

These events take place at Basel Hotel TLV 156 Hayarkon Street 63451 Tel-Aviv

These events are optional – you will be able to choose to participate during the workshop.

These events take place at partner venues – transport will be arranged except for LiP Sessions

Coneect Faculty Session Hosts:

Falk Strascheg
Liora Katzenstein
Klaus Sailer
Amos Eiran

Ana Naia
Alistair Fee
Andrew Harrison
Christian Greiner
Christian Scheiner
Eyal Benjamin
Ingo Voigt
Lesley Hetherington
Marcus Thompson

	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
8:00-9:00		Registration and Tag Collection	Light Breakfast, Networking & Reflection			
9:00-10:30		<p>Welcome and Introduction: ISEMI - Entrepreneurship College, <i>(Liora Katzenstein, Amos Eiran)</i></p> <p>Munich University of Applied Sciences, <i>(Klaus Sailer, Falk Strascheg)</i></p> <p>Activity: „Getting to know each other“ pitches <i>(Andrew Harrison)</i></p>	<p>Modul 2: Entrepreneurial Mindset Development <i>(Lesley Hetherington, Marcus Thompson, Liora Katzenstein)</i></p> <p>Participative lecture and group activities</p> <p>Summary of learnings</p>	<p>Module 3: Creativity and Innovation <i>(Klaus Sailer)</i></p> <p>Key note: Teaching Creativity & Innovation <i>(Klaus Sailer, Alistair Fee)</i></p> <p>Foreign Expert: „Teaching Innovation“ <i>(Ingo Voigt)</i></p> <p>Summary of learnings</p>	<p>Module 4: Supporting High Impact Entrepreneurship <i>(Ana Naia)</i></p> <p>Interview: „Challenges and requirements of successful and high impact start-ups“ with Falk Strascheg <i>(Conducted by Ana Naia)</i></p> <p>Summary of learnings</p>	<p>Module 5: The Cultural Context of Entrepreneurship <i>(Liora Katzenstein)</i></p> <p>Key note: „The Israeli example“ <i>(Liora Katzenstein)</i></p> <p>Local Expert: „Institutional support“ <i>(Amos Eiran)</i></p> <p>Summary of learnings</p>
10:30-11:00		Coffee Break		Coffee Break		
11:00-12:45		<p>Key Note: Introduction to Entrepreneurship in Israel, including Q&A <i>(Amos Eiran)</i></p> <p>Exercise: Get to know your home group - Team Building <i>(Andrew Harrison)</i></p>	<p>Jerusalem challenge Visit of new and old Jerusalem</p> <p>Group activities (Lunch provided on the bus)</p>	<p>Group Activity and Exercises: Creativity and Innovation <i>(Alistair Fee)</i></p> <p>Key Note: „Gamification“ <i>(Christian Scheiner)</i></p>	<p>Group work about high impact entrepreneurship</p> <p>Supporting and Teaching High Impact Entrepreneurship <i>(Ana Naia)</i></p> <p>Local Expert: „Explaining the Start-Up Nation Israel“ <i>(Eyal Benjamin)</i></p>	<p>Module 6: Ready to Teach <i>(Andrew Harrison)</i></p>
12:45-13:45		Lunch		Lunch & Activity		Lunch
13:45-17:00		<p>Modul 1: Prepare to teach (Participative Lecture) <i>(Andrew Harrison, Klaus Sailer)</i></p>	<p>Visit to the center of entrepreneurship development (MATI)</p> <p>Guided visit of the Dead Sea area with explanation on history and politics (inc. Dead Sea floating)</p> <p>Activity: Enage in a range of mindset challenges <i>(Lesley Heatherington, Marcus Thompson)</i></p>	<p>Learning in Practice I (LiP) (transport by taxi)</p> <p>Exploring Innovative Businesses</p> <p>Industry Innovation Challenge</p> <p>Challenge Partners</p>	<p>Learning in Practice II (LiP) (transport by taxi)</p> <p>Exploring social High tech entrepreneurship in Israel</p> <p>High Tech Impact Challenge</p> <p>Challenge Partners</p>	<p>Lunch Certificates Awards Farewell Ceremony</p> <p>Optional Activities to include:</p> <p>Local beach (Tel Aviv)</p> <p>City center exploration (Tel Aviv)</p> <p>Hacarmel market (Tel Aviv)</p> <p>Old and new Jaffa</p>
17:00-18:00		Red Bus - Tour of Tel Aviv		Happy Hour & Faculty Meeting Relaxation & Reflection		
18:00-19:00	<p>Welcome Cocktail Party & Networking Event at Basel Hotel TLV</p>	<p>Free Evening /Dinner In Tel-Aviv</p> <p>ISEMI will provide you with a list of suggested restaurants and instructions for a cross cultural exercise</p>	<p>Dinner by the Dead Sea (back to Tel Aviv)</p>	<p>James Bond Party <i>(Alistair Fee)</i> Venue: Punch-Line 6 Ha-Arba'a St. (By Taxi)</p> <p>„International Evening“ Dinner dancing at Punchline „the singing waiters center“</p>	<p>„By the sea“ dinner at Jaffa (transport by taxi)</p> <p>Innovation Slam</p>	
19:00-22:00	<p>Registration & Group Tags</p> <p>Innovation & Creativity Games</p>				<p>Walking tour in Jaffa</p>	