

Creative Inspiration: Boosting Creative Entrepreneurship & Digital Learning

a multiplier event organized by Budakov Films and supported by the New Bulgarian University

18.02.2021, February, Sofia, Bulgaria
10:00 – 12:00 EET

Zoom link: <https://us02web.zoom.us/j/89052258489>

Main Goal:

If you work in a creative field, e.g. visual communication, UI/UX design, motion design, photography, copywriting, design, film, music, etc. - you are a student or you are freelancer, running a business where you have clients who pay for your creative talents, whether in the form of a service or a product, then the CreatINNES multiplier event in Sofia is the right one for you! You will understand the creative startup ecosystem as a concept (differences/overlaps with innovation & entrepreneurship ecosystems), learning new insights, as well as expanding your professional network!

Agenda			
Time	Session	Panelist	Language
10.00 - 10.10	Opening and brief introduction of the co organizers	Dr. Petyo Budakov	Eng & Bg
10.10 - 10.25	How to create a powerful corporate identity & showcase of distinguished student projects (NBU)	Assoc. Prof. Dr. Ilija Kojuharov, Chairman of Department "Cinema, advertising and show business", New Bulgarian University	Bg
10:25 – 10:40	Steps to Success as a Creative Entrepreneur	Dr. h.c. Wolfgang Kniejski, Managing Director of INI-Novation GmbH, Senior Business Creation Manager at EIT Manufacturing, World-class Business Developer, Germany	Eng
10:40 – 10:45	Break		
10:45 – 11:10	Marketing Fundamentals and Insights	Dr. Georgi Malchev, International speaker and marketing expert, Founder of Xplora.bg	Eng
11:10 - 11:25	UI/UX Prototyping and Portfolio	Dennis Gutjahr, Freelancer graphic designer, Berlin, Germany	Eng

11:25 – 11:40	The Usability of E-learning and Blended Learning Platforms: CreatINNES Academy	Dr. Petyo Budakov, Budakov Films Ltd	Eng
11:40 – 11:45	Break		
11:45 – 12:00	Q&A and chat	all	Eng /Bg

Duration: 120 min

Link to join us: <https://us02web.zoom.us/j/89052258489>

Information about the organizers:

- **Budakov Films** is a digital studio, passionate about creativity and design of learning experience. The company is a partner to the project consortium “CreatINNES”.
- **New Bulgarian University** was established on 18 September 1991 with a resolution by Bulgarian Parliament. The National Evaluation and Accreditation Agency, which reviews Bulgaria’s higher education teaching, granted NBU maximum accreditation in three consecutive accreditations in 2001, 2006, 2012 and 2019. Since 2004, NBU is an accredited partner of the Open University UK.