



European Centre for the  
Experience Economy

FOUR DAY EXECUTIVE COURSE

## CREATING UNIQUE VALUE THROUGH EXPERIENCE

3 - 4 NOVEMBER AND 7 - 8 DECEMBER 2005

THE COLLEGE HOTEL, AMSTERDAM

# EXECUTIVE COURSE

## CREATING UNIQUE VALUE THROUGH EXPERIENCE.

### **Four day International Executive Course**

Engage in learning by sharing with executives, academics and practitioners across the globe. The executive course for CEO's, MT- members and innovation managers.

I. 3<sup>rd</sup> and 4<sup>th</sup> of November

II. 8<sup>th</sup> and 9<sup>th</sup> of December

Location: The College Hotel, Amsterdam, The Netherlands

### **Featuring**

Prof. Joseph Pine Strategic Horizons, Prof. Ed Peelen Nyenrode Business University, Prof. Ep Köster University of Utrecht, Drs. Anna Snel University of Amsterdam, Rob Wagemans Concrete Architectural Associates, Duncan Stutterheim ID&T, Fred Lingg Achmea Care, Brian Boswijk Interdit & Club 11, Jempi Moens Fresh Forward, Thomas Thijssen, Albert Boswijk, Steven Olthof KPMG Business Innovation and many other top lecturers and experience practitioners.

Immerse yourself with the theory and practice of the Experience Economy. Create opportunities for your own business inspired by an integrated way of thinking and working. Reach your goals through learning by sharing and by preparing for the successful implementation of innovations.

# LOCATION



COLLEGE HOTEL  
ROELOF HARTSTRAAT 1  
1071 VE AMSTERDAM  
THE NETHERLANDS

PHONE: + 31 (0)20 5711511  
WWW.THECOLLEGEHOTEL.COM  
SCHIPHOL AIRPORT: 30 MIN.

# TEACHERS

YOUR TEACHERS

**Thomas Thijssen**



**Albert Boswijk**



**Drs. Anna Snel**



**Drs. Jempi Moens**



**Ir. Steven Olthof**



**Prof. dr. Ed Peelen**



**Prof. Joseph Pine**

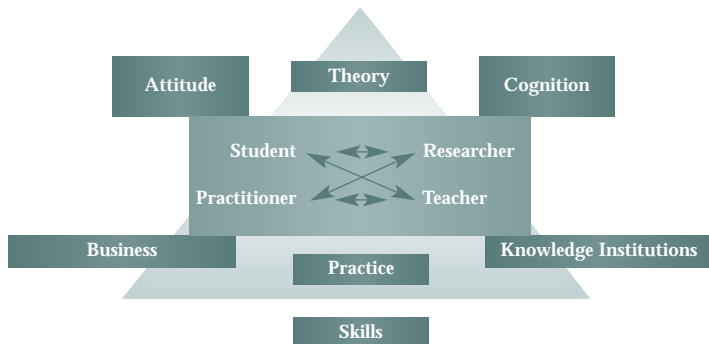


# PHILOSOPHY

## THE PHILOSOPHY OF THE COURSE

The four day Executive Course is modular and follows an integrated framework on various learning levels. We move from a personal perspective to an academic perspective, from a practitioners point of view to self learning and working on your own business case. Within your own business case we move from external to internal and from strategy to implementation. We will also focus on the marketing perspective of experience and experience co-creation.

An innovative learning model, known as Learning by Sharing is used. Professor Rik Maes and Thomas Thijssen developed this new learning model at the Universiteit van Amsterdam in 1998. It has been applied in many learning situations since.



The model engages researchers, teachers, students and practitioners, and combines three forms of learning in one: learning by investigating (formal research), learning by experimenting (explorative research) and learning through practice (learning by doing). By jointly developing fresh knowledge, insight, overview and foresight are created. The model combines theory with practice, and brings together people with a mutual interest through Learning by Sharing.

# PERSPECTIVES

## **Personal Perspectives**

From our personal perspectives, we develop new insights in experiences. What is the common denominator in deep personal experiences? Together, through Learning by Sharing, we will develop a working definition of experience for the coming days. On the fourth day, we will return to the personal perspective to discuss your personal relationship and your personal mission with experiences, and how we can support you in achieving this mission.

## **Academic perspectives**

Anna Snel informs you about her latest research findings and how scientists have conducted research on the topic from various disciplines, like psychology, philosophy, economic theory etc. She explains her integrative approach to experiences and her theories developed so far.

Prof. Ed Peelen explains what experiences mean from a marketing perspective. He discusses the ambition of organisations and the current reality. He will speak about themes as relating, linking, bonding and providing meaning. And if we can pull this together as an organisation, what does it mean for the development of specific competencies within the organisation?

## **Perspective for the future**

Jempi Moens describes what he calls 'Forward Business Development'. The creation of success and growth is still dominated by rational and analytical models and templates that consider the customer as a side issue. Building the future is often based on experiences from the past, or is considered the same as technological innovation. In the future, business success will more and more depend on finding answers to satisfy subjective needs and hidden desires of the individual (value creation).

## **Psychological perspective**

### **Psychological perspective, psychology of the senses**

How do our senses work and how are they connected to experience and emotion? An exhilarating vision on the senses from a research perspective, presented by Ep Köster, emeritus professor of the University of Utrecht. The session we will continue to deal with senses. You will experience taste as an exceptional feature of awareness through the senses, introduced by Angelique Schmeinck, a well-known master chef.

## **Marketing perspective**

Prof. Joseph Pine offers his vision on the experience economy:

*The Experience Economy, Work Is Theatre & Every Business a Stage*. He will present the nine imperatives of the experience economy. In addition, he will present new concepts on authenticity as will be described in the book he will publish in 2005 with his co-author, James Gilmore, for Harvard Business School Press.

## **Strategy and implementation**

### **The practitioners perspective**

Throughout the course you will be exposed to a variety of entrepreneurs that implemented 'experience concepts in their businesses.' These concept owners' present their view on the implementation process.

Fred Lingg, Director of Achmea Health Care, will show you how Achmea made a paradigm shift, and how they are moving into new markets.

Rob Wagemans, Director of Concrete Architectural Associates will introduce you to his vision on life and our environment where we like to spend time in.

Concrete developed breakthrough concepts, as the Supperclub( now in Rome and San Francisco), Nomads, the Mansion and fascinating retail-concepts all over the world. Some of those you will actually visit during the Experience Field Excursion.

Duncan Stutterheim entrepreneur and director of ID&T will tell you his inside story and about his philosophy how he conquered the market for 20 year olds. He has build a dance imperium with mega danceparties of 50.000 people all night dancing. He now runs his own broadcasting station, magazine, beachrestaurant and bar and nightclub called the Cineac.

**Personal perspective, time for integration, your own business case**

After so much active listening, presentations, discussions and input, it is time to reflect. Where does all this inspiration lead to? Where do I stand personally? What is my personal relationship with experience and what is my mission in relation to experiences? How can I contribute effectively to value creation in my own company or organisation?

# STRATEGIC

## II | STRATEGIC PERSPECTIVE, YOUR OWN BUSINESS CASE

Throughout the course there will be time reserved everyday to work on your own business case and your own organisation under professional guidance of Steven Olthof, KPMG Business Innovation, Ed Peelen, Professor Marketing at Nyenrode Business University, Jempi Moens Fresh Forward, Thomas Thijssen en Albert Boswijk from the European Centre for the Experience Economy.

Steven Olthof will introduce you to the Strategic Experience Journey as a methodology and strategic tool to create value through experience and experience co-creation. You will work in very small groups with these professionals. Also private consultation is possible on a limited basis.

### **Professional Competitive advantage**

Many organisations struggle with the question of how they can differentiate themselves from direct and indirect competitors, and how they can build sustainable relationships with their customers. Products and services are becoming increasingly standardised. What is it that the customer desires at the beginning of the 21st century? Who is the customer? How does this customer experience our brands and services, and which impression does these leave him with? How can we better approach the customer? How can we get closer to them? Offer him or her a more meaningful experience? Which innovations does this require in our organisation, in our processes and in the training of our people? And how do we make sure these changes are also beneficial to our other stakeholders? Does the experience economy offer opportunities or only threats? How do we ourselves learn from current developments? How can we prepare ourselves and our organisation for the near future? What is our current strategy? Are there perhaps any alternatives? If so, how do we take advantage of them? How can we create new value and leave the standard paths with a high probability for success?

*If you recognise yourself in the questions posed above and if you are finding your bearings on the opportunities and applications of the experience economy, then you will certainly gain from participating in this Executive Course 'Creating Unique Value Through Experience'.*

### **People first, then rules**

Achmea Zilveren Kruis focuses on the 'experience' of people and not on the rules of delivering care. What we do is supporting each individual in their wish to be healthy and stay healthy. When health problems occur, our focus is on the wishes of the customer and we do everything possible to help the customer regaining his or her health or, in the case of chronic problems, to relieve him/her from suffering in whichever way we can. Our strategy helps us to be of real service to customers. A positive experience with our service in itself already works as an improvement in health. It is a matter of empathy, experience, and compassion.

*Fred Lingg, CEO Achmea Zorg*

- Are you expected to formulate the strategy for the future and implement it successfully?
- Do you want to discover the opportunities that the experience economy has to offer for you and your organisation?
- Do you want to know how experts think about this topic, and do you want to learn how to work on a successful distinctive implementation?
- Do you want to take advantage of other companies experiences of trial and error on the road to implementation of experiences?

Then this Executive Course is exactly what you need.

## **References**

‘Gives a state of the art impression of the experience economy, the theory, the strategy, the implementation and the performance within an integrated framework of thinking and acting.’

‘Experts from different areas of the experience economy offer specific tools from their knowledge, insight and experience, which are ready for use.’

‘In-depth knowledge of the needs and desires of customers offers us the opportunity to respond to these within our company.’

‘The integrated framework of knowledge makes it possible to create leverage in my organisation from a clear and applicable model.’

‘The Strategic Experience Journey has opened my eyes, how we can practically work on developing a strategy for the future.’

‘Thanks again for the wonderful course that you, Thomas, Anna and others put together. It gave me lots of energy and creativity and I liked the active participation of the entire group.’

‘The course has helped me to put the concept of experience in perspective, and to not see it from a marketing or product perspective only.’

‘The course offered me many unexpected moments.’

‘Many thanks for the exciting course. I enjoyed it and I will highly recommend it to others.’

‘Inspiring, educational, broadening and multi-faceted.’

‘Excellent interaction between theory and practice, I feel inspired by both the group and the coaches.’

### **Intended for...**

This Executive Course has been developed for higher management with decision-making power for developing and implementing the strategy in the near future, and those who have influence on the policy. To be more precise, the candidate participants are CEOs, general managers, marketing managers, strategy and business development directors or innovation managers, strategic consultants and members of the management team.

### **Advantages**

1. Insight into the field of experience economy

You will receive an integrated insight into all aspects of the experience economy, of experience co-creation and of experience-engineering, the developments in society, the changing needs and desires of customers, the strategy and methodology to successfully act upon these.

2. Improved customer loyalty and innovative business concepts

In just five days, you will discover how you can retain customers and make your business concepts fit for the future.

3. Sharing knowledge and experience

You will exchange ideas and thoughts with academics, experts and likeminded people about the topic of experience economy and you will get new ideas for your personal success and for that of your organisation.

# PROGRAM

## PROGRAM OVERVIEW

### Pre-course

Preparing your own business case

### Day one: Thursday November 3<sup>rd</sup>, 2005

Personal Working definitions	Experience Economy I	Future trends	Experience Field Excursion Senses in practice
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### Day two: Friday November 4<sup>th</sup>, 2005

Research findings. Overview	Senses & emotions theory	Own business case	Experience Economy II
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### Day three: Thursday, 8<sup>th</sup> of December

Experience Economy III	Business cases Practitioner Workshops	Reflection on business cases	Own business Case Strategic Journey
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### Day four: Friday 9<sup>th</sup> of December

Own business cases - Strategic Journey design and implementation	Evaluation
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### Post-course

Implementing your own business cases and creating unique value

The program is designed in such a way that you can develop your own business cases (light green), based on theory (grey) and inspiring business cases from practice (dark green). It facilitates generative learning between academics and practitioners through Learning by Sharing.

## WEDNESDAY THE 2<sup>ND</sup> OF NOVEMBER

18.00 Arrival and registration

20.00 Dinner at the College Hotel

# DAY ONE

## THURSDAY 3<sup>RD</sup> OF NOVEMBER

09.00 Welcome

Albert Boswijk, Managing Director European Centre for the Experience Economy

### **Personal Perspective**

09.15 Personal definition

From a personal definition of experience to a shared working definition of experiences. From personal experiences, to social/cultural experiences to economic experiences (experiential exercise). Albert Boswijk, Thomas Thijssen en Steven Olthof.

11.00 Coffee break

### **Experience Economy perspective**

11.30 A new perspective on the Experience Economy

Theory and practice by Thomas Thijssen, Ed Peelen and Albert Boswijk

12.30 Lunch

### **A Future Perspective**

14.00 Perspectives for the Future

The challenges of forward business development and innovation, by Jempi Moens, Director of Fresh Forward. The creation of success and growth is still dominated by rational analytical models and templates, and the customer is regarded as a side issue.

16.00 Experience Field Excursion through Amsterdam in small groups (untill approx. 23.00 / dinner in town).

# DAY TWO

FRIDAY 4<sup>TH</sup> OF NOVEMBER

## **Academic Perspective**

9.00 Latest findings from research

Drs. Anna Snel will discuss with you her latest results of PHD research. An integrative approach of experience theory.

10.45 Coffee break

## **Perspective from the Senses I**

11.15 The Psychology of Senses

Are there five or more senses? How do our senses work and how are they connected to our emotions, our preferences, our experiences? On the basis of extensive research findings in the food-industry Prof. Ep Köster, University of Utrecht will tell you about some remarkable outcomes of his research.

## **Perspective from the Senses II**

12.30 Senses and experience

Taste and senses, a surprising sensory experience Angelique Schmeinck, master chef, will lead you in the world of our senses.

## **Businesscases perspective**

14.00 Working on your own businesscase. Coaching in small groups, and private consulting by the staff of the European Centre for the Experience Economy.

### **Academic perspective**

- 16.00 Experience economy between ambition and reality  
About relating, linking and providing meaning. The impact of experience economy on the organisation. Interactive presentation by Prof. Ed Peelen, University of Nyenrode, on the marketing perspective of the experience economy.
- 17.00 Reflection with Thomas Thijssen and Albert Boswijk.
- 18.00 End of the first part of the program.

## DAY THREE

### THURSDAY 8<sup>TH</sup> OF DECEMBER

- 09.00 Integration. Looking back and looking ahead Thomas Thijssen and Albert Boswijk

### **Experience Economy perspective**

- 09.30 Welcome to the Experience Economy  
The imperatives of the Experience Economy by Prof. Joseph Pine. An interactive session with the latest insights from the new book about authenticity by Joseph Pine & Jim Gilmore. Prof. Joseph Pine is partner of Strategic Horizons LLP.
- 10.15 Coffee break

## STRATEGY AND IMPLEMENTATION

### **Perspectives from Practice**

- 11.30 Achmea Care: People first, then rules  
Fred Lingg, Director of Achmea Care. Achmea takes care of the care. Fantasy or reality? Achmea Care changed from a reactive to a proactive business model. From being a healthcare insurance company to taking care of the care, with prevention and customers' personal responsibility for their own health being the key.

12.30 Lunch

### **Perspectives from Practice continued**

14.00 ID&T Dance conquers the world

Duncan Stutterheim

On the surface, organising mega dance parties without any effort. White sensation, black sensation drew 90.000 visitors in one week. Bloomingdale, Cineac. What is Duncan Stutterheim's vision on experiences? A look behind the scenes from a passionate entrepreneur and his organisation.

15.15 Tea break

15.30 Architectural perspective

A vision on living and working. Rob Wagemans from Concrete Architectural Associates has a very personal vision on shaping and forming spaces that we like to spend time either shops, restaurants or nightclubs.

17.00 Time for reflection

Which case presentations made the most impact on you? What in those presentations is of personal value to you and which new business insights appeal to you? And what do they have in common?

Thomas Thijssen and Albert Boswijk

18.30 Break & snack

### **The perspective of your own organisation**

19.00 The Strategic Experience Journey

What are the specific business issues that occupy your mind? Introduction to the strategic journey to value creation by experience, by Steven Olthof of KPMG Business Innovation, together with Albert Boswijk and Thomas Thijssen.

20.30 During Dinner Interdit, the cowboys of the kitchen

Brian Boswijk

# DAY FOUR

## FRIDAY 8<sup>TH</sup> OF DECEMBER

### STRATEGY AND IMPLEMENTATION CONTINUED

#### **The perspective of your own organisation**

- 09.00 The Strategic Experience Journey II continued  
What are the specific business issues that occupy your mind and still are unsolved? Introduction to the strategic journey to value creation, by Steven Olthof of KPMG Business Innovation, together with Albert Boswijk and Thomas Thijssen.
- 10.30 Value creation through experiences I  
Three case studies taken from the participants in three groups
- 12.00 Value creation through experiences II  
Sharing ideas, solutions and plans from the case studies
- 12.45 Lunch
- 14.00 Continuation of the strategic Experience Journey to value creation  
Three other case studies in three new groups with personal advice.

#### **The personal perspective**

- 15.00 Your personal experience journey  
What is your personal relationship with experience and what is your personal mission in this field? Albert Boswijk
- 16.00 Learning by Sharing  
Learning by Sharing and lessons learned Sharing of the acquired insights. Thomas Thijssen and Albert Boswijk.
- 16.30 Closure by Albert Boswijk
- 20.00 Dinner in local restaurant  
For those who stay and leave Saturday

## **Registration**

The number of participants for this Executive Course is limited to a maximum of 20. So make sure you register early to ensure yourself of a place. We encourage participation of several participants from the same organisation to enhance the aggregated learning experience.

You can register by completing, signing and faxing the reply form to the European Centre for the Experience Economy, fax: +31 (0)346 21 20 29, or by sending it to: [albert@experience-economy.nl](mailto:albert@experience-economy.nl)

European Centre for the Experience Economy, Prof. Bronkhorstlaan 15, 3723 MB Bilthoven, The Netherlands. You will receive confirmation and an invoice by return mail. Participation will be allocated on the basis of the date on which payment is received.

## **Reduction**

When registering two participants from the same organisation, a 7% reduction will be applied. When registering three participants from the same organisation, a 10% reduction will be applied.

Members of The European Centre for the Experience Economy have priority registration and a discount of 10% when payment is received before 1<sup>st</sup> of October.

## **Course material**

All participants will receive a manual with course material, which can be used for reference, including recent articles and recommended literature.

## **Location**

The Executive Course will be held in the College Hotel in Amsterdam, The Netherlands, 30 minutes from Schiphol Airport.

For more information see [www.thecollegehotel.com](http://www.thecollegehotel.com)

### **Certificate**

All participants will receive a certificate from the Universiteit van Amsterdam.

### **Fee for the course**

- 3.990 excluding VAT and excluding costs for accommodation.
- Accommodation costs estimated around □ 1250 (excl. trips and transfers).
- 1. Arrival the 2<sup>nd</sup> of November - departure the 4<sup>th</sup> of November 2005.
- 2. Arrival 7<sup>th</sup> of December, departure 9<sup>th</sup> of december.

### **Guarantee**

The European Centre for the Experience Economy and the University of Amsterdam guarantee the quality of the Executive Course. By employing only top teachers we can guarantee effective sharing of knowledge.

### **Conditions for cancellation**

If you are prevented from attending, you can send a colleague or representative at no additional costs. Written cancellations will be accepted up to 30 days before the first course date. A cancellation fee of □ 250 will be charged. After this date, the whole course fee and residential fees will be forfeited.

# REGISTRATION

## REGISTRATION FORM

European Centre  
for the Experience  
Economy

Fax this form to  
+ 31 (0)346 212029

'Creating Unique  
Value through  
Experience'

3<sup>rd</sup> and 4<sup>th</sup> of  
November and  
8<sup>th</sup> and 9<sup>th</sup> of  
December 2005

The College Hotel,  
Amsterdam, The  
Netherlands

Yes, I would like to register for the Executive Course:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Position

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Company adress

\_\_\_\_\_  
Postal Code

\_\_\_\_\_  
Signature

Yes, I also would like to register my colleague:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Position

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Company adress

\_\_\_\_\_  
Postal Code

\_\_\_\_\_  
Signature

### Conditions for registration and cancellation

Registration occurs in order of receipt of the registration form;  
you will be sent an invoice.

- Acceptance is in the order of payment received.
- If for some reason you are unable to attend, you can send a colleague at no extra costs. Written cancellations will be accepted up to 30 days before the first course date; cancellation fee of € 250 will be charged. After this date, the whole course fee will be forfeited.