

Creative Hubs Management Workshop #2 *How to be a hub superhero*

European Creative Hubs Skills Workshop #2 | 7th – 8th June | @betahaus, Berlin

EUROPEAN CREATIVE HUBS NETWORK announces its second skills workshop for creative hub leaders, taking place in Berlin, Germany.

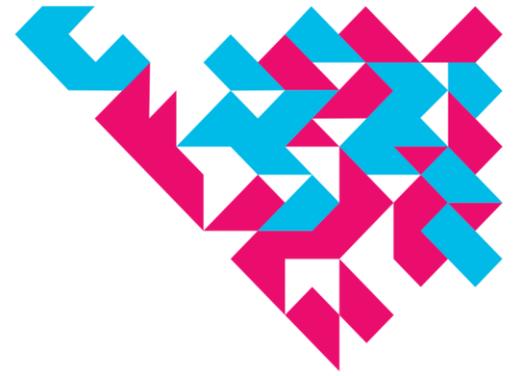
Consortium partners of the **European Creative Hubs Network (ECHN)**, a project co-funded by the European Commission through the Creative Europe programme, in collaboration with coworking space betahaus, announce a two-day international workshop titled “**How to be a Hub Superhero**”, to be held in Berlin from **7th to 8th June 2017**.

The ECHN Skills Workshop #2, organised and hosted by betahaus, is the second one in a series of three workshops which aim to build the professional capacity of creative hub leaders, by developing tailored support and skills development tools.

An **open call for participation** is currently running for all interested creative hub leaders, managers or representatives from across Europe. The deadline to apply is **May 7th, 2017**.

Within the 2nd workshop, betahaus and the ECHN partners have set-out to help creative hub leaders, who have been running their hubs for at least 2 years, to become true hub superheroes.

The goal of the Superherotraining for the Creative Hub leaders from Europe is to exchange and improve various skills & competencies. The workshop focusses on the strengthening of a broad set of hub management skills, ranging from day-to-day management, to coping with financial insecurities, motivating employees in complex project environments, and increasing the hubs’ prominence in their respective communities. Through competency based training, teambuilding, exploring career superpowers, working on doubts, fears, and motivation, the workshop offers keys to hub-specific answers.



CALL FOR HUB LEADERS: PARTICIPATION & SELECTION

We are currently running an open call for participation in this workshop. The aim is to gather a diverse group of hub leaders from across Europe, who have been running a hub for 2 years and more.

- **Interested creative hub leaders should fill in the online application form by Sunday, 7 May 2017, 23:59 CET.**
- **Application Form:**

<https://goo.gl/forms/hnNatrIjz1JWxHsV2>

The ECHN team will run a selection process of participants, based on the responses in the application form. In case your application is successful, you will be contacted by betahaus staff in order to organise the logistics of your stay in Berlin.

The workshop will come in a condensed format, gathering a maximum number of 25 participants, in order to allow for an effective training atmosphere.

The full workshop agenda will be available and communicated on the 1st week of May 2017.

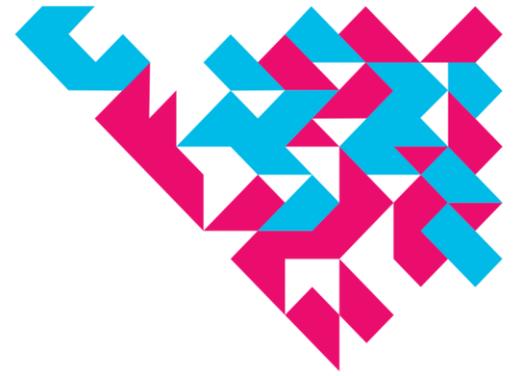
Draft programme:

- Wednesday June 7 - afternoon sessions 14.00 - 19.00 local time (dinner afterwards)
- Thursday June 8 - June 8: morning sessions 9.30 - 15.00 local time

In case that your application to participate is selected, we will be able to cover expenses for one representative of your organisation - accommodation costs for one night (May 7 to 8) and a travel stipend - as outlined below:

- accommodation in Berlin - 1 night booked and covered directly by betahaus - organised by betahaus
- travel reimbursement towards your travel costs (arranged yourself) - up to 300 euros, reimbursed based on boarding passes and invoice (which you provide).

We would like to mention that due to the nature of the workshop, we cannot accept any extra representatives at the event.



ABOUT THE WORKSHOP : HUB SUPERHERO

For this workshop, betahaus is collaborating with Superherotraining. Founded by Jörn Hendrik Ast in 2013, Superherotraining works as a career institute for new work. Their programmes help to forge competencies for the workplace of the future. The development of self-competency test, effective teambuilding instruments and insightful tools to reflect on self-efficacy helps building courage and intrinsic motivation to make an impact using career superpowers.

The Superherotraining works for small and midsize companies, Startups and corporations like Axel Springer, Deutsche Bahn and Adidas. They are collaborating with Universities such as the Frankfurt School, University of Hamburg and the Leuphana University Lüneburg. They have published two books, conducted surveys about employee motivation and work with different workshop formats, constantly inventing and improving effective tools in the area of personal development, team building and new work models.

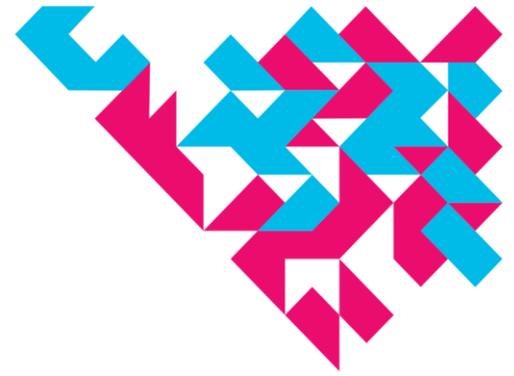
In contrast with the series of large-scale Fora organised by ECHN in Belgrade or Athens, these workshops are small-scale practical meetings (maximum 25 participants) with the objective of efficiently developing and improving the skills of a small groups of creative hub leaders. The workshops should be able to lead to concrete and meaningful learning outcomes, which the participants will be able to cascade, disseminate and put into practice after the workshop, at their local level.

ABOUT EUROPEAN CREATIVE HUBS NETWORK

European Creative Hubs Network (ECHN)

*The **European Creative Hubs Network (ECHN)** is a project co-funded by the European Commission through the Creative Europe programme, and led by the British Council in partnership with a consortium of European creative hubs, Bios in Greece, betahaus in Germany, Kulturni Kod/Nova Iskra in Serbia, Creative Edinburgh in the UK, Factoría Cultural in Spain, Addict in Portugal, and the European Business Network (EBN).*

ECHN aims to enhance the ecosystem that supports the development and growth of the creative and cultural sector by supporting the subsistence and growth of creative hubs in



Europe, creating a community of experienced creative hubs leaders across Europe from a variety of sectors and promoting hubs as innovative models to support the creative economy in Europe.

ABOUT BETAHAUS

betahaus

RE-IMAGINE THE FUTURE OF WORK

betahaus offers coworking spaces and communities for people who want to work on their own projects while exchanging knowledge, ideas, and inspiration with others. To foster entrepreneurship, creativity, rapid prototyping and innovative product development. The community consists of entrepreneurs, startups, corporate teams, freelancers, and creatives, who to various degrees collaborate and cooperate.

Traditional organizational structures and conventions like hierarchy, age, and proper career paths aren't relevant in betahaus. Once people walk in, they leave behind where they came from and they focus on the future. They do so with a drive to do something different and new. With a fresh idea about how they'd like to work. In betahaus they have the freedom to choose who they'd like to work with, how, where, and when. Where AirBnB frees hospitality and Uber frees transport, betahaus frees work.

#ECHNskillsBerlin #herohub #creativehubs

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