



**2011**

## **CREATIVE INNOVATION.**

16-18 November 2011

Sofitel Melbourne On Collins,  
25 Collins St, Melbourne, Australia

### **REGISTRATION FORM**

**PLEASE READ THE REGISTRATION FORM  
CAREFULLY BEFORE COMPLETING**

It's quicker and easier to book and pay online. Go to [www.ci2011.com.au](http://www.ci2011.com.au) and click on "register now". Please book early to secure your place. This event will sell-out!

**Send completed form (both pages) to:**

Baldwin Consulting Group  
PO Box 2043  
South Melbourne  
Victoria Australia 3205

**OR FAX** to +61 3 9645 9859

**OR EMAIL** to [admin@baldwinconsulting.com.au](mailto:admin@baldwinconsulting.com.au)

**Please complete a separate form for each registration  
or provide a list of names for group registrations.  
Contact the organisers on (03) 9645 9858 if you  
require any assistance, and for group bookings.**



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### Your Details

Title: \_\_\_\_\_ First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Postal Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Special requirements: (dietary etc) \_\_\_\_\_

### Section A - Full registration options

Please tick the box to indicate your selection(s). All prices include GST.

Event packages* All prices in AUD\$	Dates	Early Bird (Until 16 Sept)	Standard (After 16 Sept)
<input type="checkbox"/> <b>Platinum</b> • Premium seating • 2 day conference • 1 pre-conference master class • 1 deep conversation • Gala Dinner  Surcharge: <input type="checkbox"/> • de Bono Master Class* <input type="checkbox"/> • Boyle Master Class*	16-18 Nov	\$2,570 (Value: \$3,014)  Includes BRW subscription	\$3,185
<input type="checkbox"/> • de Bono Master Class* <input type="checkbox"/> • Boyle Master Class*	16 Nov AM 16 Nov PM	\$100 \$100	\$125 \$125
<input type="checkbox"/> <b>Gold</b> • Premium seating • 2 day conference • 1 pre-conference master class • 1 deep conversation  Surcharge: <input type="checkbox"/> • de Bono Master Class* <input type="checkbox"/> • Boyle Master Class*	16-18 Nov	\$2,345 (Value: \$2,789)  Includes BRW subscription	\$2,895
<input type="checkbox"/> • de Bono Master Class* <input type="checkbox"/> • Boyle Master Class*	16 Nov AM 16 Nov PM	\$100 \$100	\$125 \$125
<input type="checkbox"/> <b>Silver</b> • Premium seating • 2 day conference • Gala Dinner	16-18 Nov	\$2,275 (Value: \$2,719)  Includes BRW subscription	\$2,820
<input type="checkbox"/> <b>2 day conference pass</b>	17-18 Nov	\$1,950	\$2,450
<input type="checkbox"/> <b>Premium seating</b> (add to 2 day conference)	17-18 Nov	\$200	\$250
<b>Registration package total</b>			\$
<b>Master Class Surcharge (if applicable)</b>			\$
<b>Premium Seating (if applicable)</b>			\$
<b>Section A Total</b>			\$

NB: Speakers and program are subject to change without notice.

\*If you wish to attend two Master Classes instead of a Deep Conversation please contact the organisers on 03 9645 9858 and we can amend your registration accordingly with the relevant payment adjustment.

Please answer this Compulsory question: (your answer will appear on your nametag)

**“In this super-connected world, what is your idea for change and a better future?”** (maximum 10 word answer)

**Section B - Additional registration options**

Please print your name here:

		Early Bird (Until 16 Sept)	Standard (After 16 Sept)	Platinum	Gold	Silver
<input type="checkbox"/> Gala Dinner at Regent Plaza Ballroom **	17 Nov 7:00 -11pm	\$225	\$275	Included		Included
<input type="checkbox"/> 1 day conference pass # (Choose one day)	<input type="checkbox"/> 17 Nov <input type="checkbox"/> 18 Nov	\$1100	\$1350			
<b>Pre-conference Deep Conversations &amp; Master Class options</b> (see choices below in Registration Information)						
<input type="checkbox"/> Pre-conference morning master classes choice of 5***	16 Nov AM 9:30 -12:30	\$195	\$245	Included in package Choose 1 and write your selection here		
<input type="checkbox"/> de Bono Master Class		\$295	\$370			
<input type="checkbox"/> Deep Conversation with... Morning Session***	16 Nov AM 10:00 -12:30	\$100	\$120			
<input type="checkbox"/> Pre-conference afternoon master classes choice of 5***	16 Nov PM 2:00 - 5:00	\$195	\$245	Included in package Choose 1 and write your selection here		
<input type="checkbox"/> Boyle Master Class		\$295	\$370			
<input type="checkbox"/> Deep Conversation with... Evening Session***	16 Nov PM 6:30-9:00	\$100	\$120			
				Gala Dinner	\$	
				1 Day Conference Pass	\$	
				Master Class AM or PM	\$	
				Master Class Surcharge (de Bono and/or Boyle)	\$	
				Deep Conversation AM or PM	\$	
				<b>Section B Total</b>	\$	
				<b>Section A Total</b>	\$	
				<b>TOTAL REGISTRATION PAYMENT DUE</b>	\$	

NB: Speakers and program are subject to change without notice.

**Method of payment**

Tax Invoice | Creative Universe Pty Ltd | ABN 96 136 872 878

**Cheque** payable to Creative Innovation mailed to PO Box 2043 South Melbourne Vic 3205

**Electronic Funds Transfer (EFT)** to: Baldwin Consulting Group Pty Ltd  
 Financial Institution: Westpac Banking Corporation BSB: 033305 Account: 363874  
 Please use your name as the reference and Email remittance advice to admin@baldwinconsulting.com.au

**Please debit my credit card**  Mastercard  Visa  American Express (Credit Card surcharge of 3% will apply)

Credit card number

Exp. / Cardholder name:

Signature:

**Payment is required with registration**



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## REGISTRATION INFORMATION

### November 16

#### Pre-Conference Deep Conversations and Master Classes

NB: You can choose only one Deep Conversation (AM or PM) and only one Master Class (AM or PM) as part of the packages. However, you may purchase additional a la carte tickets for any conversation or class as required.

#### Morning - Deep Conversation 1 (10:00am-12:30pm)

*Is this the death of education and the dawn of learning?*

Featuring **Professor Stephen Heppell** (UK), **Brendan Boyle** (USA),  
**Paddy Miller** (Spain), **Professor Adrienne Clarke AC**

#### Evening - Deep Conversation 2 (6:30-9:00pm)

*Super-connected world – marvel or myth?*

Featuring **Professor Daniel Dennett** (USA), **Raymond Kurzweil** (USA),  
**Tan Le** (USA), **Craig Davis**

#### Master Classes

##### Morning Sessions (9:30am-12:30pm)

1. **Dr Edward de Bono (UK)** *Strategies for creative thinking (Surcharge applies)*
2. **Tim Reid** *Killer Innovation Workshop*
3. **Ernie Schwartz** *Executive Presence – From the Inside Out*
4. **Mo Fox** *Create better outcomes by thinking like an artist*
5. **Gabrielle Dolan and Yamini Naidu** *The Power of Story: Influence and Motivation through the ART of Storytelling*

##### Afternoon Sessions (2:00 – 5:00pm)

6. **Brendan Boyle (USA)** *Principles of Design Thinking (Surcharge applies)*
7. **Amantha Imber** *Predicting the unpredictable: How to assess, recruit and develop top creative performers*
8. **Joanna Maxwell** *Juicy thinking is whole-brained thinking*
9. **Rod Matthews** *Try thinking creatively for a change*
10. **Charles Kovess** *11 practical steps to explode innovation in your organization*

#### NOTES

- \* The full registration fee includes lunch and morning/afternoon refreshments on Thursday and Friday, conference kit and GST. The fee does not include any other meals or hotel accommodation. We have sourced a range of special accommodation rates from Sofitel Melbourne On Collins and other hotel partners to provide accommodation of your choice during your stay in Melbourne. Lunch is not included on Wednesday – see special lunch offer
- \*\* The Gala Dinner will be a fundraiser for Creativity Australia's With One Voice program supporting disadvantaged people. There are a limited number of tickets available so we recommend early bookings.
- \*\*\* Master Class and Deep Conversation ticket price incl. morning, afternoon & evening refreshments
- # Ideally participants will be fully involved over the 2 days, as the conference has a thematic progression to its conclusion and we hope to build a community feel over the event.

### \*\*\*Special Early Bird offer\*\*\*

Creative Universe has partnered with the Financial Review, BRW and Financial Review BOSS to offer delegates purchasing Early Bird Platinum, Gold or Silver packages for Creative Innovation 2011 an exclusive annual subscription to BRW as part of their conference registration price.

This exclusive offer includes access to BRW online, as well as a one month trial to the Financial Review website. This represents \$344 in added value to each delegate registration. **Packages must be purchased by September 16th 2011 to redeem this special offer.**

## FINANCIAL REVIEW

THE DAILY HABIT OF SUCCESSFUL PEOPLE.

**BOSS** **BRW.**  
FINANCIAL REVIEW

### Special Lunch offer

Wednesday 16 November

Sofitel Melbourne is offering a special lunch package on 16th November at its No35 Restaurant (on the spectacular 35th floor of the hotel)

A set 2 course menu (entrée and main course) for \$30.00. Beverages are additional.

### Special Dinner offer

Wednesday 16 November

A special discount of 20% off food only is available for Creative Innovation 2011 guests wishing to dine at No35 Restaurant on this date only.

When booking, please mention the Creative Innovation 2011 conference to be eligible for these two special offers

Bookings are essential and can be made by contacting the Hotel directly on (03) 9653 0000.



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## REGISTRATION INFORMATION

### HOW TO REGISTER

**We offer a range of booking options:**

#### Online (preferred)

It's quick and easy to book and pay online. Go to [www.ci2011.com.au](http://www.ci2011.com.au) and click on "register now".

Download a registration form from the web site in pdf format and fax to Baldwin Consulting Group +61 (0)3 9645 9859

#### Phone Booking

Call +61 (0)3 9645 9858  
or email [contact@ci2011.com.au](mailto:contact@ci2011.com.au)

#### Group booking discounts

This is a once in a lifetime experience to share with your team and clients.

- Send 5 or more delegates and receive a 5% discount
- Send 10 or more delegates and receive a 10% discount

Call: +61 (0)3 9645 9858 or email [contact@ci2011.com.au](mailto:contact@ci2011.com.au) to redeem this great offer – only one discount applies.

#### Venues

##### **Master Classes, Deep Conversations and Conference (16–18 November)**

Sofitel Melbourne On Collins  
25 Collins Street Melbourne

##### **Gala Dinner (17 November)**

Regent Plaza Ballroom  
191 Collins St Melbourne

### Partnership opportunities at Ci2011

A limited number of partnership opportunities are available for Ci2011. This is a great way to showcase your creativity and innovation strategy to potential clients and provide professional learning and development to your team in a world class forum.

For further information please contact Liz Baldwin on +61 (0)3 9645 9858 or email [contact@ci2011.com.au](mailto:contact@ci2011.com.au)

### Cancellation policy and program variation

1. Should you be unable to attend, a substitute delegate is welcome at no extra charge. Please advise details.
2. Should you wish to cancel completely a charge of 50% of the registration fee will be made for cancellations received in writing at least 60 days prior to the conference start date.
3. We regret that no cancellations will be accepted within 60 days of the conference start date due to the limited seating available.
4. The producers of the conference reserve the right to vary, modify or cancel any part of the program without notice. Where possible they will seek to make a suitable replacement.

Payment is required with registration.



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## ACCOMMODATION OPTIONS

(Please book your accommodation direct with the venue)

### Sofitel Melbourne On Collins (Conference venue)

25 Collins Street Melbourne

Classic King Room:

- \$305.00 room only (single or double)
- \$335.00 inclusive of breakfast for one in No.35 at guest's leisure
- \$365.00 inclusive of breakfast for two in No.35 at guest's leisure

**TO BOOK** Please download and complete a booking form at [www.ci2011.com.au](http://www.ci2011.com.au) website or contact the hotel on (03) 9653 0000. Quote "Creative Innovation 2011" at time of booking.

At the Paris-end of Collins Street, this 5 star hotel is close to shopping outlets, art, business, and signature destinations including the Melbourne Cricket Ground (MCG), Melbourne Tennis Centre, Federation Square, the National Gallery of Victoria and Princess & Regent Theatres. The hotel's luxurious rooms and suites begin from level 36 offering floor-to-ceiling views that stretch across the city skyline, bay and beyond. Each room is complemented by modern furnishings, high speed wireless or cable internet, executive desk and integrated 'touch' technology for ambient lighting modes and digital surround sound.

### Mercure Spring St (less than 5 mins walk to the conference venue)

13 Spring Street Melbourne

Accommodation from \$205.00 including 1 breakfast and from \$225.00 including 2 breakfasts.

**TO BOOK** Tel: +61 (0)3 9205 9999  
or Email: [h2086-re02@accor.com](mailto:h2086-re02@accor.com)

Quote "Creative Innovation 2011" at time of booking.

Mercure Melbourne Spring Street is located in the centre of Melbourne, overlooking the Treasury Gardens. The perfect place to stay while conferencing in Melbourne. The Mercure Spring Street features 164 newly refurbished rooms. The hotel also features Lime Restaurant and Bar, serving Modern Australian cuisine.

### Novotel on Collins

(A short tram ride or 15 mins walk to the conference venue)

270 Collins Street Melbourne

- \$295 including breakfast for one person
- \$315 including breakfast for two people

**TO BOOK** Tel: +61 (0) 3 9667 5800  
or Email: [h1587@accor.com](mailto:h1587@accor.com)

Please quote booking code CRE161111

For the ultimate Melbourne experience base yourself at the superb 4.5 star Novotel Melbourne on Collins. Located on prestigious Collins Street in the heart of Melbourne, directly above Australia On Collins shopping centre, there is no better location from which to explore Melbourne. The hotel itself boasts an indoor heated swimming pool, fitness centre, stylish restaurant & bar, 24 hour business centre and direct access to the Australia on Collins shopping centre.

