

**DRAFT PROGRAMME FOR ESADE EXECUTIVE MANAGEMENT PILOT MODULE  
AT CERN, NOVEMBER 13-15, 2017**

**Version 7**

**Day 1. Monday, November 13, 2017**

<b>Time</b>	<b>Activity</b>	<b>Activity leader(s)</b>
10.00	Welcome to CERN and IdeaSquare <ul style="list-style-type: none"> <li>• Unique environment, “license to think”, IS</li> </ul>	Lauri Repokari, ESADE representative
10.15	<b>Introduction to CERN</b>	Markus Nordberg
11.30	<b>Lab visit I: Antimatter</b> <a href="#">AEGIS</a>	Chloé Malbrunot, Michael Doser
13.00	Discovery Lunch: what is CERN? <ul style="list-style-type: none"> <li>• Ask your random neighbor what she does!</li> </ul>	
14.00	<b>Group Exercise I: what is CERN?</b>	Lauri Repokari
14.45	<b>Results of Group Exercise I</b>	
15.15	Transport to <a href="#">CMS</a> ; <b>Introduction; Lab visit II</b>	Jose Andreas Monroy
18.15	Summary of Day I	Lauri Repokari
19.00	Dinner (Restaurant 2)	Sergio Bertolucci

**Day 2. Tuesday, November 14, 2017**

<b>Time</b>	<b>Activity</b>	<b>Activity leader(s)</b>
08.30	Introduction to Day II	Lauri Repokari
09.00	<a href="#">Group Exercise II: Find the Higgs (and Z Boson)!</a>	Steve Goldfarb, Livia Soffi
12.00-14.00	(Sandwich lunch at IS); Presentation of results to conference, discussion	Steve Goldfarb, Livia Soffi, Lauri Repokari
15.00	<b>How do large collaborations work?</b>	Markus Nordberg
15.45	<b>Lab visit III: Computing</b> <a href="#">data center</a>	Maite Lopez, Miguel Ribeiro
17.30	<b>Group Exercise III:</b>	Lauri Repokari
18.30	<b>Introduction to IS &amp; Exercise</b>	Harri Toivonen, Joonas Kurikka, Jani Kalasniemi
19.00	<b>Discovery Night (Group Exercise IV)</b> <ul style="list-style-type: none"> <li>• <a href="#">Cloud chamber</a> (School Lab)</li> <li>• Coincidence counter (IS)</li> <li>• AI &amp; Robot exercise (IS)</li> </ul>	Harri Toivonen, Joonas Kurikka, Jani Kalasniemi, Mihaly Vadai
(until needed)	Finger Food Dinner (IdeaSquare)	

### Day 3. Wednesday, November 15, 2017

Time	Activity	Activity leader(s)
09.00	Introduction to Day III	Lauri Repokari
09.15	Exponential Thinking	Pablo Tello
10.30	How Big or Complex is "Disruptive"?? Physics Behind a Dream – Design a Jumbo!	Markus Nordberg
11.30	Exercise V: Design an airliner, based on a given Business Model	Markus Nordberg, Lauri Repokari
12.30	Lunch at IS	
13.30	Group Exercise VI: A Detector for Disruptive Thinking	Tuuli Utriainen, Pablo Tello
15.00	How can a CERN Technology shape the future?	Giovanni Anelli
16.00	Summary and Conclusions	Lauri Repokari, ESADE representative
16.30	End of Workshop	

#### Sequence of events

1. Vision, uniqueness and purpose of CERN
2. Experimental facilities
3. Data analysis process
4. Understanding collaborations
5. Use of IdeaSquare and principle of rapid prototyping (design thinking), links to CBI

#### Note

1. CBI assignments and feedback session left out on Nov 3 due to lack of time

#### Colour code

## Transformative Disruption



## **IdeaSquare Team**

Lauri Repokari  
Steve Goldfarb  
Joonas Kurikka  
Jani Kalasniemi  
Markus Nordberg  
Tuuli Utriainen  
Pablo Tello  
Harri Toivonen

## **CERN-personnel involved & invited for the dinner (in addition to IS)**

Michael Doser (antimatter)  
Heinz Pernegger (semiconductor sensors)  
Sergio Bertolucci (ATTRACT)  
Steve Goldfarb (physics, analysis)  
Livia Soffi (physics, analysis)  
Giovanni Anelli (Knowledge Transfer)  
Mar Capeans (new technologies)  
Thierry Lagrange (purchasing)  
Maite Lopez (computing)  
Hanna Manninen (climate research)  
Jose Monroe (CMS, physics)  
Manuela Cirilli (medical applications)  
Sascha Schmeling (S'cool lab)  
Mihaly Vadai (beams, physics)