

Coolhunting Academy

In Pursuit of the Next Big Thing

4-day intensive hands-on training course

Do you know what's going to be the hot new trend?

Now you can determine what's going to be cool – before everyone else.

The art of coolhunting involves zeroing in on the fresh idea that will be the genesis of a hot new trend. It also involves finding the people responsible for the idea – the trendsetters who will cause others to jump on board.

Galaxyadvisors is the tools and methods leader in the fascinating world of coolhunting and its many applications. At this four day training course, you will learn what coolhunting is, how it originated, how it works, and experience many actual coolhunts – **preplanned exercises and a guided hunt specific to your company or product.**

Register now so you can find out how to:

- Discover cool trends for your field by tapping into the collective intelligence of your potential customers (coolhunting)
- Find the trendsetters who convert an innovation into a trend
- Run with the new trends you find and tap their business value (coolfarming)

Join us to discover how to become an effective coolhunter, one who can chase and pinpoint the ideas and products that will be the next big thing – before anybody else.

Special Offer: Charter your own coolhunt

You will be able to craft a unique coolhunt, relevant to your own business needs that you can set out at the course.

Pricing:

We offer you participation in the Coolhunting Academy for a special introductory price of 12,000 EUR, which includes all course documentation, hands-on training, invaluable tricks from our coolhunting experts, and a **1 year single-user license** for our software tool **Condor** plus tool support. Alternatively, you can sign up just for the academy for EUR 2400. Student rates are also available.

We look forward to welcoming you at the Coolhunting Academy!

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Syllabus

Day 1 - Coolhunting basics

- COIN intro (swarm creativity basics)
- CoolTrend/CoolPeople Hands-on
- Web Search Overview
- Web Search Hands-on
- Coolhunting greatest success stories
- Coolhunting Blueprint/ Coolhunting process overview
- Condor/Blogcollector
- Hands-on Coolhunting

Day 2 - Coolfarming

- Coolfarming Intro
- Netiquette
- Coolfarming Hands-on
- Coolfarming Blueprint (virtual communities through social marketing)
- Predicting Election Results

Day 3 - Virtual mirror

- Analyzing own mailbox and group networks
- Hands-on Imapcrawler/Condor
- Knowledge Flow Optimization
- Optimize leadership networks
- Condor E-mail tricks

Day 4 - Advanced tips & tricks

- Tricks of the trade for CoolPeople, CoolTrend, Condor
- Social Badges
- Customized forum analysis
- Brand concept map, tripadvisor, predicting musical taste
- Technical basics, data model, tuning the system

During the first day of the academy our team will give you an overview of coolhunting and galaxyadvisors' greatest success stories in finding and predicting new trends. We will teach you how to conduct a successful coolhunting process by using our full software suite, which includes the tools Condor, CoolTrend, and CoolPeople. We will provide you with hands-on training on our tools and share insider tips and tricks around coolhunting.

Day 2 concentrates on finding actionable information based on the coolhunting processes and methodologies introduced on day 1. Through coolfarming we help and guide you to transform coolhunting results into information applicable to your business.

On day 3 you will do a deep-dive into your personal communication network. You will analyze your own mail box with Condor and better understand and optimize your personal communication contacts. We show how to identify your most important business contacts, the most valuable customers of your company, and teach you how to apply swarm creativity for knowledge flow optimization.

Day 4 will focus on advanced features of coolhunting and coolfarming and on how to tailor and optimize the use of Condor, CoolTrend, and CoolPeople for your individual needs. Every participant will be able to perform a complete coolhunt on a topic he/she chooses – guided by our most experienced coolhunting experts.

For questions and registration, don't hesitate to contact us:

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