



0 INTRO

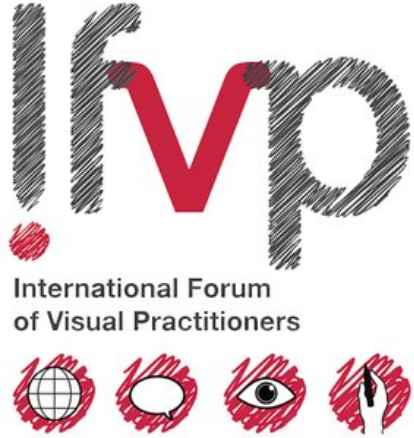
In the late **1960s**, a group of innovative people took colored pencils and paper and began to respond visually and to synthesize information to aid analysis, reflection, planning and the creation of “meaningful narratives” for companies and organizations.

Thus began a new approach to work for companies and organizations that, under the umbrella of what was called Visual Thinking, encouraged collaboration and participatory work.

In **1995**, 30 graphic facilitators from the North Bay of California organized a first meeting. Three years later, what is now called the **International Forum of Visual Practitioners (IFVP)** was formed.

After 25 years of journey, growth and development of the practice and contribution of Visual Thinking to the corporate and organizational world and more than 20 international conferences held in California, Washington, New York, Berlin or Copenhagen, among other cities, the IFVP evolves, responding with virtual proposals in 2020 and holding regional virtual meetings in 2021. And for this 2022, it ventures to take a qualitative leap and wants to organize its first Global Summit.

The objective: to hold a global meeting, a Summit to share and deepen the contribution of Visual Thinking to the development of people and organizations, to communicate with impact, to generate bridges and new dialogues with other public and private sectors, opening the space for generative conversations to leverage the construction of joint proposals. And thus contribute to promote change and draw new scenarios for the future. Together. Together.



The first Summit will be global and interdisciplinary, open and in dialogue with other sectors, face-to-face (onsite) and virtual (online), will be held in Bilbao in July 2022.

INDEX

0 INTRO	2
1 WE HAVE A DREAM (SOÑAR)	4
The “Why” and the “Purpose” (gure ametsa)	
We have 3 objectives	
What will you take away if you come to Bilbao 2022 Visual Thinking Global Summit?	
2 WHEN AND WHERE will it happen?	10
3 CONTAINER(S) AND CONTENT AN EXTENDED EXPERIENCE	11
A Basque experience	
A journey experience	
A hybrid experience	
A family experience	
An experience that transits between the self/community/local/regional/global	
4 WHAT WILL WE DO?	18
5 MAKE IT POSSIBLE	22
co-hosted	
KOKOTeam	
and our SPONSORS	

1 WE HAVE A DREAM (SOÑAR)

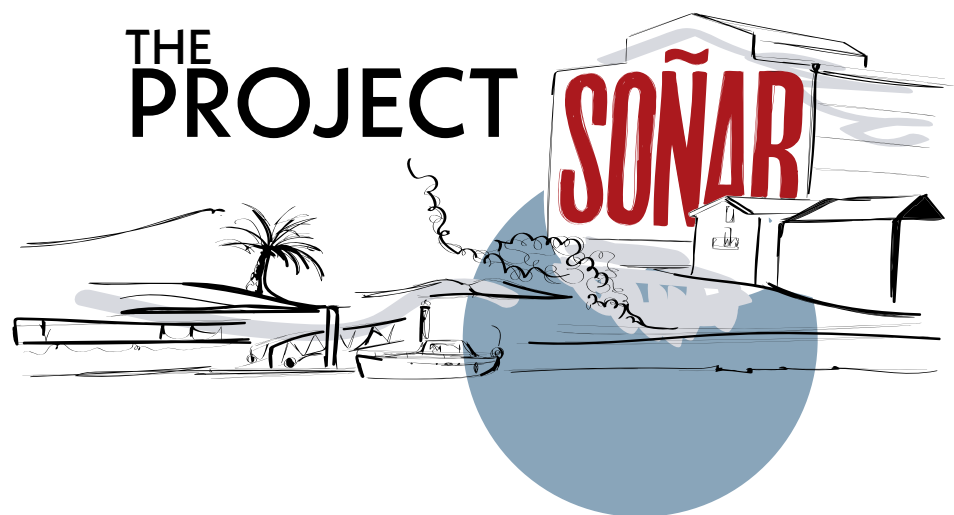
The “Why” and the “Purpose” (gure ametsa)

Let's shake it, to shape it!

The world is shaken, even convulsed. Our environment, businesses, questions, lives, the whole ecosystem has shaken. We don't know what shape the answers needed for the coming future - which is already here - will take. All of us are like that. Shaken, moved, r_evolved. Brittled and fragiles, at times distressed, Anxious, facing realities and giving Non-linear answers, navigating in Incomprehension and uncertainty. We are breathing and working **from not knowing**. And there we are. And from there, we want to draw together new forms that the path is taking, in which we will contribute to a future of growth, more inclusive, more diverse, more possible, more dignified for all people.

And for this, we will bring together people from around the world to explore, through **visual language**, a different (and renewed) way to have conversations in a generative way, building bridges between professionals and sectors, and promoting connections. We want to shake up what we already know, what we already think, the answers we already have, and give shape to emerging answers, to the sometimes unforeseen possibilities we can offer to the challenges posed by this shaken world, as individuals, as communities, as regions, as a global society.

Bilbao 2022 Visual Thinking Global Summit wants to contribute **to co-create a bridge to connect** ideas and initiatives through the use of Visual Language. To connect the work and contribution of the public and private sector and help, with visual language, to develop and improve their own practices.



And to that end, we are working to create a **NARRATIVE** of a **WHOLE EXTENDED EXPERIENCE**.

A **Basque** experience

A **journey** experience

A **hybrid** experience

A **family** experience

An experience that transits between the **self/community/local/regional/global**



We have **3 objectives**

We propose a dialogue between professionals and between sectors. Showing, sharing and discussing the importance of the practice of visual language in facilitating conversations, promoting participation and mutual understanding, and drawing together possible scenarios for the future.

1- We want to open **CONVERSATIONS** and **NETWORKING** with other professionals, sectors, fields and industries.

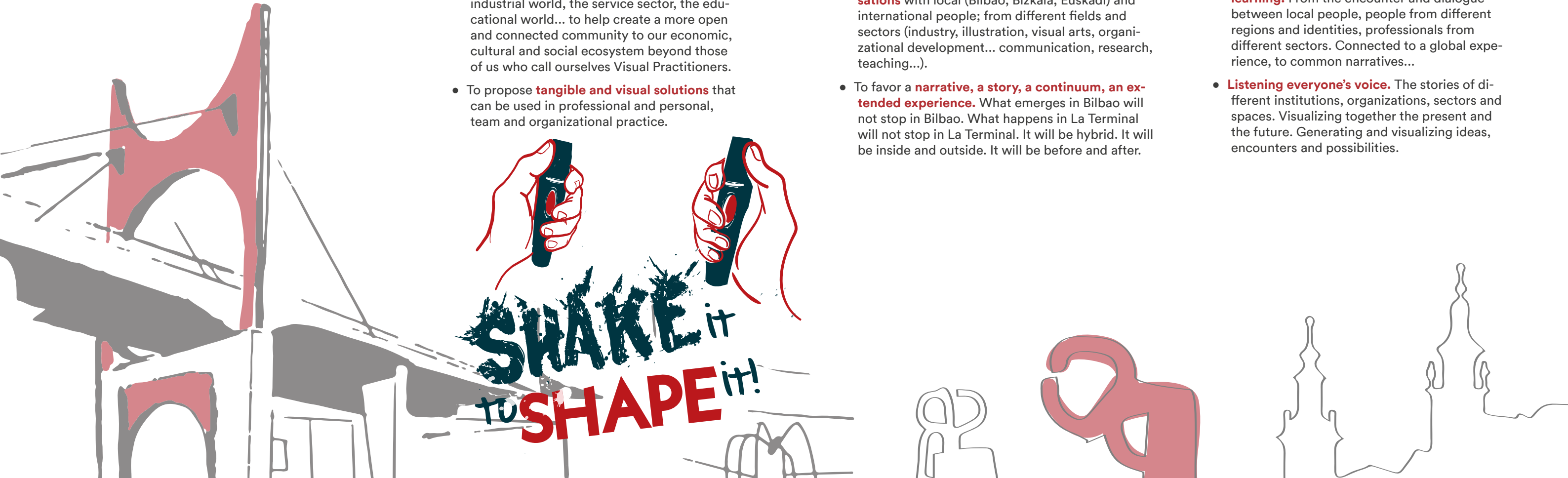
- To establish **conversations and connections** between the public and private sector, the industrial world, the service sector, the educational world... to help create a more open and connected community to our economic, cultural and social ecosystem beyond those of us who call ourselves Visual Practitioners.
- To propose **tangible and visual solutions** that can be used in professional and personal, team and organizational practice.

2- To set a place, a moment, a space to promote **MEANINGFUL** **CONVERSATIONS AND** **DEEP CONNECTIONS** so we can **LEARN** from each other.

- To generate **meaningful and powerful conversations** with local (Bilbao, Bizkaia, Euskadi) and international people; from different fields and sectors (industry, illustration, visual arts, organizational development... communication, research, teaching...).
- To favor a **narrative, a story, a continuum, an extended experience**. What emerges in Bilbao will not stop in Bilbao. What happens in La Terminal will not stop in La Terminal. It will be hybrid. It will be inside and outside. It will be before and after.


3- To hold a **GLOBAL** **SUMMIT**: nurtured by **REGIONAL** and **LOCAL** **CONTRIBUTIONS**, both in sectors and disciplines.


- **Sharing, connecting, experimenting and learning**. From the encounter and dialogue between local people, people from different regions and identities, professionals from different sectors. Connected to a global experience, to common narratives...
- **Listening everyone's voice**. The stories of different institutions, organizations, sectors and spaces. Visualizing together the present and the future. Generating and visualizing ideas, encounters and possibilities.





What will **YOU TAKE AWAY** if you come to Bilbao 2022 Visual Thinking Global Summit?

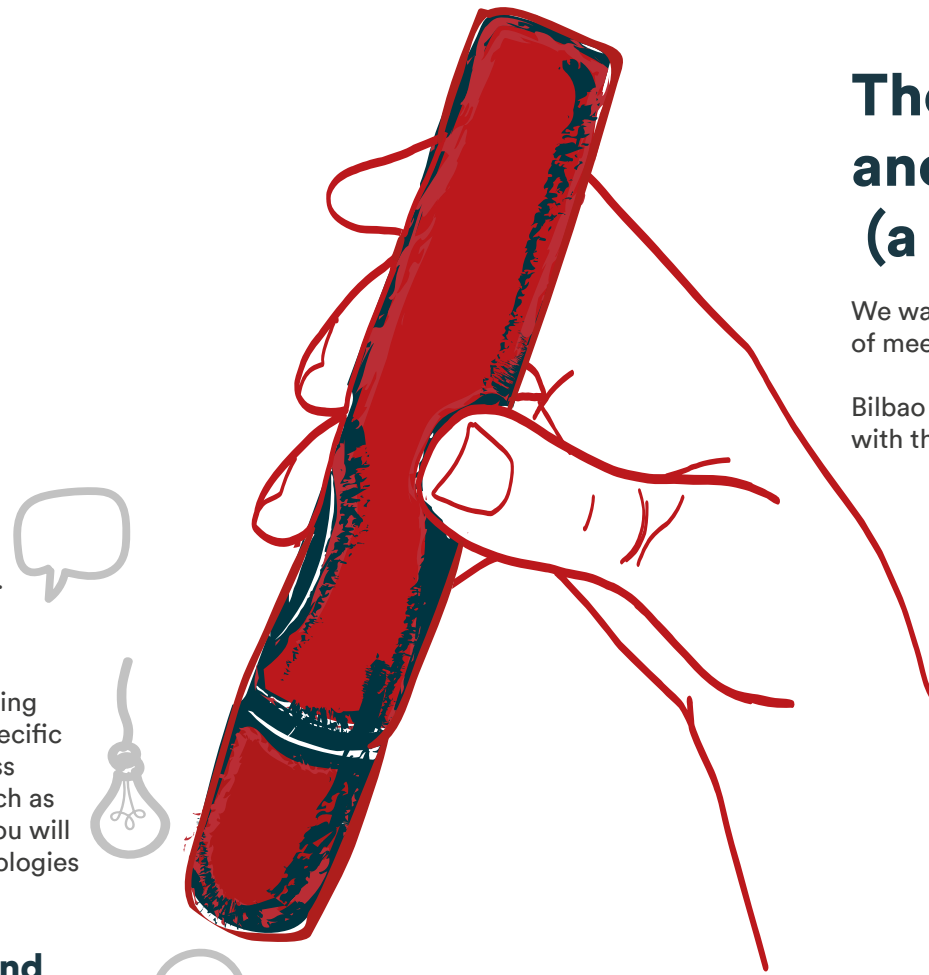
 **A (new) way of communicating** that aligns, engages and offers new narratives of the future.

 **Knowledge, know-how and learning:** you will access the possibilities offered by Visual Thinking (development of competencies, methodologies and specific tools, resources...), you will learn and recognize success stories in the use of this powerful language in areas such as business, education, culture (public and private) and you will explore together with many other people new methodologies for change.

 **Contacts and networking (personal and professional).** Get in touch with people from other parts of the world, from different professional fields, Visual Practitioners, team leaders in business and public administration, cultural and consulting professionals, people open to learning, networking and opening possibilities together.

 **Concrete, grounded and possible solutions** to the challenges posed by our professional and organizational challenges.

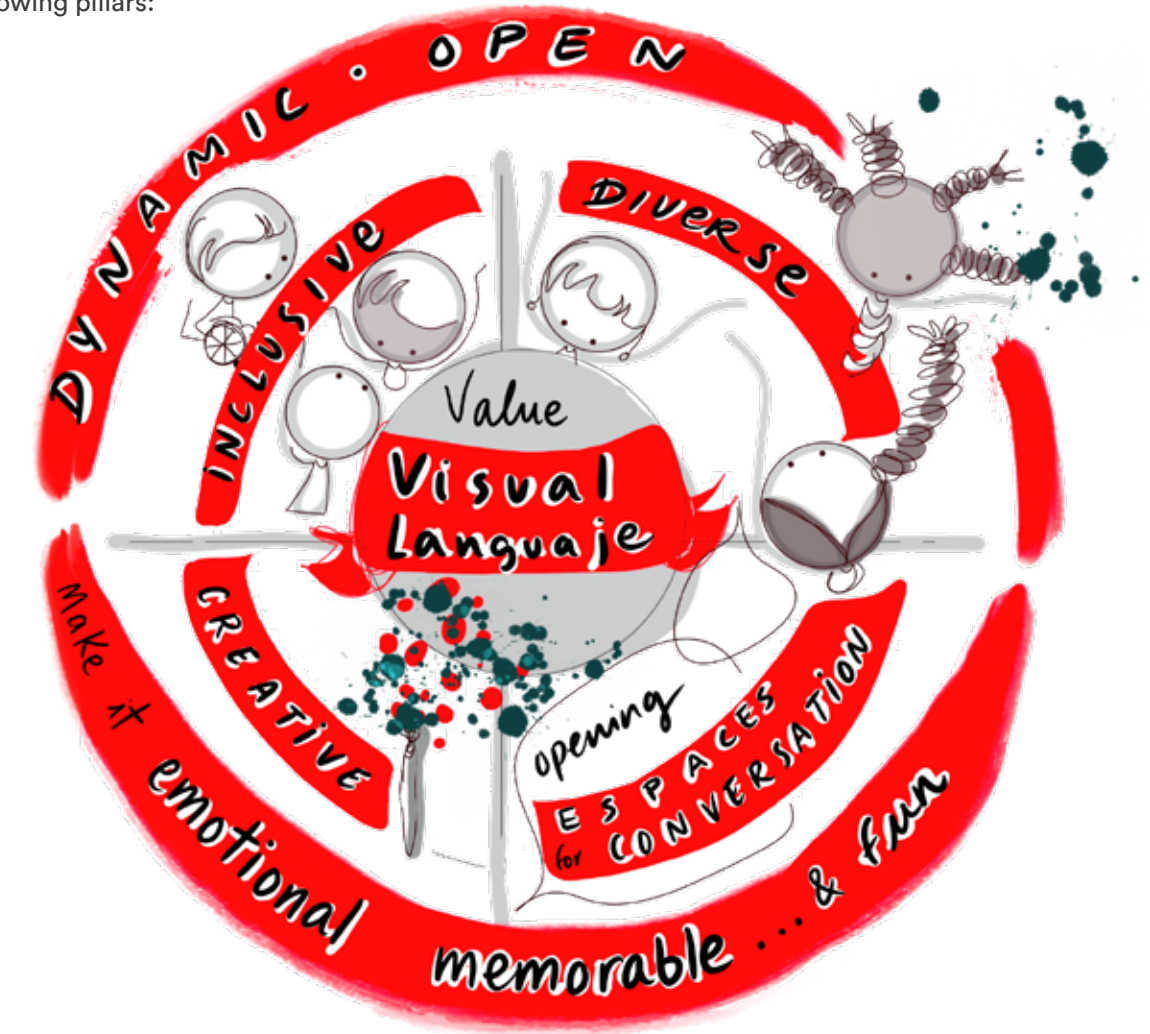
 **To make visible the impact of Visual Language in our region** (Bilbao-Bizkaia-Euskadi).



The ink with which we are going to trace and impregnate these days (a global narrative).

We want to **SHAKE it!** the way we have done in previous conferences and offer ANOTHER WAY (to **SHAPE it!**) of meeting, doing and feeling the Summit.

Bilbao 2022 Visual Thinking Global Summit wants to be a space devised, traced, drawn and narrated visually with the following pillars:

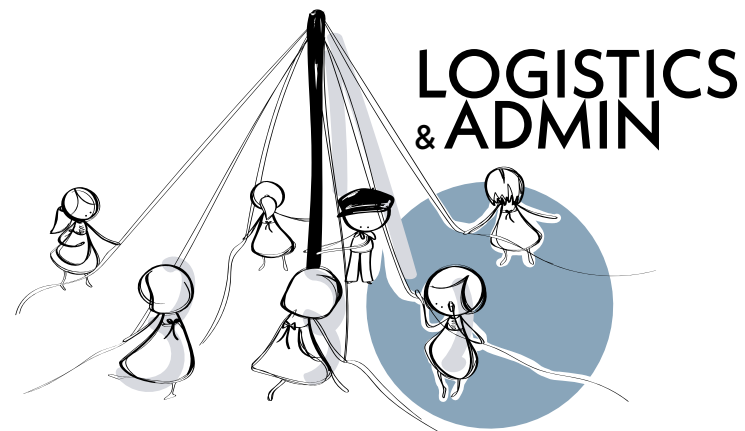


2 WHEN AND WHERE will it happen?

We will meet on **July 27,28,29 and 30, 2022.**

With the city of **Bilbao** as the nerve center, face-to-face and with a hybrid approach, open to the world.

We expect to be around **500 people** in total
(250 onsite and 250 online).

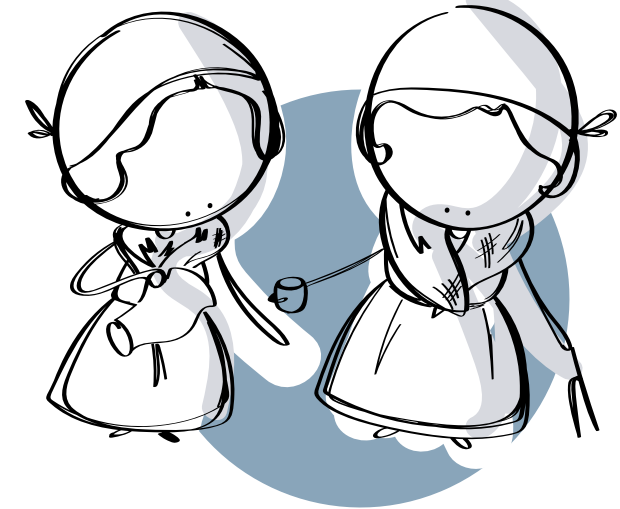


3 CONTAINER(S) AND CONTENT AN EXTENDED EXPERIENCE

And to make it all happen,
we will **CREATE A DYNAMIC,
LIVE EXPERIENCE,
CONNECTED WITH EMOTION
AND LEARNING,**
from start to finish:
DIFFERENT and MEANINGFUL.

We want to offer and live an experience. Every moment and space wants to be geared towards generating connections and conversations, alliances and networks. Where we can foster a global, diverse and inclusive conversation and experience. Expanding the focus beyond boundaries. Beyond spatial boundaries. Beyond the Visual Thinking/Visual Practitioners community: opening doors to other disciplines and sectors, other professionals and approaches, listening and searching for answers to what the world needs to respond to the challenges that are in front of us.

an
**EXTENDED
EXPERIENCE**



A BASQUE EXPERIENCE

Bilbao is the city that welcomes us. **Bizkaia** is the region that welcomes us. **Euskadi** is the country that welcomes us.

We want **the city (Bilbao), the region (Bizkaia) and the country (Euskadi)** to be involved and be an active part of the meeting. We want to leave our mark in both directions so that the Summit receives all the possibilities offered by our wonderful, creative and nourishing environment. And to be able to offer from the Summit our imprint, our looks, our ability to see and offer visually what we are living and feeling. And let it be captured. Locally.

We will be **present** in different places in Bilbao, Bizkaia, Euskadi. Offering activities for smaller groups throughout the city: visualize, draw, connect, celebrate ... Offering our expertise and our experience to those who receive us (visualizing the environment with Sketchnoting activities - encouraging those who participate virtually to travel with us through these visualizations etc...), dialoguing with the physical spaces we are going to walk, visit and discover.

We want **to extend the experience**, offering visits around Bilbao, Bizkaia and Euskadi. Before and after the Summit. Encouraging participants to come with their families, to make this Summit a place to stay for a few days. One of the blocks of the Summit will be destined to connect with the city (Bilbao). With activities that will take place in emblematic places: the atrium of the Guggenheim Museum, the Arenal, the Alhondiga (Azkuna zentroa), the promenade of the Ria, the Maritime Museum/Karola, the Casco Viejo (old town)...

And we want **to connect**: connecting stories with images, connecting local and regional stories from diverse industries, universities and schools, connecting the city and the region with global professionals sharing their stories, connecting fields and sectors. Connecting people from all over the world. Dreaming, visualizing, drawing together.

And connecting also with our **emotions**. Feeling like children again. Like when you visit a foreign country for the first time. And much more, after this time of uncertainty, doubt, fear, and closing of borders (and illusions).

Even some Europeans want to reach the Summit by bicycle! An interconnected experience. And we will favor the time and space to be together, together. With our pintxos, our txakoli. Our gastronomy. Our places and people... laugh, dance, ... and celebrate life!



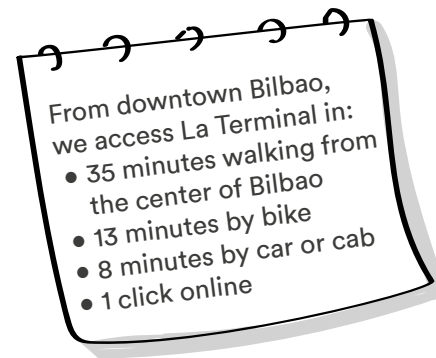
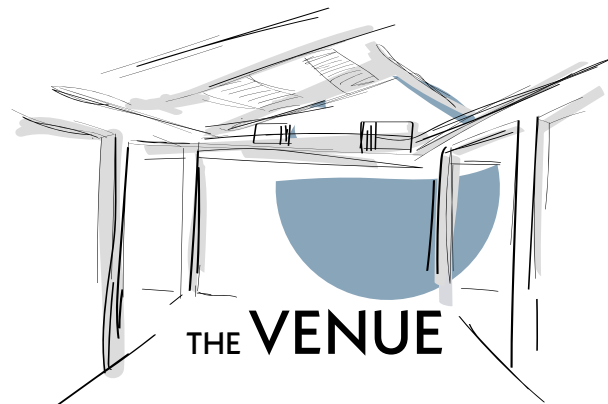
The space (gure txokoa) La Terminal

And it's going to happen in La Terminal a former "Estampaciones y Calderería" factory that has been rehabilitated for two years (2018/2020) by the Haceria Arteak Association, as part of the emblematic urban project Zorrotzaurre Art Work in Progress (ZAWP) on the island of **Zorrozaurre** (Bilbao).

The Terminal hosts the Cultural and Creative Industries Factory (ficc), which encourages, promotes and opens up to the exchange and coexistence between the different artistic manifestations that coexist on the island. Several artistic manifestations coexist in the same building and at the same time.

We are **co-creating a true hybrid experience** so that those of you who can't make it to beautiful Bilbao can breathe, taste, feel and get the best out of the Summit. We are working hard to create and experience the full force, content and container of this Summit.

La Terminal will be the **central space (onsite)** where the diverse community of visual practice and people from other sectors and spaces will meet face-to-face. This is where the main parts and contributions of the Summit will take place. The experience of being all together around a "big circle" that brings us together. A space for meeting, dialogue and conversation, connection and networking, co-creation and joint visualization. Creating together murals and narratives that will reflect the stories, the tools, the ideas, the collective intelligence that will emerge throughout these days.



Euskal Festa

We want to live and enjoy the most authentic part of our culture. We are preparing a **Basque party**, gure Euskal Festa!!!!

A party that will bring together all the celebratory and welcoming traditions of the Basque people (with pintxos, dantzaris, cider, txakoli and many surprises ... **to celebrate and celebrate us!**)

We don't tell you more. We want it to be special and memorable.



A HYBRID EXPERIENCE

Be present. In Bilbao. Bizkaia. Euskadi and the world. Here and now. All of us together. Contributing to create **an expanded, diverse, networked community**.

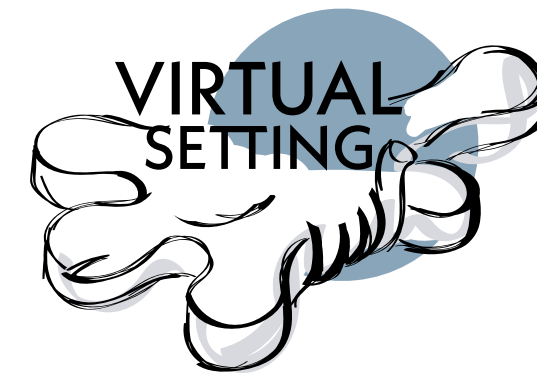
To do so, we want to create **an innovative way of showing content**, feeling connected, tuned in. To be. Together. Together. In virtual and face-to-face.

Opening ourselves to the world. Those of us who are current members, those who can be. Those who want to collaborate and work with us. Opening doors and hearts to people from 5 continents. Through hybrid windows, which will connect people who will not be able to travel to Bilbao, but will live the experience. Just 1 click away!

Present. When we refer to a "hybrid" model, we do not do it with the intention of simply streaming what happens in Bilbao, but to offer the possibility of participating, also, as a person who participates online.

And for this we will count on a company and a team of experts in this approach. We will combine the face-to-face and virtual factor, and thus reach the entire audience of the hybrid event with interaction features to generate engagement with both audiences (online and onsite).

And we will have **our own all-in-one platform** for the Summit.



A Relevant Experience with Tangible Results

We want to bet on **a dynamic meeting** and that each person can choose their own itinerary (IN, OUT, face-to-face, virtual): in the way that best suits your needs (people decide what to do, where and when).

We want to **come up with concrete, grounded and possible solutions** to the challenges posed by our professional and organizational challenges. We will visualize it together. Creating concrete spaces and tangibles to take with us in our retina, our mobile, our memory. Visually harvesting what is happening and the meeting points we are reaching. Visualizing the connections. The bridges. The future that emerges.

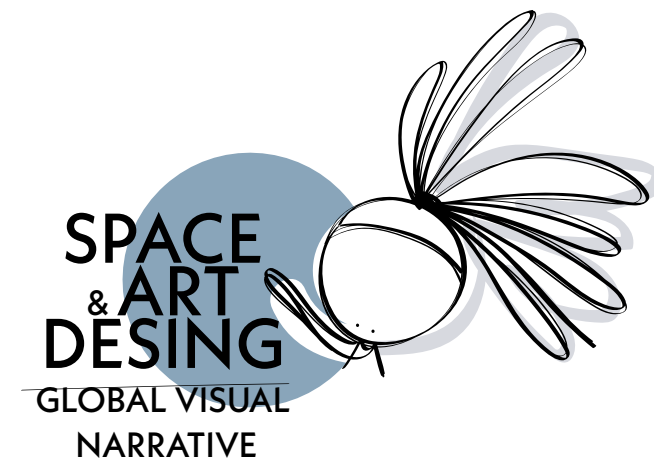


A JOURNEY EXPERIENCE

We want to offer a **journey**. To live an experience. From beginning to end. Prepare the journey through our platform. Discover the place we are going to reach through our instagram account (@bilbao2022visualglobalsummit). Arriving by bike from Belgium. Coming alone. Bringing the family. Discovering new friends here. Follow the journey after the Summit.

A trip to **connect_ART**. Encounter. Knowledge. Learning. Emotion. For this we will create a narrative, a journey. With a lot of ART. With the art of listening_ART, connect_ART, dialog_ART and enjoy_ART.

We will **co-create an environment with sustainable resources**. Creating a space that immerses us, invites us, shakes us, gives us different shapes and forms.



With a **careful scenic device full of art**: with the txalaparta in the background (the center of our logo, and local musicians and artists live. We want to create a global scenic narrative, contributing from dance, performing arts, music as a channel of transformation, dialogue and contribution. We want to discover that there are many other ways to enjoy, learn and connect at the Summit. Everything will be integrated.

We want to create an experience: with content, art, encounter, emotion, knowledge and experience. To learn, connect, talk, create, share, visualize and have fun... contributing in a positive way.

A FAMILY EXPERIENCE

Txikigune

We want the participants to be encouraged to **bring their families**. For this we will set up a SPACE for the little ones, where they can play, enjoy... they will have their own space, and people who will be in charge of them while their fathers and/or mothers participate in the Summit.

FROM ME to US. From US to ALL. A LOCAL, REGIONAL AND a GLOBAL EXPERIENCE.

Regional Hubs

We want the regions (who have had their virtual meetings in October 2021) to have their own physical-virtual space at the Summit, meet, do and/or showcase their activities in a self-managed way.

Onsite or online, regions will have their space to meet with each other or by regions and discuss topics of importance to each of them at this time and discover how the regional community can grow.

The goal is **to share and discuss the different contributions and perspectives emerging from each region**. While in Bilbao we are sleeping, perhaps online, the regions will continue to talk online and before lunch-time in Bilbao we can receive their inputs in the onsite plenary. Harvesting visually and regionally. Quite a challenge. Quite a challenge.

We have the intention and desire to continue to **expand internationally the use of visual practice** and future development of IFVP (Regional spaces have been created in America (North and South), Asia Pacific has grown. The European Visual Practitioners have been walking for years and have already accumulated learning. We want Africa to have more and more presence...



Global Networking

We will **provide spaces to talk and generate connections**. With other professionals. From other sectors. From different places. The use, deployment and challenges of Visual language in the field of leadership, negotiation, systemic thinking, education, working with teams and communities, creating awareness, fostering creativity, etc...

A continuous space. Open. Dynamic. Where we will collect the ideas from the plenaries, the insights, the ideas that emerge. A place where each new "tangible visual tool" created by the participants throughout the days (harvesting) will be proudly exhibited.



4 WHAT WILL WE DO?

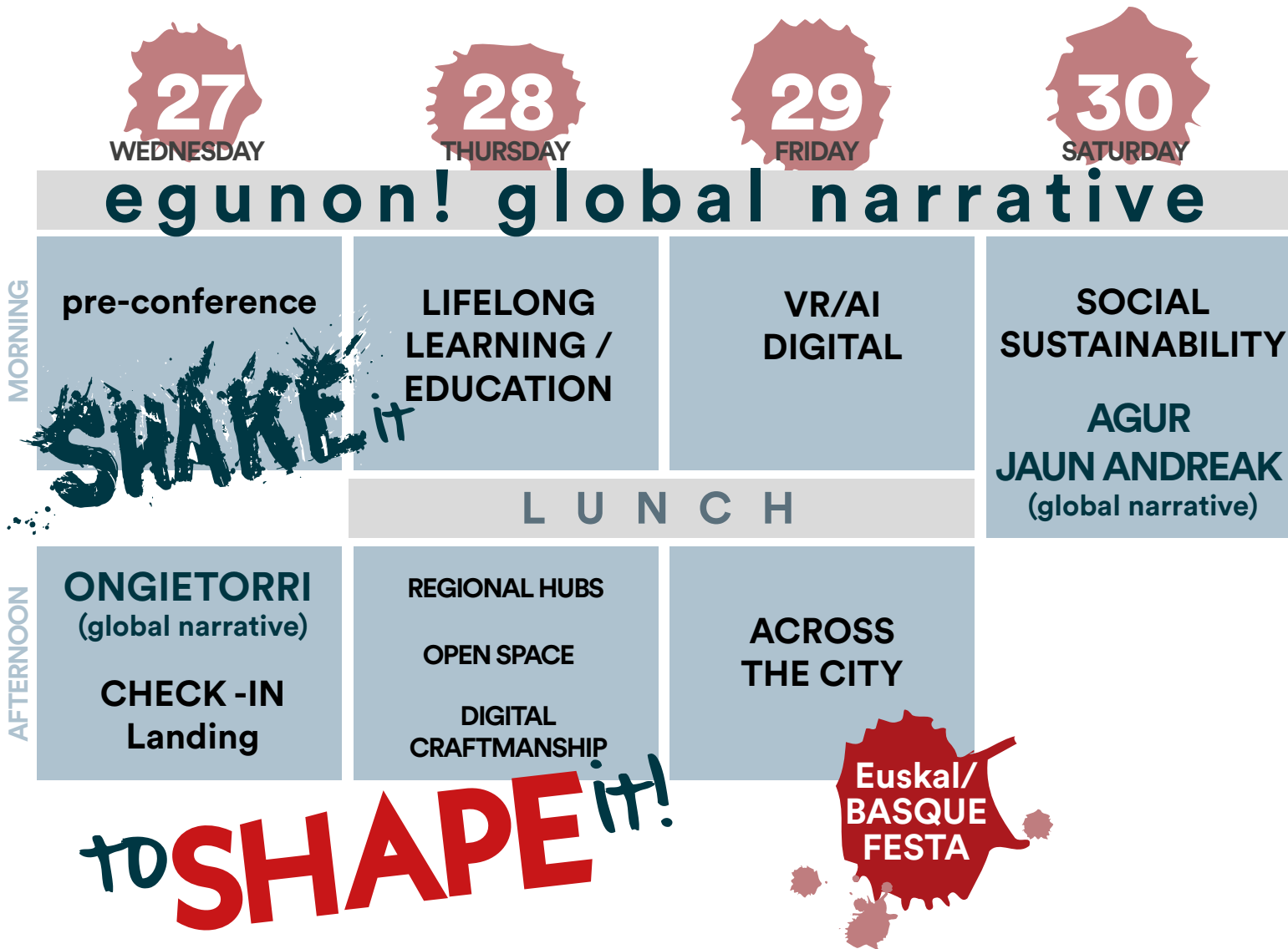
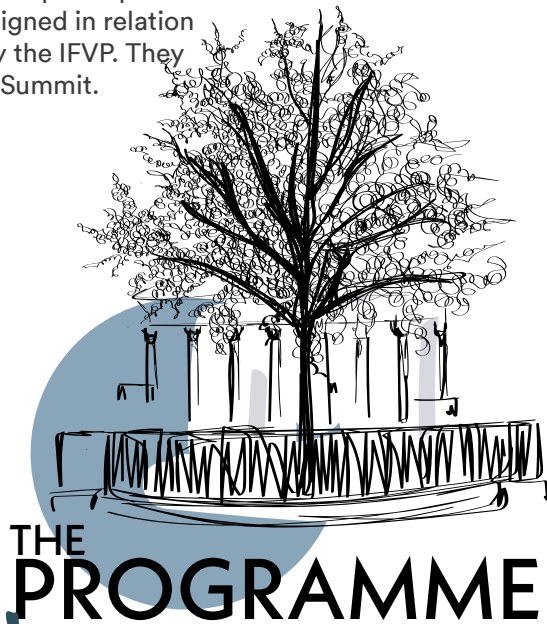
A global and modular narrative, in & out

We are committed to a **GLOBAL SUMMIT NARRATIVE** structure from start to finish.

Days 1 and 2 (July 25th and 26th): The Pre-Summit Workshops

The IFVP will directly organize different training workshops prior to the Summit (the two previous days). They are simultaneous workshops, but the participant can attend only one of them. The topics will be decided and designed in relation to the theme of the Summit. These workshops will be defined by the IFVP. They will have a duration of one and a half or one full day prior to the Summit.

Days 3, 4, 5 and 6 (July 27,28,29,30): the Summit



The Arrival: Day 1 (July 27, afternoon)

Arrival, accreditations, greetings and meeting and a special **On-gietorri!** (welcome!).

It is the act that will open the Summit. We seek to link the “ongi etorri” with the celebration that a first Summit deserves, after a global pandemic that has plunged us all into uncertainty and instability. It is time to welcome, with rigour, content, beauty, joy, hope and future. And with a taste of Euskadi.



The Summit: Days 2, 3, and 4 (July 28, 29 and 30)

In the mornings, special **Egunon!** (good morning), **check-in** and **SHAKE it!** moment to inspire us with special key speakers and/or special dialogue rounds. To be challenged and activated. Be inspired and shaken. That move and stir us. We want to have people who are not directly linked to Visual practice and that can be a spur to improve, explore, deepen and propose in our visual practice and connections with other sectors and disciplines.

WORKSHOPS SHAPES



And from there, during the rest of the day, to **SHAPE it!** through different methodologies and proposals for conversation, co-creation and the emergence of joint ideas.

We will have **simultaneous translation in Spanish and English**. And always facilitating the presence and use of other languages among us and of course accompanied and aided by the visual language, a global language that summons us.

And we will seek that each day can **deepen** in some discipline or field and the challenges, possibilities and bridges built and that remain to be explored in the field of :

- 28 Jul: **Lifelong learning and education**
- 29 Jul: **VR, AI and Digital in the Industry and businesses**
- 30 Jul: **Social Sustainability**

Taking care also of the **check out and closing (agur!)**, of each day and also of the Summit itself. Using all the global narrative that we want to offer with love and art and from the visualizations and tangibles that we will be co-creating together during these days with love and art.



5 MAKE IT POSSIBLE

Co-hosted by...

The KOKOTeam

And from these two co-organizing entities, a local and international voluntary team is deployed to make this Summit possible. A connecting team, co-creator, builder (KO) of the space, the scenography, the content... the whole experience. And will design the connecting bridge between what happens in Bilbao (onsite) and the people who will connect from different parts of the world (online) creating a truly hybrid experience.

KO International (IFVP team)

Lead: **Miryam Artola Dendaluze**, Muxote Potolo Bat, Euskadi
José Luis Anzizar, Anzizar Desarrollo de Líderes, Argentina
Sabine Soeder, Cocreative Flow, Germany
Elena Urizar, Visualea, Basque Country
Frank Wesseler, Bikablo GmbH & Co., Germany
Christine Hemmingsen, Denmark
Mara Callaert, Belgium
Raquel Benmergui, Finland

KO Bilbao (the Muxote Potolo Bat team)

Lead: **Miryam Artola Dendaluze**, Muxote Potolo Bat SL_ CEO & Founder
Iratxe Fernández Sampedro, Muxote Potolo Bat, Design and Communication
Alicia Neff Atance, Muxote Potolo Bat, Financial Director
Nerea Burgoa, _ULMA Forja_Director of Communication & Talent
Danel Alberdi, Coach&Play_Director
Egoitz Bilbao, Financial Director of Coproven Group
Cruz Noguera, Euri Artean_Director and collaborator of Muxote Potolo Bat SL
Txaro Hernández, Euri Artean_Producer
Begoña Garros Garay, Muxote Potolo Bat _ Partner
Pilar Kaltzada, Linking ideas_CEO and Founder
Arrate Iraolagoitia, Equilia_ CEO and Founder
Iván Felipe López, Novadec_Senior Strategic Marketing Manager
Elena Urizar, Visualea_CEO & Founder
Idoia Aragón, communication and events
Oihana Liarte, ALBOAN foundation

TEAM



IFVP (International Forum of Visual Practitioners)

The IFVP community has been an innovative and creative force. We know that our practice is growing and its strategic contribution to different sectors, organizations and communities has great value. Today, with over 25 years of history, we are a community of over 350 members from more than 100 countries.

In 2019, IFVP set its strategic statement as follows: “We promote visual practice and provide professional support to our members. We do this by offering unparalleled professional development through standards, learning experiences, tools and connection to a unique global visual culture, so they can develop their competence, advance their practice and have a sense of belonging.”

For the coming years our strategy seeks to achieve the following horizons:

2020: Investing in new beginnings

2021: Establishing our industry

2022: **Leading other industries** (here we frame the Bilbao2022VTGS)

2023: Transforming society

Bilbao 2022 Visual Thinking Global Summit is thus configured as a great opportunity to make the community of visual professionals proud of this space, of this international forum. An open door to get new members from all over the planet (making us more and more international), new sponsorships, new friends, new alliances, new collaborations.

Muxote Potolo Bat SL (as local host)

Muxote Potolo Bat will be the co-hosting entity to make this Summit possible in Bilbao.

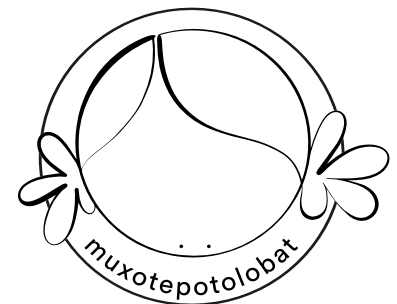
Recognized by the ecosystem of public and private entities in the Basque Country and also in Spain, this company was born and develops its activity in Bilbao since 2012 with the aim of offering, through Visual Language/Visual Thinking:

Accompaniment to all types of organizations through Visual Language, putting into action a complete toolkit to see, look and create together.

Their team is specialized in methodologies that allow them to approach projects of strategic reflection, definition of action plans, facilitation and coaching of teams, supports for communication and design, etc...

Muxote Potolo bat is surrounded by so many incredible collaborators and friends they quickly have respond to the sound of the txalaparta. And for this Summit, we are countin on a incredible team they are already working hard, together with the international team to make this Summit memorable

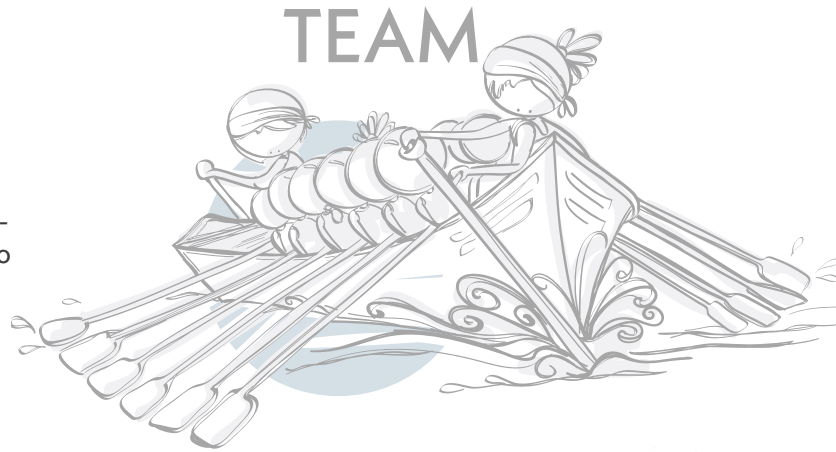
They also have the Muxote Potolo Bat product line.



With the **support** of...

The IFVP institute

Is established in 2019 for charitable and educational purposes. It is organized and operated to promote the development and application of visual thinking and practices, such as graphic recording and graphic facilitation, through sponsored research, public education programs, and related activities.



The IFVP Institute will carry out these activities both domestically in the United States and internationally, particularly in countries where IFVP has an established presence. The IFVP Institute will bring together students, faculty and professionals from the visual practice community.

EVP_European Visual Practitioners

In July 2014, for the first time, the IFVP conference was held on another continent: Europe. Guido Neuland (of Neuland) and Holger Scholz (of Kommunikationslotsen / Bikablo) from Germany, organized and hosted the conference in **Berlin**. They brought together more than 240 participants from all over the world and kindly extended the invitation to IFVP to co-host the conference, which was called EuViz® and succeeded in making the “I” in IFVP a more tangible reality.

In 2016 the foundations of a project to build a community of visual professionals based in Europe, to meet on a regular basis, took shape. And in 2018 the second conference in Europe under the EuViz® umbrella was held in **Denmark**.

Bilbao 2022 Visual Thinking Global Summit is the third meeting, now in the form of a Summit to be held in Europe.

...and we also have the contribution and experience

of other friendly groups and allies of the Visual Thinking ecosystem, especially mentioning the contribution of **Sketchnoting community** and **Bilbao Visual Day Eguna** among others.

And our **sponsors**

We want to create an attractive event that provides opportunities for the creation of links and relationships with different sponsors and partners.

Our goal is to enlist the help of **sponsors and stakeholders** to make the Summit viable, sustainable, possible, affordable and memorable.

SPONSORSHIPS

MAKING IT POSSIBLE!



