

SAVA

THE CO-CREATION
FUTURE TECHNOLOGY

SINGAPORE - 2016

- The exhibition market went 80% down
- The participants are only interested in an interactive activities
- The participants are seeking for the practical knowledge otherwise they prefer learn by themselves
- Differ or die: being same as others isn't profitable anymore

What is SAVVA?

SAVA is the technology that was initiated by the experts from different professional fields as a catalyst for establishing and developing the event.

1. Through the co-creation – we unite the organizers, partners, speakers, volunteers and create the event together with them.
2. Through the constant upgrading – every following event we organize better than the previous one after getting the feedback from all the participant.

“... anything created whether tangible or intangible by more than 1 person collaborating together.”

- David Gurteen

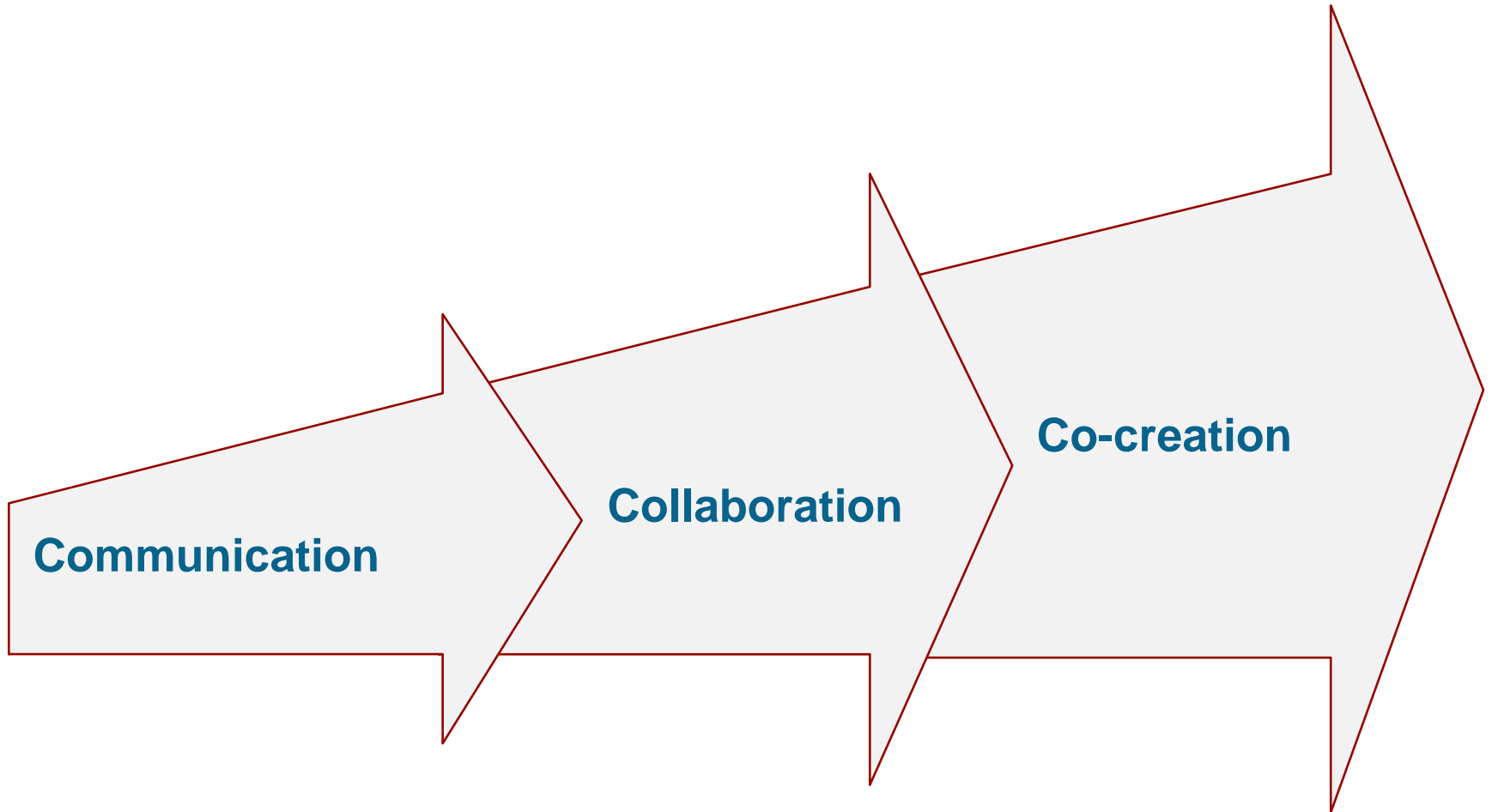
“... when two or more people come together as a collaborative team, with a strong desire to create something beyond their individual capabilities, and not knowing, but fully trusting the precise outcome.”

- Ron Young

*“Co-creation =
cooperation +
collaboration +
contribution”*

- Madanmohan Rao

Steps to co-creation



- Changes the approach: the non-stop interactive (during lectures, coffee-breaks, out of the event borders).
- The event becomes more practical.
- Co-creation culture – all the participants help each other to get the most of the event and collaboration.
- To build a long-term relationship with the partners, speakers and other participants.
- Catalyze the process of co-developing the event together and create it exactly as they want it to be.

SAVA is like a saffron

- Gives new color and aroma to our food.
- Gives the food a unique taste.
- Extends the food's expiry date.
- Has the curative properties.

The co-creation becomes more social. We are now creating multi-teams (multi-projects, multi-companies) co-creation methodology.

CASES



BAIKAL

Baikal is one of the greatest pure lakes in the world, stretched over the surface of the planet at 600 km. Baikal, the deepest lake in the world is located in the south of Siberia.

Mission: To unite the interested people in a one movement, promoting the protection and development of Lake Baikal as a world cultural value.

Target audience: People interested in leaving a legacy for future generation.

Purpose of the project: To create new knowledge-resource which is so attractive to make everyone (100 million) sincerely invest their time, money and reputation in the co-creation of the project and attract others in the project.



THE TERRITORY OF MEANINGS

Special project created to select and develop the promising youth in Russia.

TARGET AUDIENCE: students, young scientists, journalists, entrepreneurs (6 session 1 week each, every session 1000 people).

FORMAT: at the start of each project there are 1,5 days for orientation, goal setting, implementing the collaboration and co-creation approaches.

RESULT: generating the platform reputation as “a beneficial for my future development” (reposition in the previous forums). Implementing such practices in the next cycle of forums across the country. Generating the asset - TOP-100 participants from each session, that will co-participate in future projects.

MAIN RESULT: We set a system, in which young people teach each other at the event and after.

A group of people are gathered around a table, looking at a laptop screen. In the foreground, a person wearing a black and white striped referee shirt is partially visible. The background shows a blurred setting with red chairs, suggesting a conference or meeting room. The text "FLASH-POINT" is overlaid in a semi-transparent white box across the center of the image.

FLASH-POINT

- Started 11 years ago.
- Held in different countries: Malaysia, Indonesia, Armenia, Egypt, Philippines, Vietnam, Mexico, etc.
- TARGET AUDIENCE: successful business owners and TOP-managers.
- GOAL: after analyzing the key trends to create the guidelines and the elements for upcoming business year, get to know the best business tools available today.
- FORMAT: every participant prepares his own part of the knowledge of expertise: marketing, team development, the breakthrough strategies, knowledge management + from his professional field.
- Within 5 days composes the set of the rules and a decision for one or several business-projects.



BIG BUSINESS EVENT

- The new type of event: made by businessmen to businessmen
- Created at the FlashPoint-2016
- Is held once in 3 month

KEY DIFFERENCES:

- ✓ The full cycle from the project analysis and preparation to the after event support.
- ✓ Special knowledge transfer ways: the focus is on the case studies and knowledge understanding activities – capture, share, collaborate, best practice and best experts/.
- ✓ The specific stream – the work with the participants and the meaning on-line. The participants choose the program and the subject themselves.
- ✓ RESULT: the satisfaction level is significantly higher than the average at the field due to the determination and implementation a great amount of knowledge.

WHO CAN PARTICIPATE?

1. Have a **positioning**, reputation.
2. Have a **mission** - people want that this company for a REALLY long time.
3. Culture of **reciprocity**.
4. Culture of **behavior** and the **team work**.
5. Proper **communication and collaboration**.
6. **Trust and passion** in the team.

- Understanding that the one can achieve one's goal faster and better in a team.
- Shared culture (value, principles, rules).
- Should always start with the pilot-project.
- Synthesis of physical and virtual co-creation.
- Compare the team members performance: let the experts teach others. Do not forget to make mistakes.



**MAY THE
KNOWLEDGE
BE WITH
YOU!**

THANK YOU!