

7-9 NOVEMBER 2016  
SOFITEL MELBOURNE ON COLLINS



CREATIVE  
INNOVATION.  
ASIA PACIFIC



## THE EXPONENTIAL SHIFT

### REGISTRATION INFORMATION

PLEASE READ THE REGISTRATION FORM CAREFULLY  
BEFORE COMPLETING

It's quicker and easier to book and pay online. Go to [www.ci2016.com.au](http://www.ci2016.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 (registration page only) to:

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

OR POST to Baldwin Consulting Group, PO Box 2043,  
South Melbourne, Victoria Australia 3205

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



# 7-9 NOVEMBER 2016

SOFITEL MELBOURNE ON COLLINS  
25 COLLINS ST, MELBOURNE, AUSTRALIA

## REGISTRATION INFORMATION

### Monday 7 November Pre-Conference Master Classes and Deep Conversation

**Platinum Package:** Has **TWO** Master Classes and the Deep Conversation included in the package.

**Gold Package:** Has **ONE** Master Class and the Deep Conversation included in the package.

Additional tickets can be purchased. Contact the organisers for assistance +61 (0)3 9645 9858.

#### 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

### ID# Presenter(s) & Title

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

Includes morning tea

- |     |                           |                                                                          |
|-----|---------------------------|--------------------------------------------------------------------------|
| MC1 | Scott Anthony (Singapore) | Making the Exponential Everyday: <i>Creating a Culture of Innovation</i> |
| MC2 | Corinne Canter            | Switch on your SuperMind!                                                |
| MC3 | Yamini Naidu              | Hooked: <i>Business Storytelling to connect, engage &amp; inspire</i>    |
| MC4 | Stephen Johnson           | Emergent - <i>The Future of Culture</i>                                  |

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

Includes a light lunch

DC Creating Exponential Institutions: *How can governments, large organisations, universities, hospitals and more keep up with the market?*

Featuring key speakers including Martin Ford (USA), Professor Hiroshi Ishiguro (Japan), Ramez Naam (USA), Dr Daniel Kraft (USA), Dr Abigail Allwood (USA), Scott Anthony (Singapore), Professor Tanya Monro and the audience.

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

Includes afternoon tea (4:15 – 4:45pm)

- |     |                              |                                                                                                                           |
|-----|------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| MC5 | Ramez Naam (USA)             | Exponential Organisations - <i>How to prepare for massive disruption</i>                                                  |
| MC6 | Andrew and Gaia Grant        | The Innovation Race: <i>How to create a culture that supports sustainable and purposeful innovation</i>                   |
| MC7 | Dr Amantha Imber             | The science of how to create an innovation culture ( <i>and why table tennis tables and beanbags are not the answer</i> ) |
| MC8 | Craig Mounsey and Liam Casey | Experience Design Thinking in Action                                                                                      |

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

Includes afternoon tea (4:15 – 4:45pm)

- |      |                           |                                                                                                                           |
|------|---------------------------|---------------------------------------------------------------------------------------------------------------------------|
| MC9  | Scott Anthony (Singapore) | Launching and Landing Moonshots                                                                                           |
| MC10 | Janet Sernack             | The breakthrough capabilities of transformational innovation leadership                                                   |
| MC11 | Jim Grant                 | Having the Hard Conversations                                                                                             |
| MC12 | Charles Kovess            | The courage to be different: <i>Proven strategies to access your strength and resilience to avoid following the crowd</i> |
| MC13 | Jon Yeo                   | They Make It Look Easy: <i>Secrets of Pro Speakers to create memorable talks</i>                                          |




#### 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

#### 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.
3. Lunch is not included on Monday for Master Class participants.
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.Ci2016.com.au](http://www.Ci2016.com.au) and click on "register now" OR

Download a registration form from the web site in pdf format and EMAIL to [liz@baldwinconsulting.com.au](mailto:liz@baldwinconsulting.com.au)

OR POST to Baldwin Consulting Group PO Box 2043 South Melbourne Victoria Australia 3205 *(Please note: there is a \$25.00 surcharge for bookings that need to be manually processed).*

### Phone booking

Call +61 (0)3 9645 9858 or email [contact@Ci2016.com.au](mailto:contact@Ci2016.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 3 or more delegates and receive a **\$150.00 per person discount off** the First Mover or Standard rate.
- If you attended **Ci2015**, 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 online at [www.ci2016.com.au](http://www.ci2016.com.au)**

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 +61 (0)3 9645 9858 and they will be happy to help. If you attended Ci2015 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 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) \_\_\_\_\_

EMAIL this page only to [liz@baldwinconsulting.com.au](mailto:liz@baldwinconsulting.com.au) OR POST to Baldwin Consulting Group, PO Box 2043 South Melbourne, Victoria Australia 3205

**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	*First Mover (Until 31 Jul)	*Standard (After 31 July)	
\$50 of each full conference package will be donated to Creativity Australia, our charity of choice.					
<input type="checkbox"/> <b>Platinum**</b> • 2 Master Classes and Deep Conversation • 2 day conference • Gala Dinner • Premium seating	Master Class ID# _____ MC Master Class ID# _____ MC	7-9 Nov	\$2,620.00	\$3,235.00	
<input type="checkbox"/> <b>Gold**</b> • 1 Master Class and Deep Conversation • 2 day conference	Master Class ID# _____ MC	7-9 Nov	\$2,395.00	\$2,945.00	
<input type="checkbox"/> <b>Silver</b> • 2 day conference and Gala Dinner		8-9 Nov	\$2,225.00	\$2,765.00	
<b>Additional options</b> <input type="checkbox"/> Please provide me with Ci2016 delegate bonus subscription to Inside Small Business online Magazine					
<input type="checkbox"/> 1 day conference pass (choose one day)		<input type="checkbox"/> 8 Nov <input type="checkbox"/> 9 Nov	\$1,150.00	\$1,400.00	
<input type="checkbox"/> Gala Dinner		8 Nov	\$225.00	\$250.00	
<input type="checkbox"/> VIP Corporate Table of 10 PLUS A CI2016 KEYNOTE SPEAKER SEATED AT YOUR TABLE		8 Nov	\$5,000.00		
<b>Mon 7 November</b> — See choices in Registration Information section and write the ID number of your selections below. **Note: 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.					
<input type="checkbox"/> 1. Master Class ID# _____ <input type="checkbox"/> 2. Master Class ID# _____ <input type="checkbox"/> 3. Master Class ID# _____	<b>First Mover</b> \$250.00 each	<b>Standard</b> \$295.00 each	<input type="checkbox"/> Deep Conversation DC	<b>First Mover</b> \$140.00 each	<b>Standard</b> \$160.00 each
<b>Note:</b> * Deduct \$25 from these prices for online registration. **Platinum & Gold Packages. If you wish to select extra Master Classes 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) \$ _____			
		Deep Conversation (Only if not included in full package) \$ _____			
		Gala Dinner (Only if not included in full package) \$ _____			
		<b>Total registration payment due</b> \$ _____			

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 | Baldwin Consulting Group Pty Ltd | ABN 42 084 622 933

- Cheque** payable to Baldwin Consulting Group 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 surname as the reference. Remittance advice can be emailed to [liz@baldwinconsulting.com.au](mailto:liz@baldwinconsulting.com.au)  
 **Please debit my credit card**  Mastercard  Visa  American Express (Credit Card/Bank Fee of 3% plus GST will apply)

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

Book early to avoid disappointment - November is a peak time for accommodation in Melbourne. (Please book your accommodation direct with the venue)

### Sofitel Melbourne On Collins (Conference venue)

25 Collins Street Melbourne

10% off the best flexible rate of the day  
at time of guest booking.

#### TO BOOK

Please contact the hotel on  
(03) 9653 0000. Group Name: Ci2016 -  
Creative Innovation. **Quote "CIE061116"**  
at time of booking (subject to availability)

*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

10% discount off the best unrestricted  
rate of the day, subject to room type  
availability at time of booking

#### TO BOOK

Tel: +61 (0)3 9205 9999 and press '1' for  
reservations or  
**Email: h2086-re2@accor.com.**  
**Quote "CI2016"** 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 Asian Twist cuisine.*



Mercure



Sofitel

### Novotel on Collins (A short FREE tram ride or 10 mins walk to the conference venue)

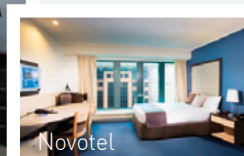
270 Collins Street Melbourne

- \$250 including breakfast for one person - Standard room
- \$270 including breakfast for two people - Standard room
- \$290 including breakfast for one person - Deluxe King Room
- \$310 including breakfast for two people - Deluxe King Room

#### TO BOOK

Tel: +61 (0) 3 9667 5800 or  
**Email: h1587@accor.com**  
**Quote "CI2016"** at the time of booking  
(subject to availability)

*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 the newly refurbished St Collins Lane premium retail outlet, there is no better location from which to explore Melbourne. The hotel itself boasts 380 guest rooms with an indoor heated swimming pool, fitness centre, stylish restaurant & bar, 24 hour business centre and direct access to St Collins Lane.*



Novotel