

Draft Program for METROPOLIS TRAINING SEMINARS

Mashhad – Iran, December 09 – 12, 2024

Sunday 8 December 2024

Check-in at the Hotel in Mashhad after 2 PM.

Monday 9 December 2024

9:00 – 10:30	Opening	
10:30 -11:00	Break ☕	
11:00 – 12:00	<p style="color: red; text-align: center;">Reimagining Urban Life and the City Brand: Innovative & Creative Approaches to Urban Development</p> <ul style="list-style-type: none"> ▪ Introduction of the background and objectives of the course (TBA) ▪ Introduction of the participants and presenters 	
12:30 – 14:00	Lunch and Group Photo	
14:00 – 15:30	<p>Session 1: Introduction to Urban Development and Innovation</p> <p>Header: Understanding Urban Dynamics</p> <ul style="list-style-type: none"> ▪ Overview of Urbanization: Discuss trends in urbanization and current challenges faced by cities worldwide. ▪ Defining Innovation in Urban Contexts: Explore what innovation means in urban development. ▪ Case Studies of Successful Innovations: Review case studies showcasing innovative urban development solutions. ▪ Group Discussion: Engage participants in a discussion about local urban challenges and potential innovative solutions. 	TBA
15:30 – 15:45	Break ☕	



15:45 – 17:15	<p>Session 2: Introduction to Creative Industries in Urban Development</p> <p>Header: Understanding the Role of Creative Industries in Urban Life</p> <ul style="list-style-type: none"> ▪ Overview of Creative Industries: Definition and significance in urban settings. ▪ Impact on Economic Development: How creative sectors contribute to local economies. ▪ Innovations in Media Arts: Exploring advancements in filmmaking, video games, and animation. ▪ Group Discussion: Identifying local opportunities for creative industry integration. 	TBA
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Tuesday 10 December 2024

9:00 – 10:30	<p>Session 3: Creative Industries as Drivers of Urban Economy</p> <p>Header: The Role of Creativity in Urban Economies Subtitle: Transforming Cities Through Creative Sectors</p> <ul style="list-style-type: none"> ▪ Introduction to Creative Industries: Define creative industries and their significance. ▪ Economic Impact of Creative Industries: Analyze how creative industries contribute to urban economic vitality. ▪ Panel Discussion: Invite guest speakers from successful creative firms to share insights. <p style="background-color: #D3D3D3; padding: 2px;">Q&A Session: Open the floor for questions and encourage dialogue about implementing creative strategies in differing urban contexts.</p>	TBA
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10:30 – 10:45 Break

10:45 – 12:15	<p>Session 4: Branding Cities: Crafting an Urban Identity</p> <p>Header: Building Urban Brands Subtitle: Creating a Distinct Urban Identity</p> <ul style="list-style-type: none"> ▪ Understanding City Branding: Define what city branding means and its importance. ▪ Methods and Strategies: Discuss effective strategies for branding cities based on innovation. ▪ Case Study Review: Analyze successful city branding initiatives globally. ▪ Interactive Exercise: Participants develop a preliminary branding idea for their city. 	TBA
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12:15 – 14:00 Break, lunch



14:00 – 15:30	<p>Session 5: Risk Management in Creative Startups</p> <p>Header: Mitigating Risks in Creative Ventures Subtitle: Strategies for Startup Success</p> <ul style="list-style-type: none"> ▪ Identifying Risks in Creative Startups: Overview of common risks associated with creative ventures. ▪ Risk Assessment Techniques: Introduce tools and methodologies for assessing risks. ▪ Interactive Discussion: Participants share their experiences with risk in their initiatives. ▪ Wrap-up and Takeaways: Summarize the importance of harnessing effective risk management practices. 	TBA
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15:30 – 15:45	<p>Break </p>
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15:45 – 17:15	<p>Session 6: Infrastructure for Creative Economies: From Ideas to Reality</p> <p>Header: Designing the Infrastructure of Creativity Subtitle: Pathways for Implementation</p> <ul style="list-style-type: none"> ▪ Understanding Creative Infrastructure Needs: Outline what infrastructure is necessary to support creative industries. ▪ Case Studies of Successful Infrastructure Projects: Highlight real-world examples where infrastructure supported creative economies. ▪ Group Activity: Participants create a design for an infrastructure project that supports a local creative industry. ▪ Discussion and Feedback: Present designs to peers for constructive feedback. 	TBA
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Wednesday 11 December 2024

9:00 – 10:30	<p>Session 7: Case Studies: Successful Urban Innovations</p> <p>Header: Learning from Successful Models Subtitle: Analyzing Innovation in Action</p> <ul style="list-style-type: none"> ▪ Overview of Notable Case Studies: Present a selection of successful urban innovations from around the world. ▪ Group Analysis: Break into smaller groups to analyze specific case studies and identify key success factors. ▪ Group Presentations: Each group shares their findings with the larger seminar for feedback and discussion. ▪ Conclusions Drawn: Summarize key insights and learning points from the session. 	TBA
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10:30 – 10:45	<p>Break </p>
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10:45 – 12:15	<p>Session 8: Collaboration and Networking for Urban Development</p> <p>Header: Building Partnerships for Change Subtitle: Fostering Collaborative Networks</p> <ul style="list-style-type: none"> ▪ The Importance of Collaboration: Discuss the value of collaboration among diverse stakeholders. ▪ Networking Techniques: Introduce methods on effective networking and relationship-building. ▪ Interactive Networking Session: Participants engage in structured networking activities to connect. ▪ Reflection: Discuss the significance of the connections made and how to sustain them beyond the seminar. 	TBA
12:15 – 14:00	Break, lunch	
14:00 – 15:30	<p>Session 9: Collaboration in the Creative Ecosystem</p> <p>Header: Building Partnerships for Creative Projects</p> <ul style="list-style-type: none"> ▪ The Importance of Collaboration: Key benefits in the creative industries. ▪ Networking Strategies: How to build effective partnerships across sectors. ▪ Interactive Networking Session: Participants engage in networking activities. ▪ Reflection: Discuss challenges and opportunities in collaboration. 	TBA
15:30 – 15:45	Break ☕	
15:45 – 17:15	<p>Session 10: Case Studies: Successful Creative Projects</p> <p>Header: Learning from the Best in Creative Urban Development</p> <ul style="list-style-type: none"> ▪ Overview of Notable Projects: Examining successful urban-focused creative projects. ▪ Key Factors for Success: Analysis of what worked and why. ▪ Group Discussion: Identifying lessons that can be applied to local projects. ▪ Wrap-Up: Reviewing key insights and learning outcomes. 	TBA
Thursday 12 December 2024		
9:00 - 10:30	Technical Tour	
10:30 – 10:45	Break ☕	
10:45 – 12:15	Wrap-Up	
12:15 – 14:00	Break, lunch	