

Wehrfritz Innovation Day:

Actively changing and helping shape education

On November 19, 2021, Wehrfritz, a brand in the HABA FAMILYGROUP, invites employees from daycare, preschools, childcare centers and after school care to the first WEHRFRITZ Innovation Day. With the motto "Making children fit for the future – right from the start!" Wehrfritz wants to make a contribution to changing education. Participants can expect a varied program of specialist presentations, keynote interviews and workshops with experts from science and education.

Well-known brain researcher Dr. Gerald Hüther starts with a keynote interview about children's brains. For many years, the neurologist has been researching the influence of early experiences on brain development, the effects of anxiety and stress, and the importance of emotional reactions. The author of the bestseller "Wege aus der Angst" (Paths away from fear) knows that brains are very malleable and can therefore also be "deformed." Adult caregivers have a great influence on how and for what purpose a child uses their brain. "Only under the protection and guidance of adult role models can children creatively use design options and develop their own skills," says Dr. Hüther.

Prof. Dr. Simone Pfeffer will then discuss the topic of emotionally and socially appropriate behavior. "The benchmark for this is a framework of values that is determined by society. This means handling conflict using language not physical strength," says Dr. Pfeffer. Educational specialists are an important role model from which children learn. The final presentation by Julia Kunz, Personal Brain Coach and Master of cognitive neuroscience, is about

concentration and self-organization. She explains how the brain functions, why it sometimes doesn't work the way we want it to, and how we stay focused even in times of stress.

Three workshops in the afternoon

After the lunch break, there will be three workshops on the topics of "Digital learning in childcare," "Promoting social and emotional skills with creative projects" and "Narrative materials in free play." The participants will actively participate, applying content from the morning presentations, and taking away many practical tips for their everyday life.

At the end of the WEHRFRITZ Innovation Day, Elke Gulden from the Institute for Movement, Music, Dance and Well-being will focus on the topic of "Vital childcare." A few years ago, the experienced dance educator developed this project with the aim of promoting children's enjoyment of movement while maintaining the physical and mental health of the care staff.

Whether on a laptop, at home, or as a team – thanks to the various participation options, participants can organize their Innovation Day to suit them. The varied program starts at 8:30 am, before the specialist presentations, with a live introduction to the HABA Digitalwerkstatt (Digital Workshop) locations and a brief welcome.

All information about the WEHRFRITZ Innovation Day and the various ticket offers can be found at <https://www.wehrfritz-innovation-day.de>

Wehrfritz

About WEHRFRITZ

Wehrfritz is a holistic provider for the elementary and primary sector. As a reliable, future-oriented partner, the brand assists its customers in all matters relating to education. Whether innovative design concepts, individual consultation and planning or products that meet the highest standards of quality and safety–Wehrfritz offers everything for daycare, preschool, childcare and after school care from a single source. Wehrfritz offers practice-oriented educational and room solutions that use contemporary concepts to orientate themselves to the needs of children and facilitate everyday educational work.

Press contacts

Corporate Communication
Ilka Kunzelmann
August-Grosch-Straße 28-38
96476 Bad Rodach
Tel.: +49 9564 929-2414
E-mail: pr@habafamilygroup.com

Engel & Zimmermann GmbH
Unternehmensberatung für Kommunikation
Florentina Liefeith
Schloss Fußberg, Am Schlosspark 15
82131 Gauting bei München
Tel: +49 89 89 35 63 413
E-Mail: haba@engel-zimmermann.de