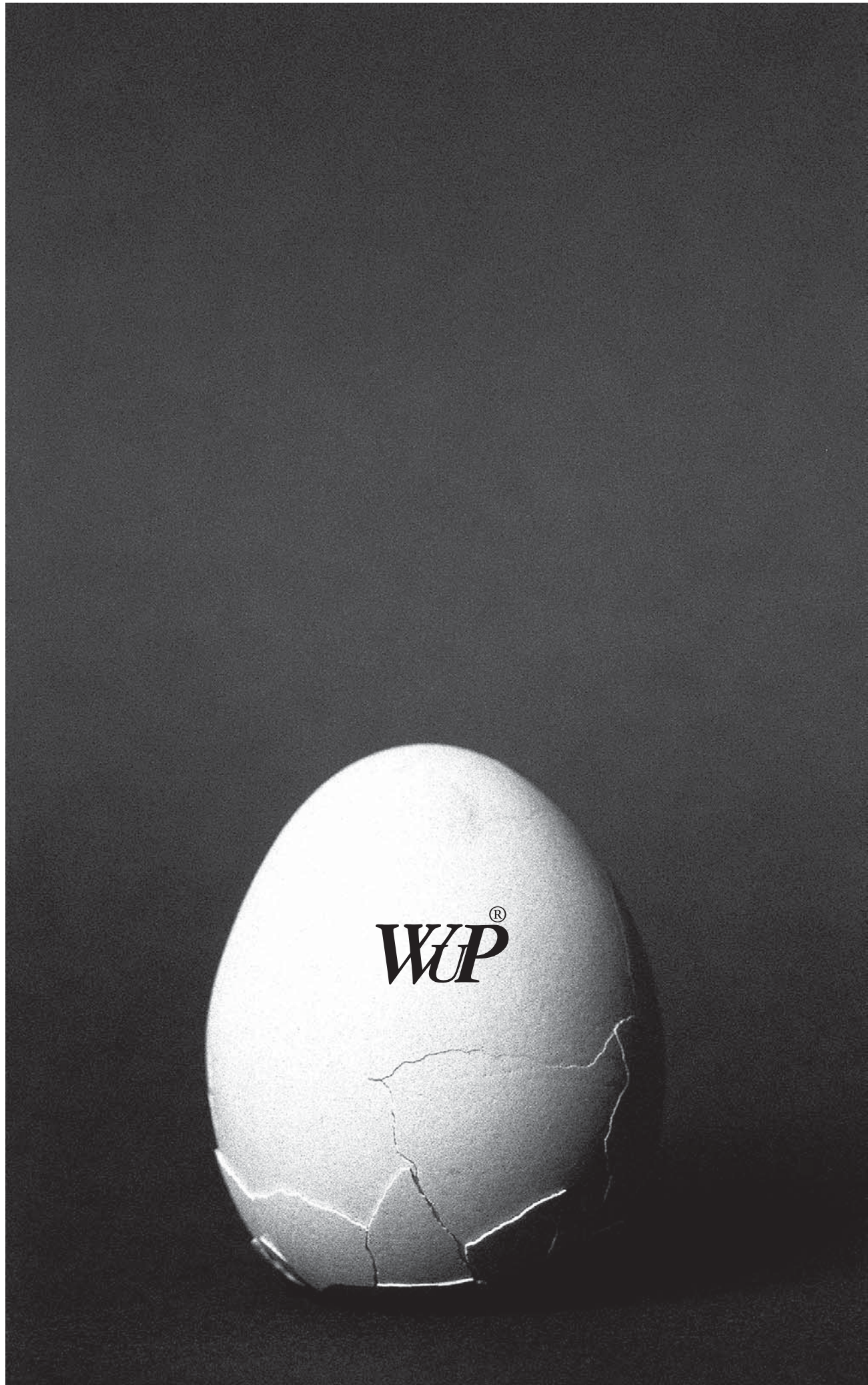


D E S I G N I N G

2004



E V E N T S

Stimulating ideas for lively trainings,
workshops, conferences and events

Summer Academy
Kloster Seeon • Southern Bavaria

THEMES

RANGE OF EVENTS

From mini-seminars to big events. In-house meetings, public hearings, info-markets.

Outdoors. Seminars and congresses. Project kick-offs. Marketing, training and change events. Large audiences. Workshops. Minis and quickies. "Barefoot" events. Motivational events, labs and camps.

METHODS & TOOLS

Equipment and planning checklists. Vernissage technique.

Forms of presentation and discussion. Visualisation.

Storyboarding®. e-support.

Photo and film documentation.

Experiential and results orientation.

Learning with your body.

Arrangement and sculptures.

Workshop methodology.

Big events and open space.

Scenario planning.

Games, training theatre and production methods.

Event know-how.

Pre and post events.

Event consulting.

PLACE, TIME, & FEE

Place: Kloster Seeon, a converted monastery, now hotel & conference centre on its own island.

Address: Klosterweg 1
D-83370 Seeon. Tel: +49 8624 897 0
www.kloster-seeon.de

90 minutes from Munich.

Train station: Bad Endorf.

Motorway A8: Exit Bernau/Prien or Grabenstätt.

Airport: Munich or Salzburg.

Starts: Monday 21 June 2004 at 12:30

Ends: Thursday 24 June 2004, around 14:00 (Please keep evenings free).

Fees: 1.840,- € (+ 16% VAT if applicable). Includes participation, lunch and evening meals, coffee breaks, materials and documentation. Reduced rates for 2 or more participants. Ask for sponsored places.

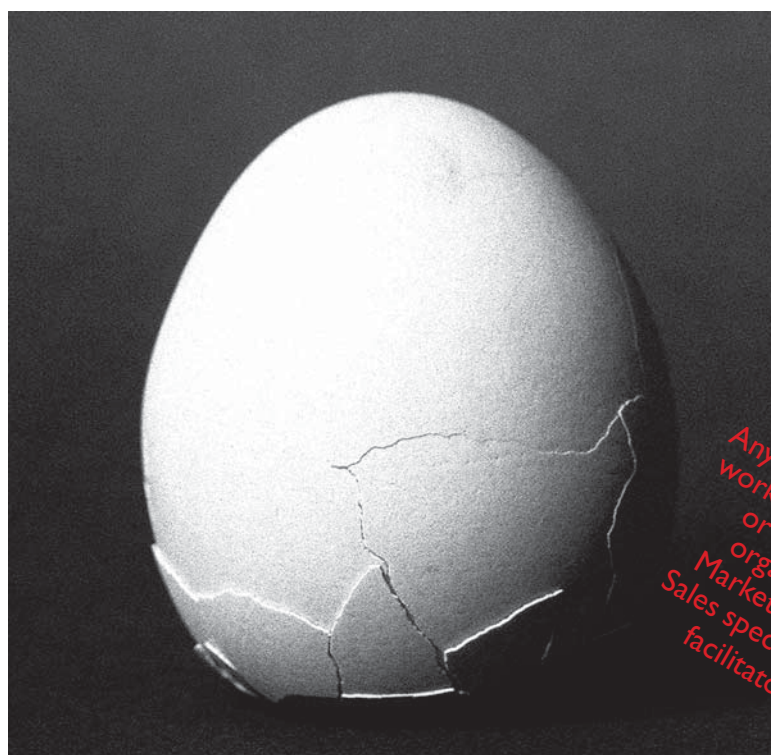
FOR THE SIXTH TIME! *Summer Academy!*

The typical WUP recipe:

Take a mixture of unusual workshop, event and creative methods, all with exciting themes and content.

Add a colourful blend of over 100 participants and place it in a lively workshop setting.

And to all this a whole bag of stimulating examples, ideas, methods and techniques for planning and producing your events – from the smallest seminar to the large-scale event.



TARGET GROUPS
Anyone who plans and runs training, workshops, conferences and events, or is responsible for HR and organisational development. Marketing, Communication and Sales specialists. Trainers, speakers, facilitators and consultants.

We have invited about two dozen special guests who are cooking up new ideas. You will have plenty of opportunity for sharing their know-how and letting their ideas trigger yours.

There will be time and space for reflection and experimentation. And even to brood over your very own "planning egg" with fellow participants.

Of course we will also make full use of the powerful and fascinating atmosphere of our venue: the baroque lake-side monastery.

WUP® WILL UND PARTNER

Bismarckweg 3 • D-82335 Berg
Tel: +49-(0)8151-9797-44 • Fax: -9797-55
wup@wup.info • www.wup.info

WUP is a network of consultants, facilitators and trainers. We have been cooking up ideas, developing concepts, consulting and running events for over fourteen years. Look us up at:
www.wup.info

THEMES

STAGING & STRUCTURE

Activation and movement.

Small to large-scale staging.

Myths and metaphors.

Music. Networking,

activating and energising.

Intros, breaks and turning points.

Getting to the point.

Teasing and anchoring.

Engaging all senses.

Setting it up.

TRANSFER

Target and context analysis.

Diagnosis and order checking.

Visioning. Adapting to corporate strategy, goals and culture.

Leading change processes.

Event PR. Success criteria,

transfer checks and evaluation.

INFO & REGISTRATION

Let us know as soon as you can if you are interested. We will send you registration papers.

Shuttle taxi can be arranged.

CONCEPT & LEADERS

Hermann Beiler, Ralf Besser, Johann Pavelka, Susanne Polewsky and Dr. Hermann Will.

ORGANISER

Dr. Hermann Will, WUPWILL UND PARTNER.

Cooperation partners: Beltz-Verlag and IWL Institut für wissenschaftliche Lehrmethoden.

