



Conference attendees enjoy Creative Innovation 2010.

CREATIVE INNOVATION 2011 IS A RARE OPPORTUNITY TO UNLOCK CREATIVITY AND INSPIRE YOUR LEADERSHIP, WITH MORE THAN 35 OF THE WORLD'S MOST INFLUENTIAL THINKERS UNDER ONE ROOF.

Who's who of the world's most innovative business minds will gather in Melbourne in November for a unique event exploring the challenges and opportunities of doing business, managing change and achieving growth in a super-connected digital world.

Creative Innovation 2011 will feature more than 35 international and Australian speakers over three days, from 16 to 18 November, at the Sofitel Melbourne on Collins.

Conference attendees will learn from one of the world's best-known lateral thinkers, Dr Edward de Bono, who will be a key speaker at the event. It is estimated that about 750,000 managers across the globe use Dr de Bono's creative thinking methods, including companies such as McDonalds, Microsoft, IBM and Federal Express, and his work is openly admired by billionaires Richard Branson and Donald Trump. Dr de Bono will also present a masterclass on creative thinking.

Another event highlight will be a keynote address and "deep conversation" session by leading US entrepreneur Raymond Kurzweil. Referred to as "The Restless Genius" by *The Wall Street Journal*, Kurzweil has received honours from US presidents Clinton, Reagan and Johnson and has 12 honorary doctorates. He will discuss the acceleration of technology and its impact on business and the economy.

Other world-class thinkers and speakers

will include British education technology guru Stephen Heppell, leading philosopher and cognitive scientist Daniel Dennett (USA), IDEO Partner and Professor in Design Thinking from Stanford University's 'd. School' Brendan Boyle and Dr. Paddy Miller from Spain, who works with multi-nationals on change. Dr Miller taught leadership at the Harvard Business School and has worked with organisations ranging from the World Bank to Boeing and Ericsson.

Social researcher Hugh Mackay is also taking part in the event, along with Graincorp CEO Alison Watkins, Microsoft Australia MD Pip Marlow, Australian of the Year Simon McKeon and many more inspiring leaders.

Creative Innovation 2011, presented by Creative Universe and ANZ, isn't just for CEOs and directors of major companies. Small and medium businesses will benefit, as well as anyone working in sectors such as government, industry, banking and finance, the arts, education and the not-for-profit space.

The founder and Executive Producer of Creative Innovation 2011, Tania de Jong, says the conference will examine emerging "mega-trends" affecting business in Australia and across the globe.

"The reality is creativity is a crucial part of leadership and management," she says.

"It helps find hidden patterns. Many futurists now recognise that if you want to increase business success, there has to

be much more emphasis on right brain functions, such as big picture thinking and the ability to conceptualise. This event will focus on activating left and right sides of the brain to optimise learning and engagement."

Futurist and author of *The Sixth Wave* James Moody will enlighten attendees with his views about how to succeed in a resource-limited world. Co-Chairman and Chief Creative of Mojo, Craig Davis, will discuss tapping into the wisdom of crowds. Telstra Non-Executive Director Steve Vamos will outline leadership culture and management practices for a super-connected world.

The event will feature two "deep conversations", ten master classes, a gala dinner and leading Australian artists.

Conference ambassador Sir Gustav Nossal AC says Creative Innovation 2011 is an outstanding opportunity for people to learn from one another, across sectors.

"Over the years I have learnt to value individual and collective creativity – whether it's working with Bill and Melinda Gates or scientists in Australia," he says. ■

For more information about Creative Innovation 2011, visit www.ci2011.com.au.



16-18 November 2011
Melbourne, Australia

"The challenges and opportunities of a super-connected world"