

Bios and Abstracts

Wednesday, April 10th

Neil German

Professor Neil German is the Program Leader for the Psychology Department, Webster University, Geneva. He has been living in Switzerland since October 1992 and has been teaching at Webster since 2000. After his MA in Counselling Psychology, he studied in Zurich at the C.G. Jung Institute where he obtained his Psychoanalytic Diploma.

Abstract

Reimagining Psychology

The history of psychology has its roots in ancient Greek culture where the psyche was seen by myths and philosophy as transformative and creative. Contemporary Psychology has forgotten its ancient roots and is absorbed by research and the pursuit of an objective truth. In so doing, psychology seems to have lost its connection to the creativity of the psyche. In my paper, I will address examples of how the unconscious enriches our life. Through the creativity of the unconscious, is it time for reimagining what Psychology could be?

Coreen Croskery

Coreen completed her MA in Expressive Arts Therapy at the European Graduate School and has worked in community art and education programs in Switzerland. She is currently completing her MA in Professional Counseling at Webster Geneva. Her experience with art and nature as healing modalities has made her a firm believer in the power of integrating creativity and natural surroundings. She finds inspiration in both beginner's mind art practice and the forests of Switzerland.

Abstract

Connecting to Nature and our Creativity

Being human includes our relationship with what is around us. This experiential workshop looks at how nature can play a helpful role in reconnecting to our innate creativity and understanding of emotions.

Thursday, April 11th

Mariana Alba

Mariana Alba was educated in Buenos Aires (Pontifical Catholic University of Buenos Aires) and Madrid (Universidad Complutense), where she earned her Ph.D. in Communication Sciences.

She is a professional with 20+ years of experience as a public relations officer in private business and international organizations in Argentina, Spain, Canada and Switzerland. During the last five years, in parallel with her responsibilities in academic programs in Marketing and Communication, she has dedicated herself to knowledge management and the execution of several projects related to corporate social responsibility, sustainability and social impact.

Her passion now lies in economic development and social progress through joint management with private business and non-governmental organizations (NGOs). Her

academic and professional experiences enable her to continue working on projects related to knowledge transmission, and to facilitate in-class and online educational projects.

Abstract

The impact of creativity and inspiration in human beings. How creativity inspires us and drives us in life

Marco Barber

Marco Barber is a consultant and trainer in communication, digital marketing, and artificial intelligence for large private companies, SMEs, and public organizations, including the Geneva University Hospitals and the State of Geneva, where he works as a communication and AI trainer to help job seekers find employment. Since late 2023, he has been a consultant for Webster University Geneva in communication and marketing.

He founded his consulting and digital marketing firm in 2018. Previously, he served as a project manager for communication, marketing, and IT for major clients (Nestlé, Procter & Gamble, Novartis, Roche, Merck).

He holds a Master's degree in service design (HES-SO), a Bachelor's degree in business administration and computer science, as well as certificates in digital marketing, communication, and psychology.

Abstract

Finding a Job through Artificial Intelligence: Practical Examples.

For several years, companies have been utilizing artificial intelligence and Application Tracking Systems (ATS) to filter and select the best candidates.

In 2022, with tools like ChatGPT and over 1,000 new artificial intelligence applications introduced every month, the balance of power between employers and candidates has shifted. Job seekers who know how to use artificial intelligence can rapidly increase their productivity by a factor of 3 to 5, improve the quality of their content production (both text and media), and manage their applications effectively. AI can be employed to simulate job interviews, send automatic notifications to employers, and even automatically submit complete application files.

Join an interactive workshop where the host, Marco Barber, will share his expertise in the field and introduce some revolutionary AI tools.

The discussion will focus on mastering these new tools as well as the new skills required for candidates, particularly in soft skills such as critical thinking, and the changing expectations of employers.

Françoise Maillard

Françoise Maillard is professor and head of the Health Care Management master and certificates programs at Webster Geneva Campus since 2001. She earned her PhD from the Royal Melbourne Institute of Technology (Australia) and her MScN (Master of Science in Nursing) from the University of Rhode Island (USA). At Webster she teaches theoretical fundamentals, research and practice methodologies with a transformative worldview. She frequently lectures at international conferences (USA, Canada, Singapore, France, Portugal, Spain and Switzerland).

Abstract

AI: A source of enthusiasm and a source of deception for human beings and human becoming living quality

Valérie Besanceney

Valérie Besanceney (MEd in Curriculum and Instruction) is originally Dutch, Swiss by nationality, and holds the numerous cultures she has lived in close to her heart. Valérie has been an international educator for the past 18 years. She currently serves as the Executive Director for Safe Passage Across Networks (SPAN), a not for profit organization based in the Netherlands that offers a home to anyone committed to healthy transitions and attachment security. Founder of Roots with Boots, she consults for families, schools and organizations. Author of two children's books, *B at Home: Emma Moves Again* and *My Moving Booklet*, she is passionate about helping students, families, and staff thrive through transitions. Together with her husband, she also runs an English After School Activities Center in the Swiss mountain village that she calls home. She is the mother of two young cross-cultural daughters.

Abstract

The Skill of Managing Life Transitions for Children and Young Adults

Learning to proactively engage in the process of transition is a vital skill for success in the 21st Century. Life is a continuous journey of transitions, spanning from birth to the end of our days, encompassing roles as Arrivers, Stayers, and Leavers. Transitions navigation skills help develop identity and resilience in children and young adults, adding significant value to a life and a learning journey. This session leverages the latest research, policies, and practices to offer participants vital knowledge for fostering a culture of care and well-being in any educational setting. Equipped with valuable tools to comprehend the process of transition, participants will be enabled to effectively assist children and young adults gain agency and confidence in navigating any of life's transitions, contributing to a deeper self-awareness and stronger emotional wellbeing.

Julianna Sandholm-Bark

Julianna Sandholm-Bark is the Director of the Global Citizenship Program at Webster University in Geneva where is a leading advocate for liberal arts education. She teaches art history as well as courses in critical thinking, public speaking, and writing. In 2021, she contributed an article on the visual arts to the Palgrave Encyclopedia of the Possible. Between 2018 and 2023, she organized over 70 events at Webster as part of the Meet the Artist Lecture and Podcast Series (https://wcci.webster.ch/events/meet_the_artist/). An avid contributor to Creativity and Innovation week since its inception in 2018, she has organized a number of art exhibitions and fundraisers on campus over the years. Most recently, she has curated an exhibition of Francesco Arese Visconti's photographs at the Galata Museo del Mare in Genova (February 2024) which will also be presented at PhotoGenève (June 2024). She has a PhD in art history from New York University, a Certificate in Curatorial Studies from the Node center for Curatorial Studies in Berlin, and several certificates in Art Business from ArtTactic.

Abstract

The afternoon of April 11 is divided into two distinct parts. During part 1, participants will learn about how art and AI have been evolving side by side since the 1950s; they will also get

some hands-on experience with generating visual imagery with GenAI tools. Part 2 is designed as an interactive faculty development workshop. The speakers are Gaetan Cantale and Julie Smith, each of whom will develop examples of how AI tools can be constructively used in the classroom.

Julie Smith

Julie Smith has been on the faculty of Webster St Louis for 22 years and is the author of "Master the Media: How Teaching Media Literacy Can Save Our Plugged-In World" as well as "Wake Them Up: Supercharging Engagement in Your College Classroom".

Julie travels internationally giving workshops on media literacy, social media, artificial intelligence and digital forensics.

Abstract

Teaching with AI

Everyone is talking about AI, but have you thought about ways it can help you with your teaching by increasing your productivity and streamlining routine tasks? In this session you'll learn ways AI can help you with lesson planning, differentiated instruction, slide generation and even rubric creation. You'll leave with a list of over 280 different AI tools that you can try.

Kate Sprague

Kate Sprague has been an Instructional Designer and Training Specialist at Webster University since 2009. She designs and delivers training for online instructors at Webster University. In addition to training and support, she is also responsible for the design and development of designated online classes across offered at Webster University.

Abstract

Using AI to make it through your day

Friday, April 12th

Tristan Zand

Tristan Zand is an experimental photographer attempting to answer everyday-reality's call to become Human stories.

His experimental work relies on digital and analogue substrates, heavily relying on self-made software, in an attempt to increase both the narrative and poetic contents of photographs.

Since the mid-nineties his research more particularly focuses on the development of innovative techniques such as Dualphotography or bespoke photographic and internet-based collaborative software.

(As a trained radiologist his academic expertise also encompasses new imaging techniques in radiology and medical informatics.)

<http://zand.photography>

<http://zand.net>

Abstract

Developing/understanding how software code can boost your photographic journey and images.

In a day where digital processing and artificial generation of images is exponentially increasing, understanding how image software works and the fundamentals of software development offers a path towards greater creativity.

Using his various photographic apps as a substrate, this presentation will aim at offering you the basics to get you started at potentially building your own photographic-apparatus or digital processing pathways.

By bringing analog and digital photography together your code can be a vector to create innovative images while also preserving their authenticity.

Dusan Petkovic

Dusan Petkovic holds a PhD in media technologies and innovation, a master's degree in visual anthropology from the Free University of Berlin, and a bachelor's degree from the Dutch Film and Television Academy. With over eighteen years of professional experience in media production, marketing and communication, Dusan is a media production specialist with a long list of award-winning projects. He has worked on four continents and his projects have received awards at the Sundance Film Festival, the Toronto International Film Festival, as well as the BAFTA, BIFA, and Daytime Emmy awards. Dusan's research focuses on the influence new technologies exert on creative craft identity, multicultural conduct and education in media. Prior to his role at Webster University, he served as the Programme Leader for Digital Film Production at a leading Malaysian university. He lectured in India, Malawi, and the United Kingdom, where he led the master's module for post-production at the University of Greenwich in London.

Abstract

The State of the Art: Reflecting on Latest Developments in AI and Its Relationship to Arts and Visual Media Education

Inherently interdisciplinary and fully immersed in the digital realm for some time now, modern visual media practices align neatly with the societal shifts towards networked social and professional realities, as described by Castells (2009). Nevertheless, a fresh set of uncertainties and paradigm shifts has emerged with the introduction of Large Language Models (LLM) and the ensuing artificial intelligence revolution. As educators in the field of arts and media, we recognize the imperative need for a broader and deeper comprehension of these transformations to ensure the success of tertiary education. The role of teachers as facilitators of learning within these emerging structures can be demanding yet profoundly transformative. In this presentation, we will traverse the most recent points of convergence between AI and visual media, and delve into the institutional challenges that higher education confronts when dealing with these monumental shifts. Finally, we will contemplate the impact of AI-driven learning on students and how this experience is reshaping us as educators.

Pascal Hufschmid

Pascal Hufschmid is an art historian specializing in photography. He has spearheaded multidisciplinary projects both within and outside Switzerland, drawing on his expertise in museology, the art market and international organizations. Since 2019, he has served as the Executive Director of the International Red Cross and Red Crescent Museum in Geneva. In that role, he has sought to foster dialogue between humanitarian action, art and research – and to bring a broader audience into the debate – through exhibitions such as *To Heal a World. 160 Years of Photography from the Collections of the Red Cross and Red Crescent* (2022).

Abstract

Towards a caring museum

How does humanitarian action concern us all, here and now? Through an innovative approach based on collective intelligence, the International Red Cross and Red Crescent Museum in Geneva explores answers with its audiences at the intersection of humanitarian action, art and everyday life. Executive Director Pascal Hufschmid explains how.

Renegade Saints (improv troupe)

The Renegade Saints are a well-oiled improv comedy machine, having performed together for 10 years and playing to sold out audiences in their popular monthly shows in Geneva. Blending a variety of performance and training backgrounds, the Saints work with organizations in addition to performing regularly and holding improvisation classes and workshops. www.renegadesaints.ch

Description

The Renegade Saints will bring their patented wit and side-splittingly hilarious fast-paced improv style to the Webster stage for entertainment. They make up scenes based on the audience's ideas. All that is needed is sit back, relax, and enjoy the show. This time, The Renegade Saints will explore being human: past, present, future, and some versions that may never be...