



My assignment is set up by the multi-functional complex Ahoy Rotterdam. Ahoy organises many events, fairs and concerts within their venue and they rent their venue to third parties as well for congresses and meetings.

My job at Ahoy Rotterdam is to look at the concept and the external communication of Ahoy and to the internal working environment and the atmosphere in Ahoy. With a combination (and a better match) of those two, I will take two fairs of Ahoy (that they organise themselves) as a case study, to see what can be improved and made stronger to support these fairs better as a part of Ahoy Rotterdam by using the methods and body of thoughts of Imagineering and to finally increase the sales of these fairs.

Annemiek Vullings



Finland

Aktivo is a physiotherapy services providing chain which is run under the Finnish Federation for the Visually Impaired in the field of physiotherapy. Aktivo has 10 offices around Finland with about 40 employees who are all visually impaired.

To provide Aktivo Finland with a new business model in which there will be a better fit between the customer and the organisation.

Raisa Nieminen



The ARA Group is a communication agency located in the creative hart of Rotterdam. ARA is part of the worldwide TBWA network and operates broad in the field of communications. At ARA there are three departments (ARA Advertising, ARA Direct & ARA m/v). The company counts now ninety employees.

My assignment is to research and develop a blue ocean for a new department ARA Consulting: a department that will consult 'old logic' companies in the use of creativity and innovation on a strategic level. After creating this blue ocean I have to concentrate on the effects and changes this new department will have on the organisation and its people as a whole.

Fenno Verdaasdonk

A project of  Bayer MaterialScience

Vision works award

Iracema Keseberg



www.billybird.nl

To research and determine the identity of BillyBird in order to establish this umbrella identity within the organization (internally), and to develop a high involvement experience concept which really radiates this umbrella identity of the organization (externally).

Sandra van den Elzen



To develop a high involvement experience concept for the Efteling office Belgium and research how the internal organisation can be changed to exploit the potential of the Belgian market.

Daniel Hendrickx



Euroscop is a Belgian company which has four cinemas in Belgium at the moment. One cinema is in the Netherlands in Tilburg which opened in the summer of 2008. At Euroscop family and cosiness are the central point of operation. The young and old can choose from a wide range of movies on offer.

The focus will be on attracting more visitors, who are now staying at home or going to other cinema's, to Euroscop.

Sander Jonkheijm



To develop a high involvement experience concept to hold on to staff (especially in cleaning and security) of Facilicom.

Marcel Broumels



Flanders DC is a Flemish governmental organisation and stands for Flanders District of Creativity. **Flanders DC** aims at promoting and stimulating creativity, innovation and entrepreneurship in the region of Flanders, to be a more creative, prosperous and ambitious place to live and work. To achieve this, **Flanders DC** organizes several fairs, seminars, workshops and similar events for diverse business sectors. Once companies have been visiting these happenings, the contact with **Flanders DC** and the businesses mainly fades away.

My assignment is to create a multi channel communication platform/ network for **Flanders DC** and their business targets to maintain permanent contact and therefore enhance and evoke companies' curiosity and action for creativity and innovation in business.

Katharina Turowska



Stefy Tjandrajaja



To create a Business Transformation Report for holiday park Beekse Bergen, in a matter that connects the different parts of this holiday park: Safaripark, Bungalowpark, Campsite and Playpark.

Puck Jonkers



To apply the Imagineering Roadmap for Business Transformation.

Sebastian Linke



Mo'Media

The publishing business is a highly competitive industry. With new and upcoming applications like weblogs, mobile books and podcasts even the traditional book is under fire. Now is the time for publishers to truly stand out and mo'media is willing to take that chance. Their successful 100% travelguides have a lot of potential in applying a high involvement experience concept. One of the big opportunities is embracing consumers as co-writers and let them join in writing the future of publishing!

Ivanca Linders



NHTV HRM

How can Appreciative Inquiry be applied within HRM at NHTV to increase the visibility of the department and to stimulate inspiring leadership within the organization.

Dirk Hens



Ideal relation between banker and client

Sabria Mahawat Khan



SNT Nederland BV

Holland's longest serving multichannel customer contact organisation is aiming to use Imagineering to make their business a more meaningful one and thus changing the somewhat negative image of contact centres in to a positive one.

Susana Gerrits

Academic route

Augmenting involvement within the Dutch car dealerships; how to transform the functional relationship between customer and dealer into a more appealing and inspiring one involving dialogue.

Stijn Creemers

The value of trust

Loyal consumers are of big importance for organizations, especially these days with the economical crisis. One of the most critical factors to be able to develop a good relationship between consumer and organization is the presence of trust. Hence, my research focuses on the value, meaning and development of trust from the perspective of consumers.

Michiel Raes

The role of 'image creation' within the process of urban transformation; how does the creation of new images of cities happen and what does this mean to the process of transformation of cities from industrial havens to post-industrial spaces.

Mario Ramirez Reyes
