



The 7th Lab of Tomorrow – Innovation Workshop

Monday Feb 5th – Thursday Feb 5th, 2018 @ TUI Magic Life Kalawy

- Joint Events
- Team Activities
- Breaks

	Mon 5.2.	Tue 6.2.	Wed 7.2.	Thu 8.2.
09:00		Morning Meeting @ Plenary Hall 08:30 - 09:00	Morning Meeting @ Plenary Hall 08:30 - 09:00	Morning Meeting @ Plenary Hall 08:30 - 09:00
10:00		Research Recap Collecting research results @ Team Pavillons 09:00 - 09:45	Prototyping Set-Up @ Team Pavillons 09:00 - 09:15	Business Modeling Creating a sustainable and impactful business model @ Team Pavillons 09:00 - 11:45
11:00		Research Synthesis Identifying Opportunities @ Team Pavillons 09:45 - 10:30	Prototyping Session Development of a Prototype @ Team Pavillons 09:30 - 10:45	
12:00	Registration & Welcome Snacks The Lab Team welcomes you at your arrival 12:00 - 13:00	Refreshment Break 10:30 - 10:45	Refreshment Break 10:45 - 11:00	Refreshment Break 10:30 - 10:45
13:00		Get Started: Brainwriting Session 11:30 - 12:15	Preparation of User Tests Getting ready the prototype @ Team Pavillons 11:30 - 12:30	Group Photo 11:45 - 12:00
14:00	Welcome & Introduction Keynote Workshop Kick-Off & Speeches @ Plenary Hall 13:00 - 14:30	Joint Lunch Break @ Restaurant 12:15 - 13:00	Lunch Break @ Restaurant 12:30 - 13:30	Lunch Break @ Restaurant 12:00 - 13:00
15:00	Research Deep dive into research results @ Team Pavillons 15:00 - 16:45	Ideation Session Co-creative Brainstorming @ Team Pavillons 13:00 - 14:30	User Test Sessions Testing the prototype with users @ Team Pavillons 13:30 - 15:30	Closing Event Welcoming of additional guests, final presentations & closing speeches @ Plenary Hall 13:00 - 16:00
16:00	Expert Interviews Speed Dating Sessions @ Team Pavillons 15:30 - 16:30	Exchange Ideas 13:30 - 14:00	User Test Session #1 13:30 - 14:00	
17:00	Refreshment Break 16:45 - 17:00	Concept Sketching Refining & Framing Ideas @ Team Pavillons 14:30 - 15:15	User Test Session #2 14:30 - 15:00	
18:00	Sharing Insights Discussion @ Plenary Hall 17:00 - 18:00	Refreshment Break 15:15 - 15:30	Refreshment Break 15:30 - 15:45	Convivial Conclusion Drinks & Snacks 15:30 - 18:00
19:00	On-Site Observe Mission Immersion into Resort's Activities @ Whole Site 18:00 - 20:00	Expert Session Presentation of Concept & Expert Feedback @ Plenary Hall 15:30 - 17:00	Prototype Iteration Improving the Prototype based on Feedback @ Team Pavillon! 15:45 - 17:00	
20:00		Concept Iteration Improvement of Concepts @ Team Pavillons 17:00 - 18:00	Pre-modeling of Business Idea Preparing for tomorrow's business modeling @ Team Pavillons 17:00 - 18:00	
			Joint Dinner @ Restaurant 19:30 - 20:30	