Creative Entrepreneurship Summer Camp:
INTERNATIONAL HIGH SCHOOL PROGRAM

July 5–12, 2015
Sunday, July 5: Arrival

12:00 p.m. (270 Commonwealth Avenue) .................................. ARRIVAL
- Pick-up at Logan Airport and accompany to dorms
- Check-in by BerkleeICE
- Skype/Facetime/Call Home

5:00 p.m. (160 Mass Avenue) ..................................................... REFUEL: Dinner

6:00 p.m. ................................................................................ Orientation

8:00 p.m. (270 Commonwealth Avenue) .............................. Settle In
- Get settled in dorms
- Dorms curfew by 8:00 p.m.
- Icebreaker with Paul
Monday, July 6: Mindset

8:45 a.m. (270 Commonwealth Avenue) Pick-Up

9:00 a.m. (160 Mass Avenue) FUEL: Breakfast

10:00 a.m. (Steve Heck Room, 1140 Boylston Street) INTRODUCTIONS
  • Panos Panay, Founding Managing Director, BerkleeICE
  • Paul Shih, President, Ivy Education Group
  • Nicole d’Avis, Operations and Events Manager, BerkleeICE

10:45 a.m. MINDSET: Music + Entrepreneurship
  • Panos Panay, Founding Managing Director, BerkleeICE

12:00 p.m. (160 Mass Avenue) REFUEL: Lunch

1:00 p.m. (Room 204, 22 Fenway) ENVIRONMENT: Music + Games
  • Norihiko Hibino, Owner / Sound Producer, GEM Impact Inc., Hibino Sound Therapy Lab, HIKARI inc

2:00 p.m. WORKSHOP: Failure and Evolution
  • Aithan Shapira, Professional Artist and Lecturer, MIT

4:00 p.m. ENVIRONMENT: Music + Media
  • Harry Hui, Founding and Managing Partner, ClearVue Partners

4:45 p.m. REFLECT

5:00 p.m. CULTURE: Berklee Campus Tour

6:00 p.m. (160 Mass Avenue) REFUEL: Dinner

CULTURE Copley Place and Newbury Street
Tuesday, July 7: Formation

7:45 a.m. (270 Commonwealth Avenue) ................................................. Pick-Up

8:00 a.m. (160 Mass Avenue) ................................................................. FUEL: Breakfast

9:00 a.m. (Room 172, 150 Mass Avenue) ............................................. Morning Greeting & Daily Debrief

9:30 a.m. ................................................................................................. PLAY:
Team & Project Formation

10:30 a.m. ............................................................................................... WORKSHOP:
Empathy (@IDEO)
  • Michael Hendrix, Partner and Managing Director, IDEO

12:30 p.m. ............................................................................................... PLAY: Team Meeting
  • Finalize the question your team is going to explore and attempt to answer

1:00 p.m. (160 Mass Avenue) ................................................................. REFUEL: Lunch

2:00 p.m. (Studio, 160 Mass Avenue) ..................................................... MINDSET:
Music + Prototyping
  • Rob Jaczko, Chair, Music Production and Engineering, Berklee College

4:00 p.m. (Room 221, 1108 Boylston Street) ........................................ ENVIRONMENT:
Understanding Users
  • Kyle Bylin, Author and User Experience Researcher, SoundHound

5:15 p.m. ................................................................................................. REFLECT

5:30 p.m. (160 Mass Avenue) ................................................................. REFUEL: Dinner
MUSIC
  • Yu Chen Yang: Tracy’s Quartet Plus Seven
Wednesday, July 8: Inspiration

7:45 a.m. (270 Commonwealth Avenue) .................................. Pick-Up

8:00 a.m. (160 Mass Avenue) .................................................. FUEL: Breakfast

9:00 a.m. (Room 177, 150 Mass Avenue) .................................. Morning Greeting & Daily Debrief

9:30 a.m. ................................................................................ PLAY: Inspiration Scavenger Hunt

10:30 a.m. ................................................................................ MINDSET: Music + Inspiration
  • Bonnie Hayes, Chair, Songwriting, Berklee College

12:00 p.m. (160 Mass Avenue) .................................................. REFUEL: Lunch

1:00 p.m. (Room 177, 150 Mass Avenue) .................................. MINDSET: Music + Vision
  • Prince Charles Alexander, Professor, Music Production and Engineering, Berklee College

2:00 p.m. ................................................................................ Practice: Team Work Session
  • Start to identify the project elements and how you want to present them

2:30 p.m. .............................................................................. Workshop: Design Thinking
  • Panos Panay, Founding Managing Director, BerkleeICE

4:30 p.m. (160 Mass Avenue) .................................................. REFUEL: Dinner

MUSIC
  • Honeysuckle, a psychedelic folk trio
Thursday, July 9: Collaboration

7:45 a.m. (270 Commonwealth Avenue) ................................................. Pick-Up

8:00 a.m. (160 Mass Avenue) ................................................................. FUEL: Breakfast

9:00 a.m. (Room 177, 150 Mass Avenue) .............................. Morning Greeting & Daily Debrief

9:30 a.m. .................................................................................... WORKSHOP: Collaboration Tools & Social Media

- Magen Tracy, Associate Director, Online Marketing and Social Media, Berklee College
- Nicole d’Avis
- Joshua Taylor, Intern, BerkleeICE

10:30 a.m. ............................................................................ MINDSET: Music + Team Building

- George Howard, Associate Professor, Music Business/Management, Berklee College

12:00 p.m. (160 Mass Avenue) .................................................... REFUEL: Lunch

1:00 p.m. (Room 122, 150 Mass Avenue) ................................. PLAY: Tech Tools Trials

- Start collaborating and promoting yourself online

3:00 p.m. .................................................................................. MINDSET: Music + Leadership

- Johannes Flecker, CEO/Founder, Sound Leadership

4:30 p.m. (Room 018, 921 Boylston Street) ............................... PLAY: Ensembles & Co-Creation

- Create rhythms as a group

5:15 p.m. .................................................................................. REFLECT

5:30 p.m. (160 Mass Avenue) ..................................................... REFUEL: Dinner

CULTURE

Harvard Square
Friday, July 10: Creation and Iteration

7:45 a.m. (270 Commonwealth Avenue) ........................................... Pick-Up

8:00 a.m. (160 Mass Avenue) ............................................................. FUEL: Breakfast

9:00 a.m. (Room 121, 150 Mass Avenue) .......................................... Morning Greeting & Daily Debrief

9:30 a.m. .......................................................................................... PLAY: Critical Review

11:00 a.m. ....................................................................................... MINDSET:
Music + Performance

- Rob Rose, Vice President for Special Programs, Berklee College

12:00 p.m. (160 Mass Avenue) ............................................................. REFUEL: Lunch

1:00 p.m. (Room 121, 150 Mass Avenue) .......................................... PLAY:
Hackathon and Mentoring

- David France, Executive Director, Revolution of Hope
- Kyle Bylin
- Johannes Flecker
- Alex Olsen, Intern, BerkleeICE
- Keith Chia, Intern, BerkleeICE
- Thomas Chardin, Intern, BerkleeICE

3:45 p.m. ....................................................................................... REFLECT

4:00 p.m. (160 Mass Avenue) ............................................................. REFUEL: Dinner
FUN

- Movie Night at the Hatch Shell
(Rain plan: Museum of Fine Arts)
Saturday, July 11: Presentation and Graduation

8:15 a.m. (270 Commonwealth Avenue)........................................ Pick-Up
8:30 a.m. (160 Mass Avenue) ....................................................... FUEL: Breakfast
9:30 a.m. (Steve Heck Room, 1140 Boylston Street) .................... Morning Greeting
10:00 a.m. .................................................................................. Preparation & Setup Time
10:30 a.m. .................................................................................. PRESENTATIONS & GRADUATION
   • Panos Panay
   • Don Gorder, Chair, Music Business/Management
   • Kyle Bylin
   • David France
12:00 p.m. (160 Mass Avenue) .................................................... REFUEL: Lunch
1:00 p.m. (270 Commonwealth Avenue) ..................................... Break
   • Accompaniment to dorms and then to afternoon activities and back to dorms
   • Pack for Sunday morning departure
1:30 p.m. (Prudential Center) ....................................................... FUN
2:00 p.m. .................................................................................... Duck Tour
3:30 p.m. .................................................................................... Return from Duck Tour & shop/sightsee as group in Prudential Center
4:15 p.m. (270 Commonwealth Avenue) ..................................... Break
   • Accompaniment to dorms and then to dinner and evening activities
4:45 (160 Mass Avenue) ............................................................... REFUEL: Dinner CULTURE
   • Yawkey Way/Fenway Park for sightseeing
   • 7:15 Red Sox-Yankees Baseball Game at Fenway Park
   • Return to dorms by 11:00 p.m.
Sunday, July 12: Departure

8:45 a.m. (270 Commonwealth Avenue).......................... Pick-Up

9:00 a.m. (160 Mass Avenue)........................................ FUEL: Breakfast

10:00 a.m. (270 Commonwealth Avenue) ....................... Final Packing & Preparations for Departure

11:00 a.m. (270 Commonwealth Avenue)...................... DEPARTURE

NOTE: ALL SCHEDULE IS SUBJECT TO CHANGE