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LIFECED

Lifelong and Cultural Inclusive Education on the Romanian-Ukrainian Border

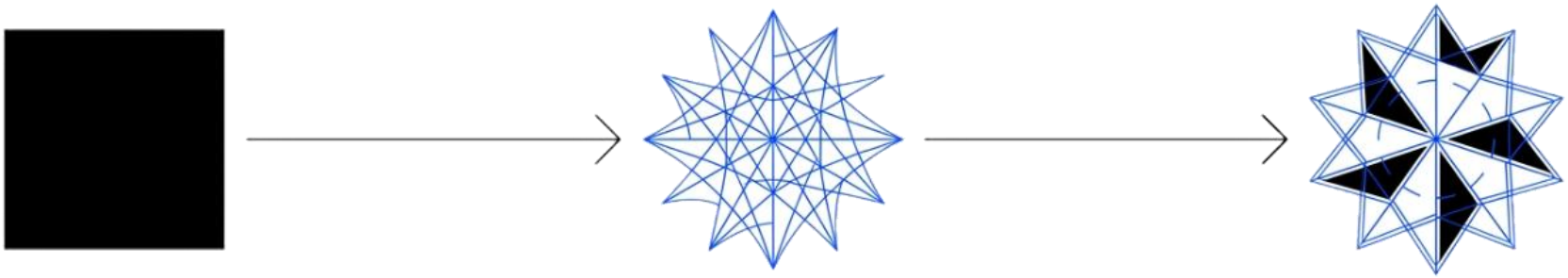
EVENT CREATION – THE INCUBATOR OF IDEAS

MODULE 2: Processes of generating ideas

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General Process of Idea Creation



Research (Data) + **Design (Ideas)** = **Planned Successful Outcomes**

Research without design results in a dry, one-dimensional event

Design without research results in unfeasible chaos

Idea generation is the critical bridge that transforms raw data into a multidimensional, multisensory experience

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DIVERGENT vs. CONVERGENT Thinking

The Manager (Left Brain)

- **Mode**: Logical, sequential, resource-driven.
- **Focus**: The Details and the How.
- **Application**: Feasibility, SWOT analysis, and planning.



The Creator (Right Brain)

- **Mode**: Spontaneous, sensory-driven, boundless.
- **Focus**: The Dream and the Why.
- **Application**: Ideation, brainstorming, and event design.

Successful event creators master both sides.
The ideation process begins on the right (**Divergence**) and finishes on the left (**Convergence**).

Divergent Thinking *(Expansion)*

Opening the creative mind to generate a high volume of raw, unconstrained concepts. Welcoming wild, radical thoughts before any filters are applied.

Convergent Thinking *(Contraction)*

Narrowing creative focus. Filtering, judging, and organising raw data to translate scattered concepts into realistic blueprints and actionable action plans.

5 Ws – Core Ideation Framework



Technique 1: CLASSIC BRAINSTORMING



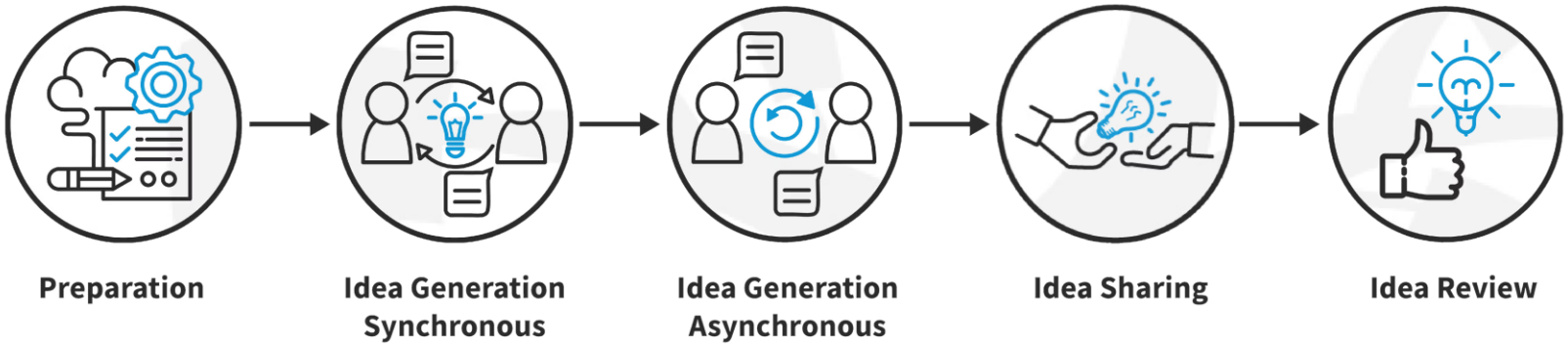
4 Golden Rules



1) Defer judgment (no criticism).
2) Focus on quantity.
3) Welcome crazy ideas.
4) Build on the ideas of others (piggyback)

+ Pros:	- Cons:
✓ High energy and team cohesion	✕ Dominant personalities take over the process
✓ Team synergy	✕ Fear of evaluation blocks quiet participants
✓ Radical ideas through momentum	✕ Only one active/autoritarian person speaks (idea blocking)

Technique 2: BRAINWRITING



4 Golden Rules

1) Silence is golden 2) Defer judgment (no criticism)

3) Focus on quantity 4) Collaboration is a key



+ Pros:	- Cons:
✓ Highly democratic, gives introverts an equal voice ✓ Zero verbal chaos	✕ Participants can feel clinical/rigid, relies on clean handwriting ✕ Hard to clarify confusing concepts on the fly

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Technique 3: SCAMPER



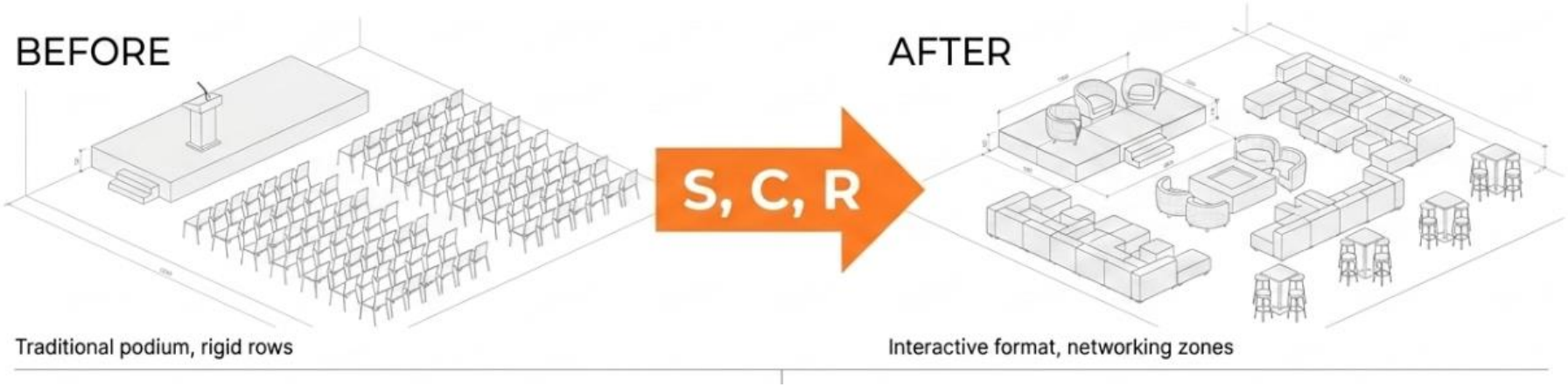
LETTER	QUESTION	EXAMPLE PROMPT
S – Substitute	What can be replaced?	Replace a physical event brochure with a mobile app.
C – Combine	What can be merged?	Combine networking sessions with workshops.
A – Adapt	What can be adjusted from elsewhere?	Adapt gamification techniques from online learning.
M – Modify	What can be changed or enhanced?	Increase audience interaction through live polls.
P – Put to Another Use	How else can it be used?	Reuse event recordings as educational content.
E – Eliminate	What can be removed?	Eliminate unnecessary registration steps.
R – Reverse/Rearrange	What can be reordered or inverted?	Let participants choose topics before speakers are assigned.

+ Pros:	- Cons:
✓ Systymatic tuning and updating of an existing events	✕ Requires existing base

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Practical Case of Using



Task:

Revitalize a boring annual academic conference that is losing its audience.

Process:

Applying the SCAMPER checklist to the standard format.

Tool Result:

Substitute: Replace long panel discussions with short, interactive fireside chats.

Combine: Merge catering with networking (food stations with discussion topics).

Reverse: Change the Q&A order - first collect questions from the audience, then the speaker's talk as an answer to them.

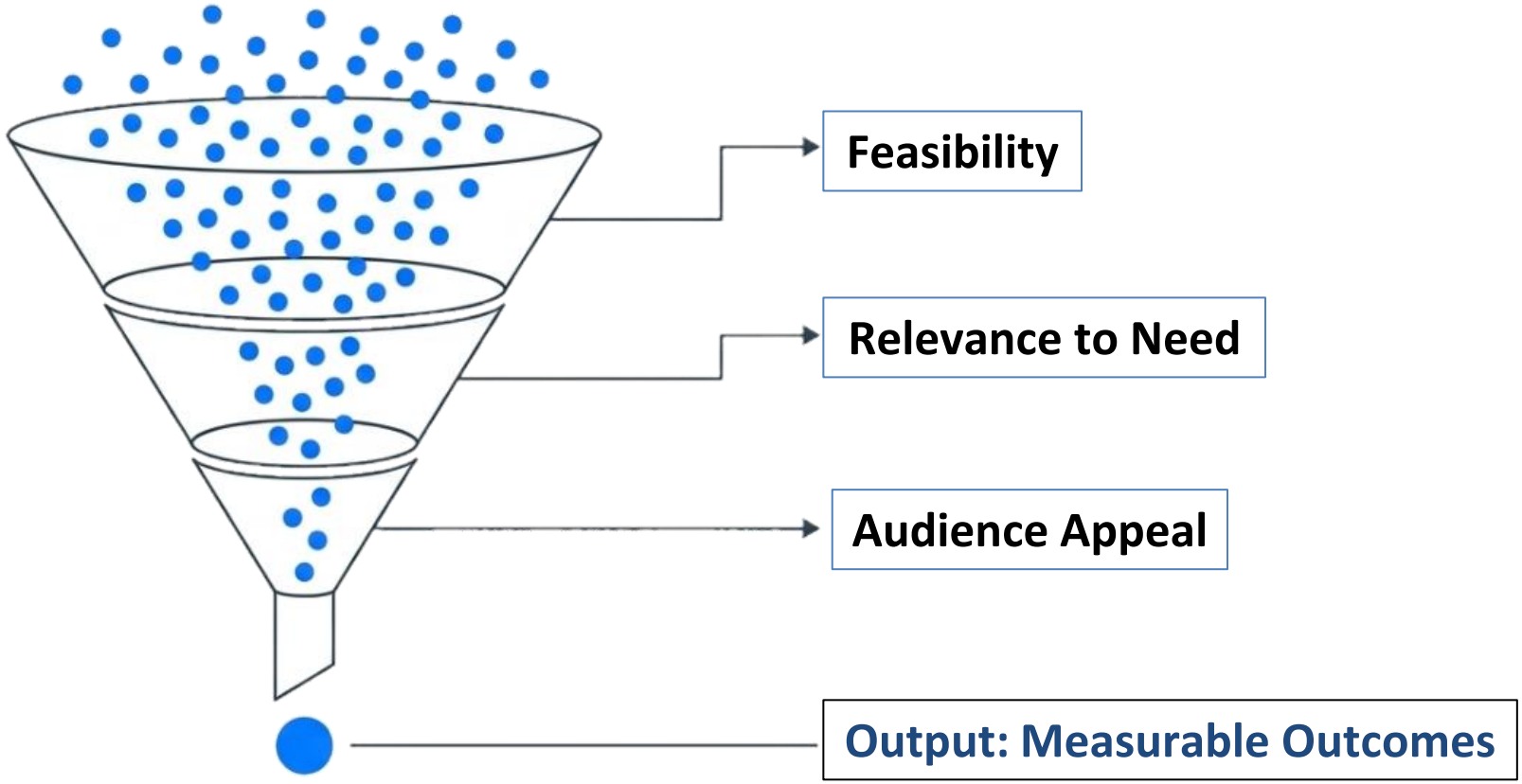
Technique 4: Mind mapping



Visual technique that organises ideas around a central concept, helping participants explore connections and generate new insights.

+ Pros:	- Cons:
✓ Encourages creative and associative thinking ✓ Reveals relationships between ideas ✓ Organizes complex information visually ✓ Supports individual and team brainstorming ✓ Helps identify patterns and gaps	✕ Can become cluttered and difficult to follow with many ideas ✕ May oversimplify complex issues ✕ Requires active facilitation in group settings ✕ Dominant participants may influence the direction of the map ✕ Less effective for detailed analysis or decision-making

Three Critical Filters Transform Raw Ideas into Measurable Outcomes



SWOT-Matrix: Stress Testing the Concept

Strengths (Internal)	Weaknesses (Internal)
What makes this event idea unique? What history, quality, or added value do we bring?	What internal resources, skills, or budget do we currently lack to pull this off?
Opportunities (External)	**Threats (External)**
How does this idea tap into current cultural trends, community needs, or sponsor goals?	What external factors could ruin the event? (e.g., Weather, competing events, economic shifts).

Idea Selection Matrix

Idea	**Feasibility** *(Can we do it?)*	**Relevance** *(Solves the need?)*	**Appeal/ Originality** *(WOW-factor?)*	**TOTAL SCORE**
Idea 1	1–5	1–5	1–5	Sum
Idea 2	1–5	1–5	1–5	Sum
Idea 3	1–5	1–5	1–5	Sum
…	…	…	…	…
…	…	…	…	…

Tie-breaker Rule: If two ideas have the same score, choose the one with the highest *Feasibility* rating or take a quick team vote.

Final Concept Validation (Grandmother Test)







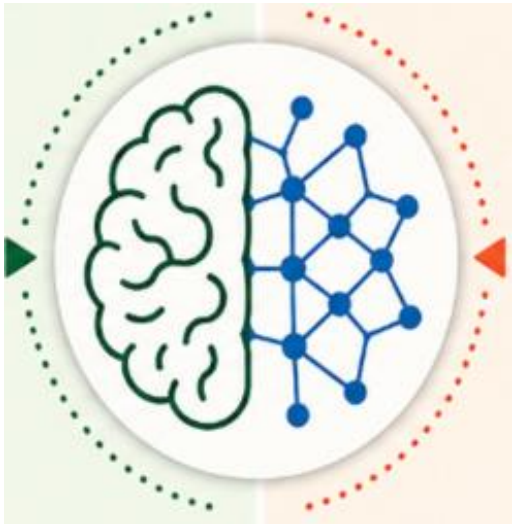
Explain your entire event design concept in simple, jargon-free terms to an absolute outsider. If they understand the experiential logic and value instantly, the concept is ready.

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Modern Context: Using AI Tools in Idea Creation Process

DO

- Use AI as a brainstorming partner
- Use it for rapid structure and visualisation
- Prompt with strict constraints



DON'T

- Don't copy AI outputs blindly
- Don't input confidential data
- Don't rely on AI for convergence

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➡ EU grant: 276.107,50 Euro

The Interreg VI-A NEXT Romania-Ukraine Programme 2021- 2027 is financed by the European Union and co-financed by the participating countries in the Programme.

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