



2012

CREATIVE INNOVATION.

ASIA PACIFIC

The conference that changes minds

28–30 November 2012

Sofitel Melbourne On Collins, Australia



WICKED PROBLEMS, GREAT OPPORTUNITIES! Leadership and courage for volatile times

2012 continues to be precarious. The global economy swings between signs of recovery and predictions of imminent collapse. Businesses appear paralysed. Though many are cash-rich, they're risk-averse, strategically incremental and lacking in fresh ideas and innovation. The world needs leadership, invention and daring now more than ever. We need audacity not austerity. We need to attack big, wicked, problems that improve the economy

and society as a whole. Bold ideas, that represent real business opportunities, that spark a revolution for courage and change.

Ci2012 is the place to learn from world changing innovators, futurists, inspired thinkers and curious souls gathered together in an interactive community. It's a place to learn techniques and strategies, share ideas and gain empowering experiences.

ci2012.com.au

WEDNESDAY NOVEMBER 28

PRE-CONFERENCE

DEEP CONVERSATIONS AND MASTER CLASSES

MORNING

Master Classes

(9.00am–12.00pm)

1. **Scott Anthony (Singapore)**
Creating a Culture of Innovation
2. **Leigh Gassner & Steve Atkinson**
The Change Lab: solving complex social problems through design thinking
3. **Andrew & Gaia Grant**
Who Killed Creativity? ...and how to get it back
4. **Tim Reid**
A Killer Innovations Approach to Marketing Your Business
5. **Charles Kovess**
The Courage To Be Different: Powerful Strategies To Access Your Strength And Resilience To Avoid Following The Crowd!

Deep Conversation 1 over Lunch

(12.15pm–2:15pm)

Getting Unstuck! Using innovation to create change in large organisations and government

With **Geoff Mulgan (UK)**,
Dr Thomas Frey (USA), **Scott Anthony (Singapore)**, **Adam Kahane (Canada)**
and the audience

Moderator: ABC's Beverley O'Connor

AFTERNOON

Master Classes

(2:30–5:30pm)

1. **Professor Richard Rumelt (USA)**
Strategic Diagnosis and Actions
2. **Amantha Imber**
Innovate like the heavyweights - proven stuff, no fluff
3. **Tim Dalmau and Jill Tideman**
Solving Wicked Problems in the Workplace
4. **Gabrielle Dolan & Yamini Naidu**
Wicked Problems Need Wicked Stories

EVENING

Deep Conversation 2 with Supper

(7:00–9:30pm)

Now to Next: How will Science and Technology help solve our wicked problems?

With **Baroness Susan Greenfield (UK)**, **Michael T Jones (USA)**, **Professor Nadia Rosenthal (UK)**, **Dr Iain McGilchrist (UK)**, **Jason Drew (South Africa)** and the audience

Moderator: ABC's Robyn Williams



*“Test fast, fail fast,
adjust fast.”*

Tom Peters

DAY ONE THURSDAY NOVEMBER 29

8.45am: The Official Opening of Ci2012 with VIPs (message from the Prime Minister, The Hon. Julia Gillard & the Victorian Treasurer Kim Wells MP), speakers, artists including a special performance from War Horse.

Following this, each session over the two day conference will involve keynote speakers, a scholarship winner (60 seconds) and will be followed by Q & A/debate with audience.

1. Wicked Problems, Great Opportunities! (9.45am)

Eric Knight – Economics consultant and Author *Reframe*
Reframe: Solving the world's trickiest problems

Dr Megan Clark – CEO CSIRO

Large scale, multidisciplinary thinking: Working together to change the future

Adam Kahane (Canada) – Partner of Reos Partners and Associate Fellow at the Saïd Business School of the University of Oxford

Transformative Scenario Planning: Working Together to Change the Future

Moderator: Tim Dalmau

2. Who wants to live forever? (11.30am)

Professor Nadia Rosenthal (UK) – leading regenerative medicine researcher

How will our bodies keep up with technology and what will that mean to society?

Professor Silviu Itescu – Biotech entrepreneur, Founder and Executive Director Mesoblast

Stem Cell Therapies... Clinical reality or dream?

Baroness Susan Greenfield (UK) – Director of the Institute for the Future of the Mind and Professor of Pharmacology at Oxford University

The Impact of Technology: Making the Most of the 21st Century Mind

Moderator: Dr Elizabeth Finkel

1.00pm – 2.30pm Conversations at Lunchtime

Subject matter lunch hot spots around the Sofitel with selected speakers and provocateurs – Choose your area of interest

3. Start-up reality! From idea to market (2.30pm)

Ruslan Kogan – Serial Entrepreneur, Pioneer of online retail, Founder and CEO of Kogan.com

From Garage to Global: The "Just Do It" attitude to entrepreneurship

Professor Robin Batterham AO – President of the Australian Academy of Technological Sciences and Engineering, Kernot Professor of Engineering at the University of Melbourne

Innovation in large companies - the three essentials

Jason Drew (South Africa) – International business leader, Serial entrepreneur and Sustainability expert

From Industrial revolution to sustainability revolution - the business of fixing our future

Moderator: Doron Ben-Meir

4. The Asian Century and Innovation (4.30pm)

Bernard Salt – National Partner for KPMG Demo Group; Writer and Columnist

Re-Imagining the Asian Middle-class in the 2020s: Why the Rise of China will Forge the World's Strongest Consumer Market

Scott Anthony (Singapore) – President Innosight, Author: *The Innovator's Guide to Growth: Putting Disruptive Innovation to Work* and *The Silver Lining: An Innovation Playbook for Uncertain Times* (Harvard Business Press)

Innovation Lessons from Asia and Driving Growth in Emerging Markets

Moderator: Michael Johnson – CEO of Kokoda Capital Group

GALA CONFERENCE DINNER 7.00 – 11.00pm

Sofitel Melbourne On Collins Ballroom
25 Collins Street Melbourne

Entertainment features Melbourne Sings, Stefan Cassomenos, Pot-Pourri and the mind reader Michael Pope! This dinner is proudly supporting Creativity Australia's *With One Voice* programs.

DAY TWO FRIDAY NOVEMBER 30

“As human beings, our greatest achievement lies not in remaking the world, but in remaking ourselves.”

Mohandas Ghandi

5. Where is technology taking us? (9.00 am)

Michael T Jones (USA) – Chief Technology Advocate, Google
The future enters by the back door: How and why learning must change with advancing technology

Geoff Mulgan (UK) – Chief Executive of NESTA, the UK’s National Endowment for Science, Technology and the Arts
Innovations in and around Government: Is democracy keeping up with the pace of social and technological change?

Michael Harte - Chief Information Officer, CBA
Technology-led acceleration: passion, creativity and innovation in a corporate environment.

Dr Thomas Frey (USA) – Executive Director and Senior Futurist at DaVinci Institute, currently Google’s top-rated futurist speaker. Author of the groundbreaking 2011 book *Communicating with the Future*
2 Billion Jobs to Disappear by 2030! Driverless Cars, Teacherless Schools, and Printable Houses: We’re in for a Wild Ride

12 noon-1:30pm CONVERSATIONS AT LUNCHTIME

Subject matter lunch hot spots around the Sofitel with selected speakers and provocateurs – Choose your area of interest

6. High Performing Workplaces (1.30pm)

Steve Vamos – Founding President, Society for Knowledge Economics, Director Telstra, Medibank and David Jones
Wicked Conversations! ...that drive alignment and innovation

Professor Richard Rumelt (USA) – UCLA Chair in Business and Society, global leader on strategy
Keys to Good Strategy in Volatile Times

Michael Rennie – Managing Partner, McKinsey & Company
Love, Fear and High Performance

7. Courage, thinking and leadership to create a successful future (3.30pm)

Dr Iain McGilchrist (UK) – Author of *The Master and his Emissary: The Divided Brain and the Making of the Western World*
Why things are not what they seem: the courage to think differently

Li Cunxin – Author *Mao’s Last Dancer*
Mao’s last dancer – lessons of creativity and courage

Wade Davis (USA) – Anthropologist, Explorer-in-Residence National Geographic Society
The Wayfinders: Why Ancient Wisdom Matters in the Modern World



Ci2012 will:

1. Feature over 35 world class Australian and international keynote speakers, leaders, artists and thinkers
2. Highlight opportunities and global megatrends that affect business and society in these uncertain times throughout Australia, Asia Pacific and the rest of the world.
3. Provide insights and techniques for unlocking personal and organisational creativity and courage that will inspire your leadership in times of complexity and change
4. Deliver strategies, structures and processes for creating greater organisational performance, productivity and wellbeing
5. Showcase the world's best practice solutions and ideas for the development of sustainable and innovative futures for community, business and government
6. Bring together leaders and emerging talent to discover cross-disciplinary solutions that will make a difference in your life, organisation and community
7. Offer outstanding networking and business opportunities



Target audience

This event is for leaders and emerging talent of the future from around Australia and overseas seeking a community, super-regional and global perspective: change-makers, activists, influencers, innovators, provocateurs, influencers, advisers who want to make a difference...CEOs, executives and Directors of major ASX-listed companies, owners of SMEs, entrepreneurs and executives from health, banking, finance, advertising, arts, media, NFP, education, industry and government sectors.