams can be made up of collaborators to whom we can add a creative personality from outside the organization.

A hackathon always ends with the presentation before a jury of experts of the strategies put forward by each of the teams, followed by a deliberation and finally, the proclamation of the winning team. One of the main motivations of the participants is the reward that will be delivered to the winning team.

Alongside these sessions, it is common to organize a number of inspiring and entertaining workshops during the event. (In our case it will be the activities organized by the students for the 8 groups created at the beginning of the week).