

360°^o

INSPIRATION

FOR WHO?

Ever wondered how you can broaden your scope and look at your business from a different perspective? Or are you interested in an inspirational introduction to our services?

WHAT?

With the 360° Inspiration workshops we present the latest cross industry trends and insights from the world around us and show you how to integrate these into your own business.



TREND LECTURE

Goal: to inspire, stimulate and broaden the scope through insights into the latest trends, creating ideas and highlighting opportunities.
Duration: 2 hour lecture



TREND WORKSHOP

Goal: mapping the latest trends and developments at product level and translating those to your specific branch or question.
Duration: process (preparation & development) incl. 0,5 day workshop



THROUGH THE EYES OF...

Goal: learn to look at the world as a trend researcher and turn these observations into opportunities and ideas for your own business.
Duration: process incl. 1 day visit, 1 day workshop



PORTFOLIO LECTURE

Goal: directing the development of commercial product ranges requires dedicated skills. During this lecture, you will discover which aspects actually matter, and learn how to regenerate a product range with creativity and vision effectively.
Duration: 2 hour lecture

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SCENARIO & STRATEGY

FOR WHO?

Would you like to revitalise your brand and get a clear focus of new opportunities for your business? Together we create future scenarios.

WHAT?

With the 360° Scenario & Strategy workshops, we can define your brand positioning and target groups, create strategic scenarios and give direction to design development.



SCENARIO IDEATION

Goal: scenario development to clearly visualise the business opportunities for your brand.
Duration: process incl. 1 day workshop



GET UNDRRESSED

Goal: every company has its story. What is yours? During this workshop we will clearly identify and visualize your corporate story.
Duration: process incl. 0,5 day workshop



PERSONAS & DRIVERS

Goal: identifying the target audience and translating that to fictitious representative users.
Duration: process incl. 0,5 day workshop



DESIGN DNA®

Goal: determine the strategic design development for a new product or product range.
Duration: process incl. 1 day workshop



DRESSCODE®

Goal: identify the most important principles of your brand with our strategic positioning tool and create a basis for every future development of this brand.
Duration: process incl. 0,5 day workshop



NAMING WORKSHOP

Goal: to develop a powerful and relevant brand name, product name or service.
Duration: process incl. 2 days workshop (not 2 consecutive days)

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CONCEPTS

FOR WHO?

Do you need help transforming your promising ideas into realistic and valuable concepts, which hold added value for your consumers?

WHAT?

With the 360° Concept workshops we generate new ideas, check their feasibility and help you create concepts that are easy to manufacture and marketable.



CONSUMER CO-CREATION

Goal: during the Consumer Co-creation workshop new concepts for your brand or product will be generated together with your target audience.
Duration: process incl. 2 days workshop



CONCEPT IDEATION

Goal: quick, targeted generation of new concepts for your brand or product.
Duration:
Small: process incl. 1 dag workshop (2 designers)
Large: process incl. 1 dag workshop + consumer check (3 designers + facilitator)



ROADMAP DURABILITY

Goal: taking the first steps towards transforming your durable vision into a durable product.
Duration: process incl. 1 day workshop



FMEA CHECK

Goal: together with a multidisciplinary team the opportunities, discoveries and consequences of a possible product failure will be assessed.
Duration: process incl. 2 days workshop

360° DIRECT

FOR WHO?

Are you looking for new business opportunities? Do you think it is time to assess your current processes for business innovation and identify where the opportunities are? Or would you like to discuss, examine or develop some new product ideas? Without actually starting a complete innovation project? Then the 360° Direct workshop really is something for you.

WHAT?

The 360° Direct workshop is the total workshop. We will, in a short period of

time, assess the current state of the (product) innovation of your company, brand and product, and determine which are the best and most logical next steps. We will broaden your scope within relevant markets and social developments, explore possible scenarios and business opportunities and finally, initiate possible concept developments.

WORKSHOPS:

The 360° Direct workshop usually takes two days. One day to inspire and assess the current situation. Later on that week we will get together for the second workshop day. Finally you will return home with masses of inspiration and numerous possible scenarios with potential detailed concept developments.

For more information check our website: WWW.360CREATIVESERVICES.COM



CREATE THE DIFFERENCE