

let's make
payment
happen




CCV Exchange

6 SEPTEMBER 2018

The Anniversary Edition

Programme





They always say
time changes things,
but you actually have
to change them yourself.

Andy Warhol

We're excited to celebrate our *60th anniversary* with you!

Founded *60 years ago* and aiming to continue for at least the next 60 years, this year CCV Exchange will focus on **strategic innovation**. In the past, we've succeeded in finding new ways and means, innovating with you.

We'll share some precious memories with you during this event, but we'll also start building on our common future.

At *CCV Exchange – The Anniversary Edition*, game changes will literally be felt, spontaneous meetings will take place, drinks will be shared and new ideas (and possible cooperation) will see the light of day.

Today's programme will **activate and inspire** you and **awaken new ideas**. It's a festival where you can choose your own flavour, your favourite music and who you want to team up with in the innovation roller-coaster.

Immerse yourself at the festival: taste the best wines, enjoy the delicious food, experience some of the achievements of the past and discover new ones for the future. **Get inspired!**

This is *CCV Exchange – The Anniversary Edition!*

Enny van de Velden
Chair of the Board of Directors
CCO – CCV Group B.V.



CCV Exchange – The Anniversary Edition



	14.30	15.00	15.30	16.00	16.30	17.00	17.30	18.00	18.30	19.00	19.30	20.00	20.30	21.00	21.30
 Festival site	Reception 14.30 - 15.00				Open festival: food trucks & entertainment 16.15 - 20.10										Drinks 21.10 - 22.00
 Mirror tent				Plenary Kickoff 15.15 - 16.15									Talkshow CCV @ Night 20.10 - 21.10		
 Circus tent					Group A Let's disrupt! 16.30 - 17.15			Group B Let's disrupt! 18.10 - 18.55		Group C Let's disrupt! 19.15 - 20.00					
 Tipi 1					Group B Business Model Shift 16.30 - 17.10			Group C Business Model Shift 18.10 - 18.50		Group A Business Model Shift 19.15 - 19.55					
 Tipi 2					Group C Innovation Acceleration 16.30 - 17.10			Group A Innovation Acceleration 18.10 - 18.50		Group B Innovation Acceleration 19.15 - 19.55					Share your inspiration via #CCVExchange

Locations & programme elements



Tipi 1

Business Model Shift – how to design your next business model?

Technological developments and changing customer behavior: how can your organization anticipate its next business model shift? Patrick van der Pijl guides you on an energetic pathway along various strategic choices. Via the Canvas business model, you will gain insight into how to innovate by creating customer value over both the short and the long term. Using this strong visual model will, moreover, provide interesting insights into patterns, or shifts. Thus inspired and motivated, you can get right down to work!

Patrick van der Pijl | CEO Business Models Inc.

Producer of bestseller book Business Model Generation



Tipi 2

Innovation Acceleration – from the drawing board to practical implementation

Brainstorming new business models is a great start to take the next step in innovation. But what then? How do you put your business model innovation into practice? Which barriers will you come up against and what can you do about them? And how, as an established organization, do you modernize your business model? Janne Vereijken gives clear insights into these complex innovation issues. Via this high-energy session, you will be sure to gain inspiration so as to take a fresh approach to business model innovation within your organization.

**Janne Vereijken | CEO Spring Company | Rotterdam
Businesswoman of the Year 2018**



Circus tent

Let's disrupt!

Let's put our heads together! In this fun and creative workshop you work together to design a new – disruptive – business model. Backed up by dynamic business model innovation tools, together you hold an ultra-fast brainstorming session on new concepts. And then, of course, you get the chance to make a pitch for the concrete idea that your group has come up with. Business Models Inc. will create the right atmosphere and ensure that you will leave here with fresh ideas to innovate!

Business Models Inc.



Festival site

At the festival site, you will find a festive parade of food trucks, entertainment, bars and music. In the **Wine Theatre**, the oenologist will serve you a delicious glass of wine and the **CCV Pop-up Museum** will let you relive the olden days. You have every opportunity to network in a relaxed festival atmosphere and to enjoy the amazing setting. Cheers!

Also on the site, a quick survey is held by on the topic: What does innovation at the airport mean and are we ready for 'airport experience 2.0'? Your contribution to the survey is very much appreciated!



Mirror tent 'Salon Perdu'

The plenary kicks off in a warm, Art Deco setting that is sure to give a boost of inspiration to the rest of the sessions! This nostalgic spot will also be the place where we wrap up **CCV Exchange**. Be sure not to miss talkshow '**CCV @ Night**' as the programme forms one whole.

Ask a question, chat or share your festival experience
on social media via **#CCVExchange**

BAR



Map Festival area

Food trucks + music

Registration

Wardrobe

The Special Beer Terrace & other drinks

Airport Experience + mobile phone charging points

The Wine Theatre

CCV Pop-Up Museum



R

W

S

A

T

M



Parking/Entrance



Mirror tent



Tipi 2



Tipi 1



Circus tent

In case of an emergency, phone or WhatsApp the core team: 06 82 87 17 52