

Digital 4 Business

D4.7 Weekend Workshops & Guest Lectures

**Template to plan the Task 4.4
Weekend Workshops & Guest
Lectures**

1. PREMISE

The purpose of this document is to provide all partners with a tool supporting them in the planning and organisation of the Weekend Workshops & Guest Lectures planned in the project.

To this end, please consider the following:

- all info requested must be filled in;
- this template must be sent filled in and sent back **90 days before** the starting date of the event planned. In case you are unable to follow this time constraints, send an email to the task leader (Adecco) to schedule a 1to1 meeting.

2. ABOUT THE EVENT

2.1 General data/info

| | |
|-----------------------------------|---|
| Partner managing the event | <i>NOVA Information Management School (NOVA IMS) – Innovation & Analytics Lab</i> |
| Overall Period | <i>From 08/05/2026 to 09/05/2026</i> |
| Venue | <i>Innovation & Analytics Lab – Universidade Nova de Lisboa Campus de Campolide 1070-312 Lisboa, Portugal</i> |

2.2 Overall description

*This two-day **Design Thinking Workshop** at the Innovation & Analytics Lab from NOVA IMS is designed to immerse participants in the full human-centered innovation process. Facilitated by **Guilherme Victorino**, the workshop combines conceptual input, hands-on teamwork, and guided exercises that align with the best international standards of innovation practice.*

The workshop brings together guest insights and practical sessions to help participants understand and apply the Design Thinking methodology to real organizational challenges. Throughout the two days, participants will work in multidisciplinary teams to define problems, generate insights, ideate, prototype, and test initial solution concepts. The focus is on fostering creativity, collaboration, experimentation, and user-centered design.

Draft Agenda

Day 1 – May 08, 2026

- **09:30 – 10:00** Welcome, objectives, and introduction to the Innovation & Analytics Lab
- **10:00 – 11:00** The Strategic Role of Design Thinking in Innovation
- **11:00 – 11:15** Coffee break
- **11:15 – 12:45** Workshop Session 1: Empathy & User Research Methods
- **12:45 – 14:00** Lunch
- **14:00 – 16:00** Workshop Session 2: Problem Framing & Insight Generation
- **16:00 – 16:15** Break
- **16:15 – 17:30** Team work: Defining the Design Challenge

Day 2 – May 09, 2026

- **09:30 – 11:00** Workshop Session 3: Ideation Tools & Creative Techniques
- **11:00 – 11:15** Coffee break
- **11:15 – 13:00** Workshop Session 4: Rapid Prototyping Techniques
- **13:00 – 14:00** Lunch
- **14:00 – 15:30** Workshop Session 5: Testing & Feedback Loops
- **15:30 – 16:30** Team presentations & reflections
- **16:30 – 17:00** — Closing session: Capture Your Learnings

3.GUEST LECTURES

| Panel 1 | |
|-------------------------|--|
| Panel title | <i>The Strategic Role of Design Thinking in Innovation</i> |
| Topic | <i>Design Thinking, Innovation Strategy, Human-Centered Design</i> |
| Presented by | <i>Guilherme Victorino</i> |
| Duration (hours) | <i>1 Hour</i> |

4.WORKSHOPS

| Workshop 1 | |
|-------------------------|--|
| Workshop title | <i>Empathy, Problem Framing & Insight Generation</i> |
| Topic | <i>Human-Centered Research, Empathy Maps, Problem Definition</i> |
| Presented by | <i>Guilherme Victorino</i> |
| Duration (hours) | <i>3.5 hours</i> |

| Workshop 2 | |
|-------------------------|---|
| Workshop title | <i>Ideation & Creative Techniques</i> |
| Topic | <i>Brainstorming, Creative Problem Solving, Idea Generation</i> |
| Presented by | <i>Guilherme Victorino</i> |
| Duration (hours) | <i>1.5 hours</i> |

| Workshop 3 | |
|-------------------------|--|
| Workshop title | <i>Rapid Prototyping & User Testing</i> |
| Topic | <i>Prototyping Methods, Iteration, User Feedback</i> |
| Presented by | <i>Guilherme Victorino</i> |
| Duration (hours) | <i>3 hours</i> |