Designing innovative networking events. From cognitive to social networks

Lukas Zenk and **Günther Schreder** are research scientists at the Department of Knowledge and Communication Management, Danube University Krems, Austria. In their research projects, they investigate socio-cognitive networks by applying and advancing cognitive methods and social networks.

Lukas graduated in organizational behavior and completed his doctorate in applied network analysis. He focus on the topics of social network analysis, innovation management and improvisation.

Günther graduated in psychology at the University of Vienna. His research activities focus on implicit cognition in organizations and Human-Computer-Interaction.

WORKSHOP	DESIGNING INNOVATIVE NETWORKING EVENTS
WORKSHOP LENGTH	2 HOURS
INSTRUCTOR	• **Lukas Zenk**, PhD, Danube University Krems, lukas.zenk@donau-uni.ac.at, www.lukaszenk.at
	• **Günther Schreder**, MSc, Danube University Krems, guenther.schreder@donau-uni.ac.at

In this workshop we will explore how to design innovative networking events, combining cognitive and social networks. In the first part, we will analyze your unconscious attitude towards networking, to better understand the cognitive networks in our brains. In the second part we focus on social networks as we will collectively design the next COINs conference with Event.Cards.

WHAT YOU WILL LEARN
• Analyze implicit attitudes with the IAT
• Easily design innovative events in teams
• Combine cognitive and social networks

COINs16

COGNITIVE NETWORKS - IMPLICIT ATTITUDES
We will demonstrate the cognitive measurement of the "Implicit Association Test" (IAT) that was invented at Harvard University. In our research project, we further developed the methods to apply it in the context of organizations and events. In the workshop you are invited to measure your own attitude towards networking at the COINs conference. (www.donau-uni.ac.at/spoc)

SOCIAL NETWORKS - DESIGNING INNOVATIVE EVENTS
Based on a three-year applied research project, we have developed an approach to collectively design innovative events with playing cards. In this workshop we will form teams to design the next COINs conference. (www.designing.events)

What to bring to the workshop?
If possible, please bring along your laptop