

The Creativity Business in Africa: An immersion into the creative industry in Nigeria

Global Network Week, October 19 - 23, 2020.

Program Schedule

| Monday: 19/10/2020 (Virtual) | Tuesday: 20/10/2020 Virtual field trips (Recorded Versions) | Wednesday: 21/10/2020 Virtual Consulting trips | Thursday: 22/10/2020 Virtual Consulting trips | Friday: 23/10/2020 (Virtual) |
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| <p>Introduction (8.40-8.50am) <i>Marvel Ogah, Academic Director (GNAM Week)</i></p> <p>Welcome Address: Dean: Prof Enase Okoneda (08:50 – 9.00am) Method: Presentation</p> <p>Topic: Understanding the nature of the Nigerian Creative Industry: Challenges and Opportunities in 2020 & beyond (09:05 – 10:30) Method: Lecture & Discussion Facilitator: Helen Ese Emore</p> <p>Comfort break (10:30 – 10.45)</p> <p>Topic: Transforming creativity into innovative business opportunities. (10.45– 12.15) Method: Case Discussion Facilitator: Marvel Ogah</p> <p>Break (12:15 – 12.:45)</p> <p>Topic: Driving the creative process from an emerging economy perspective to a global context. (12.45 – 15.15) Panel session with experts: CEOs of media, fashion, arts, and creative organisations. Moderator: Mr Henry Onukwuba</p> <p>Comfort Break</p> | <p>Virtual experiential learning trip to selected creative organisations (PAU Museum, Chocolate City Group, Genesis Deluxe Cinema, Channels TV, House of Tara, and Ruff & Tumble) - Short documentary video on each organisation, discussion to guide the creative industry. (Documentary videos should be about 25 minutes with a supporting discussion question)</p> <p>(09.00 – 13:00) (Breaks in-between) Method: Video Sessions Facilitator: <i>Marvel Ogah</i></p> <p>Break (13.00 – 13.30)</p> <p>Reflections on Immersion Experience (13.30 – 14.00)</p> <p>Meeting with CEOs of consulting organisations by Students' groups. (14.00 – 14.40)</p> <p>Games (Team Bonding) (14.40 – 15.45) Facilitator: Jacinta Anakua</p> <p>Wrap-up</p> | <p>Virtual company visits to Selected Creativity SMEs (09:00 – 13.30) (Breaks in-between) Methods: Consulting and debriefing to Creativity SMEs: (Evaluations of existing business models of selected organisations)</p> <p>Genesis Deluxe Cinema, Chocolate City Group, Ruff n Tumble, SO&U, and House of Tara</p> <p>Break (13.30 – 14.00)</p> <p>Entertainment by Teniola Apata (Teni the Entertainer)/ Games (14.00 – 15.00) Facilitator: Jacinta Anakua</p> <p>Wrap-up (15.00– 15.15)</p> | <p>Virtual company visits to Selected SMEs (09:00 – 13:30) (Breaks in-between) Methods: Consulting and debriefing to Creativity SMEs</p> <p>Genesis Deluxe Cinema, Chocolate City Group, Ruff n Tumble, SO&U, and House of Tara</p> <p>Break (13.30 – 14.00)</p> <p>Culture and people (14.00 – 15.00) Facilitator: Jacinta Anakua</p> <p>Wrap-up (15.00– 15.15) Marvel Ogah</p> | <p>Meet the CEO Session (09.00 – 10.15)</p> <p>Topic: How can stakeholders in the creativity sector drive innovation in a challenging business environment? Guest: Mr John Momoh, MD, Channels TV</p> <p>Comfort Break (10:15 – 10:30)</p> <p>Presentation Preparation (10:30 – 11.00)</p> <p>Industry Panel and Group Presentations of Consulting Projects (11.00 – 12.30) Industry Panellists Facilitator: <i>Nkem Iheanachor</i></p> <p>Comfort Break (12:30 – 12.45)</p> <p>Industry Panel and Group Presentations of Consulting Projects (12:45 – 14:00) Industry Panellists Facilitator: <i>Nkem Iheanachor</i></p> <p>Break (14:00 – 14:30)</p> |

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| (15:15 – 15.30) Wrap-Up / Summary (15:30 – 15.45) <i>Marvel Ogah</i> | (15.45 – 16.00) Marvel Ogah | Marvel Ogah | | Debriefing and Presentation of Certificates (14:45 – 15.30pm) Ikeogoli Adedoyin Wrap -Up / Summary (15.30 -15.45) Marvel Ogah |
| *LMS: Open Discussion Forum How can industry practitioners in the creative sector drive innovation during the post COVID period? *Asynchronous activity | | *LMS: Open Discussion Forum What can organisations in the creative industry do differently to improve their value chain? | | |