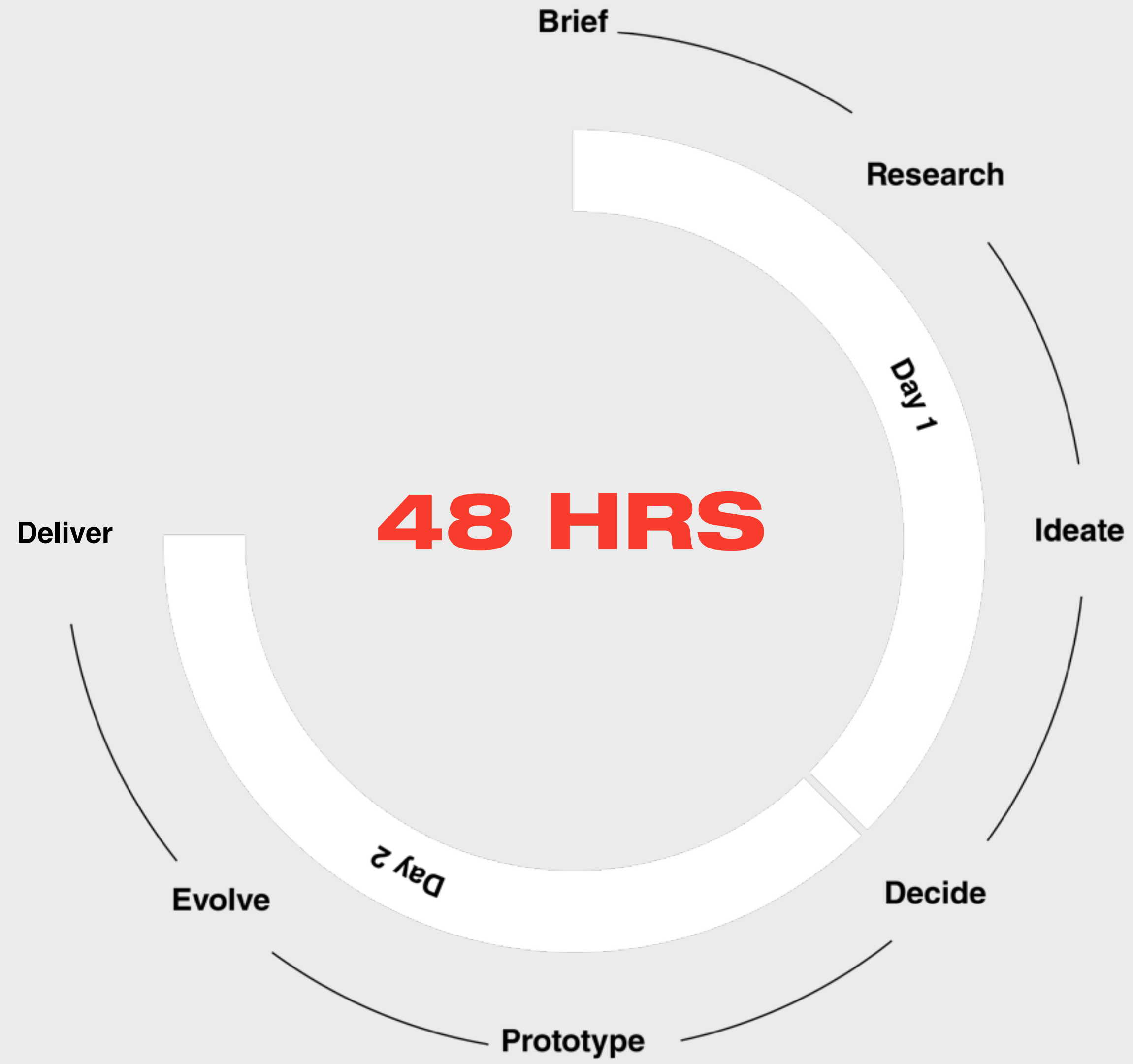




**Dobro Jutro**

# Maksimilian Kallhed

# **The Pop Up Agency**



2013

Arnhem	January	06–10
Copenhagen	February	01–03
Paris	February	15–18
Helsinki	March	05–10
Copenhagen	March	11–17
Amsterdam	March	18–24
Berlin	March	25–30
London	April	01–08
Singapore	April	09–18
Shanghai	April	18–23
Hong Kong	April	23–28
Tokyo	April	28–05
Los Angeles	May	05–11
New York	May	12–31
Madison	May	27–31
Paris	June	03–08
Belgrade	June	03–08
Stockholm	June	09–18
Vancouver	July	22–29
New York	August	01–05
Brussels	August	01–03
Barcelona	September	12–15
Seville	October	22–24

2014

Washington D.C	March	04–06
Valencia	March	07–10
New York	March	07–16
Seville	March	20–24
Madrid	April	07–10
Karlskrona	April	14–15
Manchester	April	04–04
Copenhagen	May	17–19
Madrid	June	02–06
Hamburg	June	06–09
Karlskrona	June	16–08
Berlin	September	08–12
Herzogenaurach	September	28–01
Karlskrona	October	21–22
Copenhagen	October	23–25
Helsinki	December	01–03
Karlskrona	December	11–12

2015

Gothenburg	January	15–16
Düsseldorf	January	20–21
Nairobi	January	20–25
Madrid	February	09–13
Stockholm	February	18–20
Barcelona	March	02–05
Dubai	March	08–11
Barcelona	March	20–22

Rovinj	April	16–20
Zagreb	April	27–01
Dublin	May	08–09
Karlskrona	May	28–29
Madrid	June	09–12
Karlskrona	June	09–11
Toulouse	June	11–13
Paris	June	11–13
Cannes	June	21–27
New York	July	28–07
Pärnu	August	27–29
Singapore	September	09–12
Barcelona	September	28–02
Aarhus	September	29–30
Stockholm	October	06–09
Portoroz	October	12–16
Karlskrona	October	20–23
Belgrade	October	28–30
Berlin	November	05–07
Munich	November	17–20
Antwerp	December	01–03

2016

Karlskrona	January	26–29
London	February	03–08
Stockholm	February	02–06
Washington D.C	February	16–19
New York	February	24–26
Baltimore	February	27–02
Munich	February	27–02
Prague	February	27–02
Istanbul	April	05–06
Hamburg	April	06–08
Baltimore	May	26–28
Copenhagen	June	08–10
Munich	June	10–10
London	July	05–07
Stockholm	August	22–27
Munich	September	12–13
Stockholm	October	17–21
Cairo	October	26–27
Dusseldorf	November	02–03
Berlin	November	03–04
Paris	November	04–06
Munich	November	15–16
Reykjavik	November	17–18
Bogota	November	18–25
Stockholm	December	14–22

2017

Munich	January	16–17
Zurich	January	18–19

Davos	January	19–20
Karlskrona	January	24–27
Oslo	February	01–02
Copenhagen	February	02–06
Stockholm	February	06–10
Amman	March	01–04
Barcelona	March	08–13
Stockholm	March	15–17
London	March	20–22
Warsaw	March	23–26
Stockholm	March	27–29
Dublin	April	08–09
London	April	18–19
Munich	May	08–09
New York	May	22–26
Washington D.C	May	27–31
Cannes	June	19–24
Seattle	July	24–25
Portland	July	26–28
Vancouver	August	01–04
Skopje	August	02–04
Tirana	August	08–13
Stockholm	August	22–26
Guayaquil	September	12–17
New York	September	18–23
Singapore	September	25–29
Podgorica	October	15–18
Stockholm	November	01–02
Toronto	November	20–22
London	November	28–30
Stockholm	December	18–20
Karlskrona	December	21–22
London	December	21–28

2018

Stockholm	January	08–10
Karlskrona	January	22–26
Manchester	January	30–31
Leeds	February	01–02
Stockholm	February	19–21
Istanbul	February	22–25
Gothenburg	March	15–18
Berlin	April	19–20
Stockholm	April	26–01
Vasteras	May	02–04
Copenhagen	May	18–23
Karlskrona	June	11–14
Cannes	June	16–23
Moscow	July	18–23
Munich	July	19–20
Karlskrona	August	13–17
Stockholm	August	20–24

Helsinki	August	30–31
Moscow	September	06–10
Los Angeles	September	22–25
Toronto	September	26–27
New York	September	28–05
Paris	October	11–15
London	November	01–07
Paris	November	08–13
Stockholm	December	14–17
Karlskrona	December	18–20
Copenhagen	December	20–21

2019

London	January	07–16
Paris	January	17–21
Davos	January	23–26
Paris	January	31–04
Stockholm	February	11–14
Berlin	February	20–24
Paris	February	28–04
Tallinn	March	13–15
Paris	March	16–20
Karlskrona	March	20–24
Accra	April	01–05
Moscow	April	24–29
Berlin	May	06–12
Nairobi	May	15–22
New York	May	22–27
Stockholm	May	28–31
Washington. D.C	May	28–03
Karlskrona	June	12–14
Cannes	June	16–22
Paris	June	22–25
Düsseldorf	July	09–12
Karlskrona	August	12–15
Milano	August	15–18
Stockholm	August	20–24
Hangzhou	September	16–20
Seoul	September	21–24
Stockholm	September	26–28
Edmonton	October	02–05
Sofia	October	25–27
Paris	October	30–30
London	November	01–05
Paris	November	06–10
Karlskrona	November	20–22
Stockholm	November	23–25
Zagreb	December	05–07
Stockholm	December	08–11
London	December	12–15
Copenhagen	December	16–19



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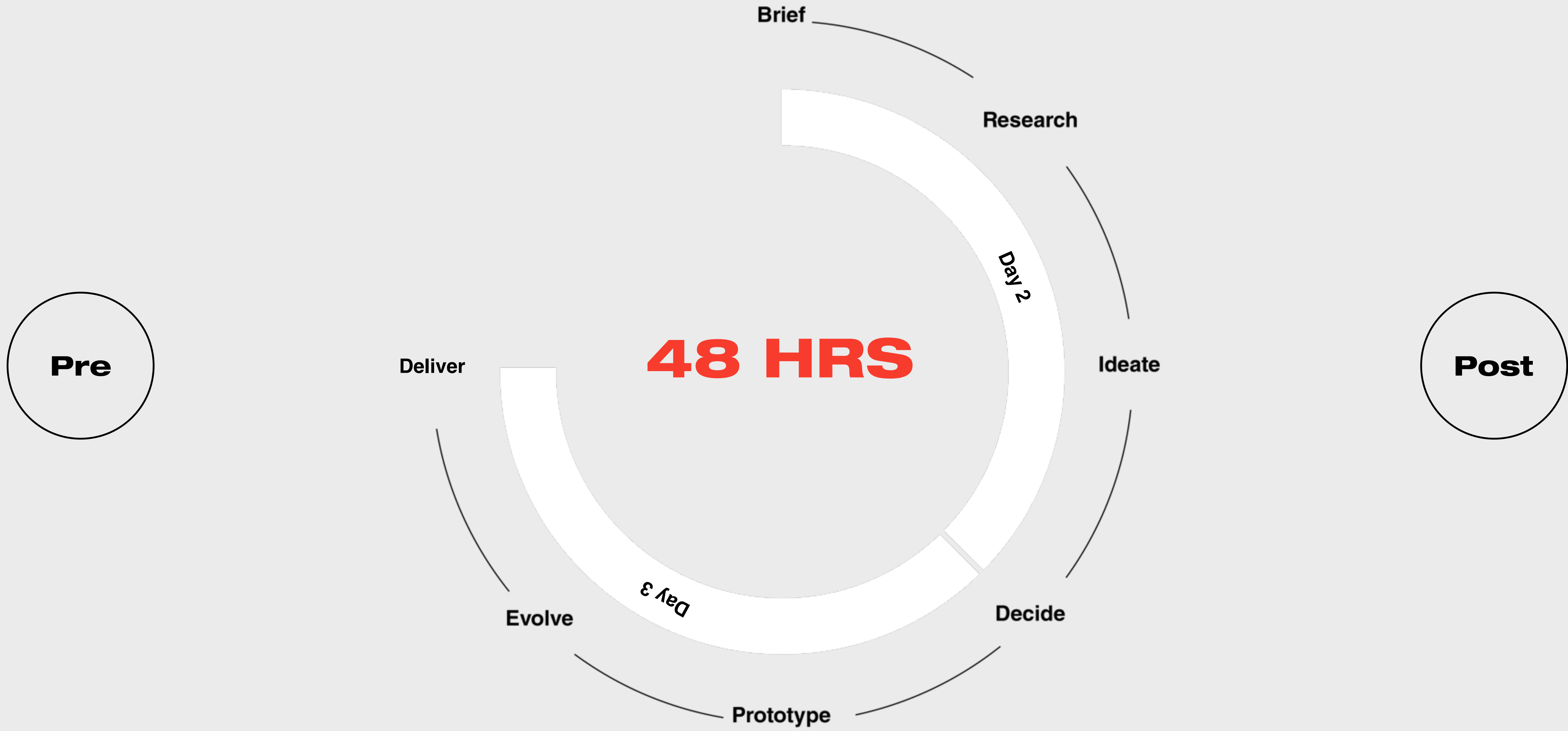
**We Believe**  
**Everyone is**  
**Creative**

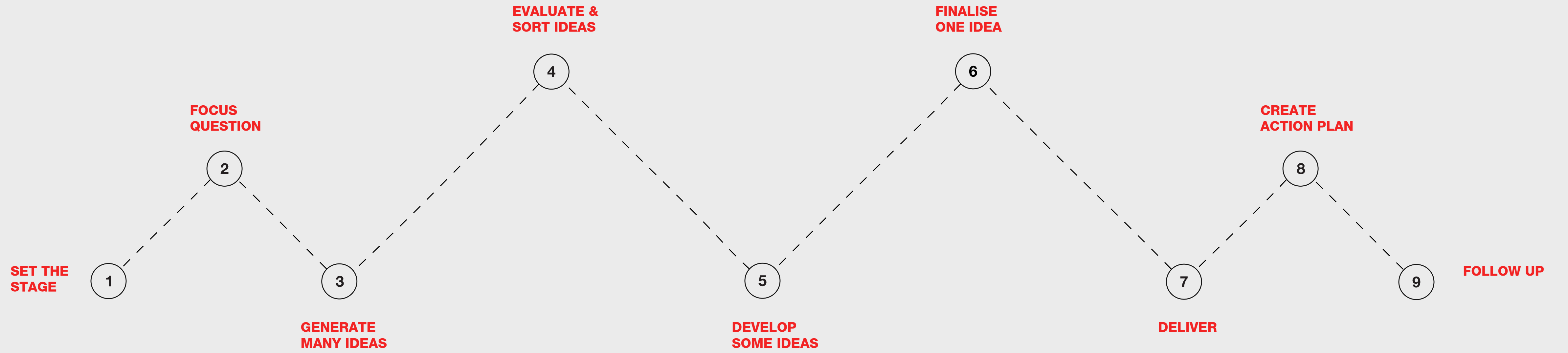
**We Want to**  
**Democratize**  
**Creativity**



# **How to Solve briefs in 48 hours?**

# Agile Creative Process





# check in

**Introduce Yourself + Feeling + Expectation**

# Collaboration

# The Marshmallow Challenge

# The Marshmallow Challenge

**You have 1 yard of tape, 1 yard of string, 20 spaghettis and 1 marshmallow.**  
**You have 18 minutes to build the tallest FREE STANDING spaghetti structure possible with the marshmallow on top.**

**The team with the tallest structure wins!**

**\*You will get disqualified if you google your solution**



# Brief

# Focus Question

- **How can we put Croatia on the map for global creativity?**

# 9 Golden Rules

**1.**  
**Goals**

**2.**  
**Same Page**

**3.**  
**Expectations**

**4.**  
**Agenda**



**5.**  
**Don't Force Things**

**6.**  
**Talk Less, Do More**

**7.**  
**Keep it Simple**

**8.**  
**Be Present**

**9.**  
**Don't focus on the details,  
see the bigger picture**

**Are you  
Present?**

# **Creative Principles**

**1.**  
**Collaboration**



**2.**  
**Open Mindset**

**3.**  
**Focus**

**Empty your  
brains**

# Empty your brains

Grab a stack of post-it notes, write down the first ideas that comes to mind, **1 post-it note = 1 idea \*no talking\***

**8x8**

# 8x8

**A4 paper, fold it into 8 boxes, each box has a topic,  
You have 2 minutes to ideate in each box**

# Speed Dating

# Speed Dating

**Get in position, 2 minutes ideation, take one step to your left,  
start building on your neighbours idea, \*no talking\***

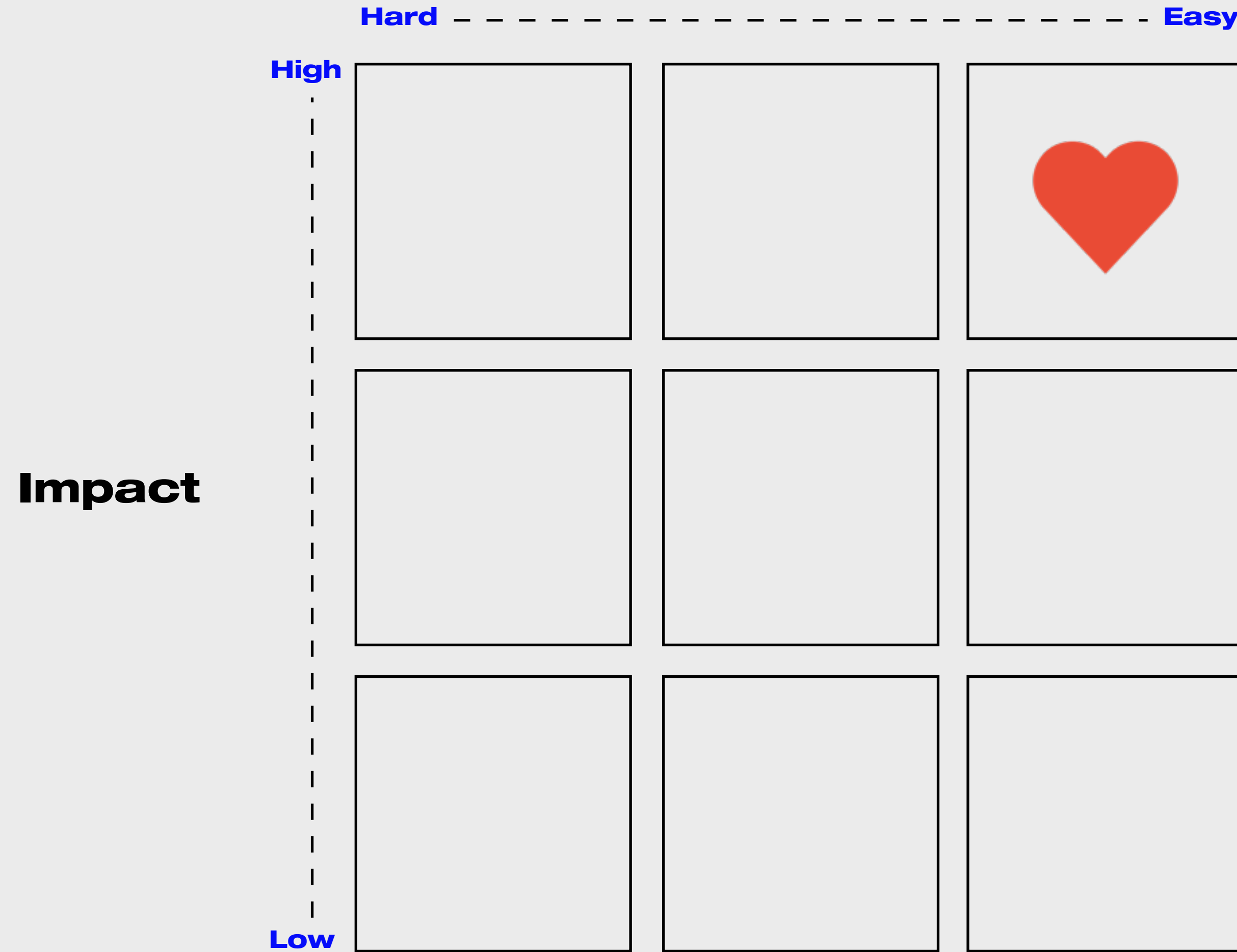


# Speed Dating

**Collective Brainstorming and Collective Ownership, Not influencing each other,  
use constraints to drive creativity, postpone judgement**

# Decision Making

# Implementation



# The Matrix

**Eliminates emotional attachment, allows you to make constructive decisions,  
collective decision-making method**

**MIIND**  
**HEART**  
**HAND**

# Mind

What makes your idea **logical and sensible?**

# Heart

What makes your idea **emotionally engaging**?

# Hand

What makes your idea **tangible and practical?**



## Mind

What makes your idea **logical and sensible**?

## Heart

What makes your idea **emotionally engaging**?

## Hand

What makes your idea **tangible and practical**?

# Idea in a tweet

## Idea in a tweet

Break down your idea into MAX **280 Characters** and support the text with 4-6 emojis





# Presentation

# Check Out

**Key Take-Away + Current Feeling**

**Web**  
**Office**  
**Facebook**  
**Instagram**  
**Twitter**  
**Linkedin**  
**Mail**

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**@thepopagency**  
**Maksimilian Kallhed**  
**[maksimilian@thepopagency.co](mailto:maksimilian@thepopagency.co)**