



Creativity & Innovation Days – 7th Edition
April, 9th- 11th 2025

**IMAGINATION FORWARD
FROM REALITY TO A NEW REALITY**

DAY 1 – Wednesday, April 9th 2025

- 12:30 – 14:30 ACTIVITY #1
STUDENTS' WORKSHOP
Cem KOKER (Webster Geneva)
GAME 2300 – Role-Playing Game DESIGN
Geneva Creativity and Innovation
- 14:30 – 15:00 OPENING REMARKS
Eric CLICK – Webster Geneva, Academic Director
Francesco ARESE VISCONTI – Webster Center for Creativity & Innovation,
Director
- 15:00 – 17:00 ACTIVITY #2
STUDENTS' WORKSHOP
Jeanette TANTILLO (Webster Geneva)
INTL 2100
Model U.N.
- 17:00 – 17:10 COFFEE BREAK
- 17:10 – 18:30 ACTIVITY #3
WORKSHOP
Neil GERMAN (Webster Geneva)
Imagination and the Dreamworld
- 18:30 – 20:30 OPENING COCKTAIL &
PHOTOGRAPHY & ART EXHIBITIONS OPENING
(GORLOK GALLERY & ART ROOM)
Forget-me-not/Nontiscordardime by Francesco Pennacchio
Art Exhibition by Webster Geneva Art Club

DAY 2 – Thursday, April 10th 2025

- MORNING SESSION
- 9:00 – 9:30 KEYNOTE SPEAKER
Vanessa BEHRENS
Global Innovation Index (WIPO), Project Manager
*Global Innovation Index: Monitoring Global Innovation and Switzerland's
Overperformance*

- 9:30 – 10:30 PANEL #1
 Claudia BIGONI (EPFL)
From research to reality: my journey creating SaisiR
- Sean LEAHY (Arizona State University)
The future of being human: Navigating complexities and uncertainties in a technologically transformed world
- Edward BOON (Webster Geneva)
Beyond the Algorithm: Why Human Connection Matters in Marketing
- 10:30 – 10:45 Q & A
- 10:45 – 11:00 COFFEE BREAK
- 11:00 – 12:00 PANEL #2
 Jeanette TANTILLO (Webster Geneva)
Model United Nations as a Catalyst for Creative Problem Solving
- Mario SABA (Webster Geneva)
Going Beyond Artificialities: Augmented Intelligence Explained
- Antonio VEZZANI (UNCTAD)
Will AI benefit all? The Need for Global Collaboration and Oversight in AI Governance (insights from the Technology and Innovation Report 2025)
- 12:00 – 12:30 Q & A
- 12:30 – 15:00 Lunch Break
- AFTERNOON SESSION
- 15:00 – 15:10 INTRODUCTION
 Julianna SANDHOLM – BARK – Global Citizenship Program, Head
- 15:10 – 16:40 ACTIVITY #1
 STUDENTS' WORKSHOP
 Petya IVANOVA (Webster Geneva)
 THEA 1080 Studio Acting I
Re-Act
- 16:40 - 17:00 COFFEE BREAK
- 17:00 – 18:30 ACTIVITY #2
 STUDENTS' WORKSHOP
 Petya IVANOVA (Webster Geneva)
 ENGL 2150 Creative Writing: Poetry
Say It with a Poem
- 18:00 – 19:30 ACTIVITY #3
 MUSIC CLUB WORKSHOP
 Alexis KAUFFMANN (Webster Geneva)
*Songwriting Workshop:
 Open to musicians and non-musicians*

19:30 – 21:30 EVENT
IMPROV PERFORMANCE
The RENEGADE SAINTS
Fast. Funny. Made Up.

DAY 3 – Friday, April 11th 2025

MORNING SESSION

9:00 – 9:30 KEYNOTE SPEAKER
Margherita GUERRA
FotoFestival Lenzburg, Director
Out in the Sea of Switzerland: The Journey of Creating a Photo Festival Abroad

9:30 – 10:30 PANEL #1
Clelia PETRACCA (Palgrave Macmillan)
Publishing for Academia: Demystifying the Book Publishing Process

Julia SADER (Webster Geneva)
Can your decision-making be improved with the use of a serious game

Zuzana HEVLER (Webster Geneva)
Imagination in Investigative Journalism: Thinking Beyond the Known

10:30 – 10:45 Q & A

10:45 – 11:00 COFFEE BREAK

11:00 – 12:00 PANEL #2
John PAULRAJ (Geneva Graduate Institute)
What's in a picture? Photos and ethnography in unpacking the history of the present

Petya IVANOVA (Webster Geneva)
Imagination: do we still need it?

Yejeong MUTTER (University of Konstanz)
Creativity and Beauty: The impact of the mental imagery in artistic composition

12:00 – 12:30 Q & A

12:30 – 15:00 Lunch Break

AFTERNOON SESSION

15:00 – 17:30 ACTIVITY #1
STUDENTS' WORKSHOP
Julianna SANDHOLM-BARK (Webster Geneva) & Francesco ARESE VISCONTI
(Webster Geneva)
GLBC 1200 Global Cornerstone Seminar & KEYS 4013 Keystone Seminar
The Werewolf Experience
and
Creativity and Innovation: From Imagination to Prototypes

17:30 – 20:00 ACTIVITY #2

A STUDENTS' FUNDRAISING EVENT FOR THE WEBSTER HUMANITARIAN
ASSOCIATION
Innovation Jackpot

- 17:30 – 19:00 ACTIVITY #3
Edward BOON (Webster Geneva)
Synthesizers Composition
Open to musicians and non-musicians
- 17:30 – 19:00 ACTIVITY #4
VR PING PONG DEMO
CTT Bernex – VR Ping Pong with Nicolas CHAMPOD
- 19:00 – 21:30 Barbecue

Free event
Registration Required



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15, Route de Collex - 1293 - Bellevue

wcci.webster.ch

Register here

