

## MEDIA RELEASE – CREATIVE INNOVATION 2011

**Who’s who of some of the world’s most innovative business minds to gather in Melbourne for an international three day event to look at the challenges of doing business and governing in a super-connected digital world.**

One of the USA’s top ten entrepreneurs Raymond Kurzweil as well as legendary creative thinker Edward de Bono will be part of the event, along with numerous other key business, leadership, technology, innovation and education experts.

**Over 35 world class, international and Australian speakers will address the event, looking at the emerging mega-trends of the super-connected digital world. All media are invited to the gala launch which will take place at the Fitzroy Ballroom, Level 1, Sofitel Melbourne on Collins, 25 Collins Street, Melbourne at 5.30 p.m. sharp on Tuesday May 17<sup>th</sup>. All media are invited to attend.**

A who’s who of some of the world’s most innovative business minds will gather together from November 16<sup>th</sup> to 18<sup>th</sup> in Melbourne for an international three day event that will show big and small organisations how to deal with the challenges and opportunities of doing business, managing change and achieving growth in a super-connected digital world.

Amongst the key speakers will be one of the world’s best known lateral thinkers **Dr Edward de Bono** who has written over 82 books. Billionaires Richard Branson and Donald Trump have both been open admirers of his work. It is estimated around 750,000 managers across the globe use Edward de Bono’s creative thinking methods including managers in McDonalds, Microsoft, IBM, Federal Express and more. Edward de Bono will also present a master class on creative thinking.

**Raymond Kurzweil** – who has been referred to as “The Restless Genius” by the Wall Street Journal – will give a keynote address and be part of a Deep Conversation. He is in the USA’s top ten entrepreneurs and has received honours from Presidents Clinton, Reagan and Johnson, has 12 honorary doctorates and has been called “the ultimate thinking machine” by Forbes Inc. He will discuss the acceleration of technology and its impact on business and the economy. His best-selling book “The Age Of Spiritual Machines, When Computers Exceed Human Intelligence” has been Number One on amazon.com.

The 2011 event will feature over 35 world class international and Australian speakers. It is being presented by Creative Universe and ANZ. Other world class thinkers and speakers include British education technology guru Stephen Heppell, leading philosopher and cognitive scientist Daniel Dennett (USA), IDEO Partner and Professor in Design Thinking from Stanford’s d. School Brendan Boyle and Dr. Paddy Miller from Spain, who works with multi-nationals on change. He taught leadership at the Harvard Business School and has worked with everyone from the World Bank and Boeing to Ericsson.

World class social researcher Hugh Mackay is part of the event along with Graincorp CEO Alison Watkins, Microsoft Australia’s MD Pip Marlow, Australian of the Year Simon McKeon and many more.

Tania de Jong AM – who is an award winning social entrepreneur and Founder/Executive Producer of Creative Innovation 2011 – said, *“In an era of massive global competition and constant change, being the lucky country obviously cannot be anything like enough. Numerous economies like India and China are going through the roof. This event will take a hard look at the challenges and opportunities of the super-connected digital world. It will examine the emerging mega-trends affecting business in Australia and across the globe.*

*The reality is creativity is a crucial part of leadership and management. 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.”*

The event isn't just for CEOs and directors of major companies. Small and medium businesses will benefit as well as anyone working in sectors including finance, health, government, industry, banking and finance, the arts, education and not-for-profits.

Futurist and author of “The Sixth Wave” James Moody will talk about how to succeed in a resource limited world. Co-Chairman and Chief Creative of Mojo Craig Davis will talk about tapping into the wisdom of crowds. Telstra Director Steve Vamos will outline leadership culture and management practices for a super-connected world.

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

Sir Gus Nossal AC (one of the world's leading medical scientists) said, *“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.”*

Edward de Bono said, *“It's difficult for main track thinkers who are thinking about this year's profit and loss. Why should they change? A business' existing team needs to be taught new ways to think – as happened at Nokia when a company that basically sold toilet paper reinvented itself after an afternoon of gathering ideas.”*

**Creative Innovation 2011 will be held at the Sofitel Melbourne On Collins from November 16<sup>th</sup> to 18<sup>th</sup>, 2011.**

**To find more information about Creative Innovation 2011, visit [www.ci2011.com.au](http://www.ci2011.com.au)**

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