

23-25 MARCH 2015  
SOFITEL MELBOURNE ON COLLINS



## FROM DISRUPTION TO SUSTAINABLE GROWTH REGISTRATION INFORMATION

PLEASE READ THE REGISTRATION FORM CAREFULLY  
BEFORE COMPLETING

It's quicker and easier to book and pay online. Go to [www.ci2015.com.au](http://www.ci2015.com.au) and click on "register now". Please book early to secure your place. This event will sell-out!

Please note that due to extra handling and processing, a manual hard copy registration attracts an **additional \$25.00** surcharge. Please endeavour to **register online** whenever possible. If you require assistance contact our Conference Organisers on 03 9645 9858 and they will be happy to help.

**Send completed form to** (registration page only):

Baldwin Consulting Group  
PO Box 2043  
South Melbourne  
Victoria Australia 3205

OR FAX to +61 3 9645 9859

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

Please complete a separate form for each registration or provide a list of names for group registrations. Contact the organisers on +61 (0)3 9645 9858 if you require any assistance, and for group bookings.

"Absolutely the best conference I've ever attended. Exceptional organisation, care and attention to detail not to mention the brilliant speaker line-up!"

Stephen Grant

## REGISTRATION INFORMATION

### Monday 23 March

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

**Platinum Package:** Has **TWO** Master Classes (two hours duration each) included in the package or MC#9 four hour Master Class. Deep Conversation session is included.

**Gold Package:** Has **ONE** Master Class (two hours duration) included in the package. Deep Conversation session is included. **Note: Master Class #9** is a 4 hour session attracting an additional surcharge which represents two sessions. Additional tickets can be purchased. Contact the organisers for assistance +61 (0)3 9645 9858.

### ID# Presenter(s) & Title

#### Master Classes - Morning Sessions (9:00am-11:30am)

Includes morning tea

- |     |                             |  |
|-----|-----------------------------|--|
| MC1 | Scott Anthony (Singapore)   | <i>Solving the Transformation Equation</i>   |
| MC2 | Yamini Naidu                | <i>'Kapow' Triple your Influence!</i>        |
| MC3 | Jim Grant                   | <i>In the Mood for Creating</i>              |
| MC4 | Steve Lennon & Justin Jones | <i>Business Growth: A Leadership Journey</i> |

#### Lunchtime Deep Conversation (12:00pm – 2:00pm)

Includes a light lunch

DC "From Disruption to Sustainable Growth"

Featuring key speakers including Peter Diamandis (USA), Nolan Bushnell (USA), Danae Ringelmann (USA), Jon Medved (Israel), Scott Anthony (Singapore) Dr Rufus Black and the audience

#### Master Classes - Early Afternoon Sessions (2:15pm – 4:45pm)

Includes afternoon tea

- |     |                             |  |
|-----|-----------------------------|--|
| MC5 | Ernesto Sirolli (USA)       | <i>Applying the Trinity of Management</i>                                |
| MC6 | Matt Barrie                 | <i>Opportunity Knocks - Opportunity is Everywhere</i>                    |
| MC7 | Tim Dalmau and Jill Tideman | <i>Disruptive Innovation: How to Make it Happen</i>                      |
| MC8 | Stuart Taylor               | <i>Enable Creativity and Deal with Disruption by Building Resilience</i> |

#### Extended Master Class (4.45pm – 8.45pm)

Includes light supper

- |     |                   |  |
|-----|-------------------|--|
| MC9 | Dan Millman (USA) | <i>Sustainable Success in Business and Life</i><br>(Note: Four hour session – surcharge applies) |
|-----|-------------------|--|

#### Master Classes – Late Afternoon Sessions (4:15pm – 6:45pm)

Includes afternoon tea

- |      |                     |  |
|------|---------------------|--|
| MC10 | Brendan Boyle (USA) | <i>Using Design Thinking + Play Behaviors to create disruptive ideas</i> |
| MC11 | Gabrielle Dolan     | <i>Stories, Disruption and Sustainable Growth</i>                        |
| MC12 | Roger La Salle      | <i>Opportunity Capture - A new paradigm in business innovation</i>       |

#### Master Classes – Evening Sessions (7pm – 9.30pm)

Includes light supper

- |      |                |   |
|------|----------------|---|
| MC13 | Tansel Ali     | <i>Master Your Memory</i>   |
| MC14 | Nicole Velik   | <i>Creativity is Everyone's Business - Techniques to Generate Game Changing Ideas</i> |
| MC15 | Charles Kovess | <i>Barriers to Your Organisation's Growth? How to Smash Them Down!</i>                |

## Special Lunch offer

### Monday 23 March

Sofitel Melbourne is offering a special lunch package on Monday 23 March at its No35 Restaurant (on the spectacular 35th floor of the hotel). A set 2 course menu (entrée and main course) for \$35.00. Beverages are additional.

When booking, please mention the **Creative Innovation 2015 conference** to be eligible for this special offer.


Bookings are essential and can be made by contacting the Hotel directly on +61 (0)3 9653 0000.

## CATERING

- Morning Tea is included for Morning Master Classes at 11.00am
- Afternoon Tea is included for Afternoon Master Classes at 4:15pm
- Light lunch is included for Deep Conversation at 12:00pm
- Light supper is included for Evening Master Classes at 7:00pm

## NOTES

1. The full registration fee includes lunch and morning/afternoon refreshments on Tuesday and Wednesday, 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.
2. Master Class ticket price includes morning and/or afternoon refreshments or light supper.
3. Lunch is not included on Wednesday for Master Class participants (see special Sofitel lunch offer).
4. A light lunch is included for Deep Conversation participants.
5. The Gala Dinner will be a spectacular event. There are a limited number of tickets available so we recommend early bookings.
6. Ideally participants will be fully involved over the 2-3 days, as the conference has a thematic progression to its conclusion and we hope to build a community feel over the event.
7. The program is correct at the time of publishing. However, in the event of unforeseen circumstances, the organisers reserve the right to change the conference program if necessary.



"The conference was a true experience, one that changes & develops your thinking, an evolution you would not ever reach on your own. Highly, highly recommended!"

Nicolas Georges,  
Mondelez

## 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.ci2015.com.au](http://www.ci2015.com.au) and click on "register now".

OR

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@ci2015.com.au](mailto:contact@ci2015.com.au) if you require assistance with your booking.

### 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 10% discount.
- If you attended **Ci2013**, you may qualify for a discount on this year's attendance if you select one of the **Full Registration Packages**. Before completing your registration, please contact the organisers on +61 (0)3 9645 9858 to find out if you qualify.

### Venue

All events will be held at:

Sofitel Melbourne On Collins,  
25 Collins Street, Melbourne.

## REGISTRATION INFORMATION

### Cancellation policy and program variation

1. Should you be unable to attend, a substitute delegate is welcome at no extra charge. Please contact the organisers.
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.
5. Payment is required with registration.

\*Please note: there is a \$25.00 surcharge for bookings that need to be manually processed.

## \$25 off listed prices if you book on-line!

Please note that due to extra handling and processing a manual hard copy registration attracts an additional **\$25.00 surcharge**. Please endeavour to **register online** whenever possible. If you require assistance contact our Conference Organisers on 03 9645 9858 and they will be happy to help. **If you attended Ci2013 you may be entitled to a discount on this year's attendance if selecting a Full Registration Package.** Before you complete your registration, please contact the organisers on +61 (0)3 9645 9858 to find out if you qualify.

### Your Details

Title:	First Name:	Last Name:
Job Title:	Organisation:	
Postal Address:		Postcode:
City/State:	Country:	Contact Tel:
Email:		
Special requirements: (dietary etc)		

### How did you hear about the conference?

☐ Web ☐ Direct Mail ☐ E-Mail ☐ google ☐ Print Media ☐ Radio ☐ Twitter ☐ Word of Mouth ☐ Other (please specify) \_\_\_\_\_

Registration options - Please tick the box to indicate your selection(s). All prices include GST. \*Deduct \$25 off listed prices if you book on-line

Full Registration Packages		Dates	*Early Bird (Until 30 Nov)	*Standard (After 30 Nov)
<b>\$50 of each full conference package will be donated to Creativity Australia, our charity of choice.</b>				
<input type="checkbox"/> <b>Platinum**</b> • 2 Master Classes OR MC#9 & Deep Conversation • 2 day conference • Gala Dinner • Premium seating	Master Class ID# MC Master Class ID# MC OR MC#9 represents 2 Master Classes Deep Conversation included	23 Mar 24-25 Mar 24 Mar	\$2,595.00	\$3,210.00
<input type="checkbox"/> <b>Gold**</b> • 1 Master Class and Deep Conversation • 2 day conference	Master Class ID# Note: Surcharge applies for MC#9 Deep Conversation included	23 Mar 24-25 Mar	\$2,370.00 MC9 Surcharge \$195.00	\$2,920.00 MC9 Surcharge \$250.00
<input type="checkbox"/> <b>Silver</b> • 2 day conference and Gala Dinner		24-25 Mar 24 Mar	\$2,200.00	\$2,745.00
<b>Additional options</b>				
<input type="checkbox"/> 1 day conference pass (choose one day)		<input type="checkbox"/> 24 Mar <input type="checkbox"/> 25 Mar	\$1,125.00	\$1,375.00
<input type="checkbox"/> Gala Dinner		24 Mar	\$200.00	\$225.00
<input type="checkbox"/> Corporate Table of 10 <b>PLUS A KEYNOTE SPEAKER SEATED AT YOUR TABLE</b>		24 Mar	\$5000.00	
<b>Pre-conference Workshops 23 March</b> See choices in Registration Information section and write the ID number of your selections below. <b>**Note:</b> Two Master Classes & the Deep Conversation are included for Platinum package registrations. One Master Class & the Deep Conversation are included for Gold package registrations. Additional sessions can be selected and paid for below. Maximum booking is THREE Master Classes and ONE Deep Conversation. MC#9 is an extended 4 hour Master Class.				
<input type="checkbox"/> 1. Master Class ID# <input type="checkbox"/> 2. Master Class ID# <input type="checkbox"/> 3. Master Class ID#	<b>Early Bird</b> \$220.00 each MC9 \$415.00	<b>Standard</b> \$275.00 each MC9 \$525.00	<input type="checkbox"/> Deep Conversation DC Early Bird \$125.00 each Standard \$145.00 each	
<b>Note:</b> * Deduct \$25 from these prices for online registration. <b>**Platinum &amp; Gold Packages.</b> If you wish to select extra Master Classes or Deep Conversations please contact the organisers on +61 (0)3 9645 9858 Additional sessions can be booked and paid for separately if required.		<b>Payment Summary</b>		
		Full Registration Package \$		
		1 day pass only \$		
		Master Classes (Only if not included in full package) \$		
		Master Class #9 Surcharge (Gold package only)		
		Deep Conversation (Only if not included in full package) \$		
		Gala Dinner (Only if not included in full package) \$		
		<b>Total registration payment due \$</b>		

Please note: The program is correct at the time of publishing. However, in the event of unforeseen circumstances, the organisers reserve the right to change the conference program if necessary.

### Method of payment

Tax Invoice | Creative Universe Pty Ltd | ABN 96 136 872 878 (If Paying By Cheque)  
 Tax Invoice | Baldwin Consulting Group Pty Ltd | ABN 42 084 622 933 (If paying by EFT or credit card)

- ☐ **Cheque** payable to Creative Universe mailed to PO Box 2043 South Melbourne Vic 3205  
☐ **Electronic Funds Transfer (EFT)** to: Baldwin Consulting Group Pty Ltd Westpac BSB: 033305 Account: 363874  
 Please use your name as the reference. Remittance advice can be emailed to louse@baldwinconsulting.com.au  
☐ **Please debit my credit card** ☐ Mastercard ☐ Visa ☐ American Express (Credit Card surcharge of 3% will apply + GST)

Credit card number

Exp. / Cardholder name: Signature:



"I came to learn -  
I came away inspired!  
Best conference ever."

Paul Duldig, Vice President  
University of Adelaide

## ACCOMMODATION OPTIONS

(Please book your accommodation direct with the venue)

### Sofitel Melbourne On Collins (Conference venue)

25 Collins Street Melbourne

Classic King Room:

- \$285.00 room only (single or double)
- \$315.00 inclusive of breakfast for one in No.35 at guest's leisure
- \$345.00 inclusive of breakfast for two in No.35 at guest's leisure

#### TO BOOK

Please download and complete a booking form at [www.ci2015.com.au](http://www.ci2015.com.au) website or contact the hotel on (03) 9653 0000.

Quote **"CI2015"** at time of booking. Please note room types and rates are subject to availability 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 Melbourne Treasury Gardens (Less than 5 mins walk to the conference venue)

13 Spring Street Melbourne

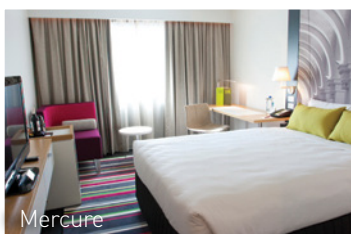
- \$200.00 including breakfast for one person – City View room
- \$217 including breakfast for two people – City View room

#### TO BOOK

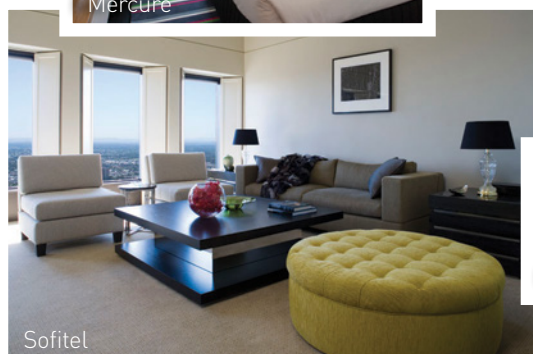
Tel: +61 (0)3 9205 9999 or  
Email: [h2086-re02@accor.com](mailto:h2086-re02@accor.com)

Quote **"CI2015"** at time of booking (subject to availability).

*Mercure Melbourne Treasury Gardens 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 rooms. The hotel also features Lime Restaurant and Bar, serving Modern Australian cuisine.*



Mercure



Sofitel

### Novotel on Collins (A short tram ride or 15 mins walk to the conference venue)

270 Collins Street Melbourne

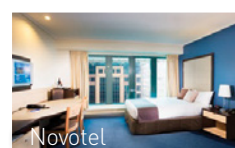
- \$235 including breakfast for one person – Standard room
- \$265 including breakfast for one person – Premier room
- \$255 including breakfast for two people – Standard room
- \$285 including breakfast for two people – Premier room

#### TO BOOK

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

Quote **"CI2105"** at the time of booking.

*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.*



Novotel