



HUMAN INTELLIGENCE 2.0

A COLLECTIVE FUTURE?
 HOW WILL WE MANAGE THE TRANSITION?
1-3 April 2019

MELBOURNE AUSTRALIA // PARTNERSHIP PROPOSAL 2019-2021



WINNER
 CORPORATE EVENT
 OF THE YEAR



AUSTRALIAN
 EVENT AWARDS
 WINNER 2015



A **creative**un INITIATIVE



"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





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

Paul Duldig,
University of Melbourne



JOIN US AT CREATIVE INNOVATION GLOBAL

This award-winning event will help you upgrade yourself and your organisation to Intelligence 2.0. It will give you the insights, knowledge and tools to develop the agility and leadership mindset you need to transform your organisation and inspire you to build a collective future for humanity. It will offer authoritative forecasts, strategies and practices to help transform you and the organisational leadership.

This unique event brings together leading thinkers from around Europe, the Americas, Asia and Australia to **tackle critical issues and opportunities, and transfer knowledge across sectors**. It attracts leaders across sectors from big and small businesses, government, emerging talent, entrepreneurs, innovators, policy makers, educators, philanthropists, and scientists who challenge each other's thinking in an **educational and interactive program** that covers important subjects from technology and education to innovation, leadership and the economy.

Bringing together diverse leaders and thinkers around powerful ideas enables some truly creative and innovative collaboration and the discovery of solutions that **drive productivity and progress**.

We need to foster **collective leadership, lateral thinking and inspiring initiatives** to manage the massive transition ahead.

Bringing together **700-800 leaders from business, government, academia, community, not-for-profits, media and the arts**, the aim of Creative Innovation 2019 Asia Pacific is to **explain the drivers of the changes taking place, the implications for the future and the strategies and thinking** that governments, businesses, NFPs and individuals will need to adopt to be successful.

The future is exciting, challenging or terrifying! It just depends on your perspective and **your capacity to embrace change**.

Ci2019 offers an outstanding opportunity to **educate, challenge and engage leaders and emerging talent** on this transition. The atmosphere of Ci conferences is electric with the buzz of creative minds.

Following the overwhelming success of the Creative Innovation 2010-2017 Conferences, Ci2019 will be a **two day conference program** preceded by a pre-conference day of **Master Classes** and **Deep Conversation** options and a **Gala Dinner**, attracting delegates, leaders, innovators and speakers from around Australia and internationally. Ci2019 will be a place to learn and share techniques, strategies and ideas.

Don't miss the **world class line-up of visionary innovators, futurists and leaders** that are gathering at Ci2019 to help us better understand, collaborate and prepare for our rapidly changing world.

We look forward to welcoming you, your team and stakeholders to this important future-shaping event.



"A superbly mounted event: congratulations. I was deeply impressed."

Robyn Williams,
ABC Science Show

WE INVITE YOU TO PARTNER WITH US.

Creative Innovation Global offers its partners unparalleled access and exposure to influential thought leaders from around the globe across multiple industry sectors.

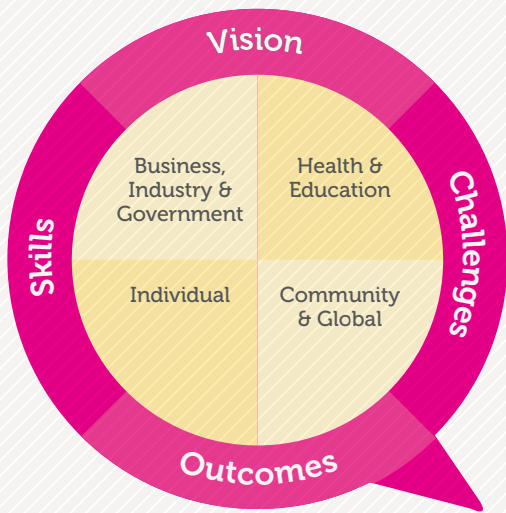
- Unparalleled **access to thought leaders** from around the globe and across sectors.
- **Profile building** as an innovative organisation through massive media and social media coverage.
- Outstanding opportunities to **reward and incentivise innovation via scholarships** to the event for your leaders and emerging talent, and **co-create the future** with your stakeholders and clients with **places to the event**.
- Opportunities to **present your thought leadership** in the popular **HOT SPOT sessions**.
- **Delivers strategies, structures and processes** for creating greater organizational innovation performance, productivity and wellbeing.
- **Showcases the world's best practice solutions** and ideas for the development of sustainable and innovative futures for community, business and government.
- Brings together leaders and emerging talent to discover **cross-disciplinary solutions** that will **make a difference** in organisations and the community.
- **Offers outstanding networking and business opportunities.**
- **Offers profiling opportunities** for our Conference Partners.

CREATIVE INNOVATION GLOBAL:

- **Features over 40 world class International and Australian speakers, leaders, innovators, artists and thinkers.**
- **Highlights opportunities and global megatrends** that affect business and society in these uncertain times throughout Australia, Asia Pacific and the rest of the world.
- Unlocks personal and organizational creativity by **providing insights and techniques** that will **inspire leadership** in times of complexity and change.

WHY THE ASIA-PACIFIC FOCUS?

- There is a growing focus on Asia Pacific region from participating organisations.
- European and U.S. markets are shaky and our future sustainability and growth rests on relationships we build with Asia Pacific region.
- CI has been proven in Australia and is becoming a draw card in Asia with increased enquiries and participation.
- **Creative Innovation Global has twice named Corporate Event of the Year in the Global Eventex Awards. Ci2015 was also named Corporate Event of the Year in the Australian Event Awards & in the Anthill SMART 100.**



OPPORTUNITY & OUTCOMES

The Creative Innovation Global program provides a unique opportunity for fresh thoughts, strategies, skills and connections in a high energy, results-focused environment.

This is not an event for long drawn-out presentations. It is an event for **interactive, thought leaders and participants**. There are a maximum of 800 delegate places at the conference, regarded as the leading innovation event in the Southern Hemisphere. The event has been **proven to transform thinking and inspire excellence in innovation**.

The result is an expanded creative understanding and broader world view. Participants, Partners and Speakers all learn and grow in their ability to **develop individual and organizational success**, implement ideas and transfer knowledge across sectors. They develop meaningful skills, important connections and learn about relevant case studies of success at a global level.

THE PROGRAM

Sessions will allow delegates the opportunity to expand their scope of creative understanding and learn new strategies and skills.

Using **innovative audience interaction** the sessions will provide an exchange between presenter and audience.

The one-way communication presentation style that stifles many conferences will be transformed by **world class dialogues, facilitators, performers, provocateurs and "HOT SPOT" debate centres**.

Ci2019 will also facilitate **Deep Conversations** around important and challenging issues we face. A series of **Master Classes** with leading facilitators will enable delegates to take away new strategies and inspiration into their work and lives.

CREATIVE INNOVATION HUBS

The Conference will showcase an incredible range of specialists and innovative people and organisations.

The foyer will feature **advanced interactive creativity technologies, social media sites, activations and creative artists**. There will be hubs for meeting and connecting with "HOT SPOT" live debate areas.

CREATIVE INNOVATION APPROACH

The Conference delivers meaningful learning, tools and skills to the rational left side of the brain. Uniquely, the Conference also uses music and the arts to engage and open the creative rights side of the brain to ensure deeper insights and acquisition of knowledge. **The Result — Greater learning, skills, participation, innovation and results.**



"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



THOUGHT LEADERS & FACILITATORS

WORLD CLASS CREATIVITY, INNOVATION AND LEADERSHIP EXPERTS

Corinne Canter, Stephen Johnson, Yamini Naidu, Andrew & Gaia Grant, Dr Amantha Imber, Craig Mounsey & Liam Casey, Janet Sernack, Jim Grant, Charles Kovess, Jon Yeo, Rachel Audige

...and many others

OUTSTANDING CREATIVITY CONNECTORS

Tania de Jong AM, Michael Pope, Anthony Barnhill, Jessamy Gee, Alex Wisman, The Knowing Project, Pot-Pourri, With One Voice.

AGENT PROVOCATEURS, CHAIRS & MODERATORS

Hugh Morgan AC, Doron Ben-Meir, Joanne Gray, Alan Kohler, Robyn Williams, Michelle Levine, Jon Faine, Peter Hunt AM.

WORLD CLASS THOUGHT LEADERS.

Creative Innovation Global host annually over 40 world class leaders, innovators, thinkers, speakers and artists. See some of our past Creative Innovation Global thought leaders below:

INTERNATIONAL LEADERS

- **Ray Kurzweil (USA)**, World leading inventor and entrepreneur, Founder Singularity University
- **Dr Peter Diamandis (USA)**, Chairman and CEO of the X PRIZE Foundation
- **Nolan Bushnell (USA)**, Founder, Atari; Co-creator, GPS Technology
- **Martin Ford (USA)**, Silicon Valley Entrepreneur, Futurist and Speaker
- **Edward de Bono (UK)**, World leading authority in the field of creative thinking
- **Baroness Susan Greenfield (UK)**, Director of the Institute for the Future of the Mind
- **Daniel Kraft, MD (USA)**, Faculty Chair for Medicine & Neuroscience, Singularity University
- **Dr Abigail Allwood (USA)**, Astrobiologist Jet Propulsion Laboratory NASA
- **Professor Stephen Heppell (UK)**, One of the most influential academics in the field of technology and education globally
- **Scott Anthony (Singapore)**, Strategy and Disruptive innovation expert; Managing Partner Innosight
- **Dan Millman (USA)**, Author: Way of the Peaceful Warrior and expert on mindfulness
- **Wade Davis (Canada)**, Anthropologist & best selling author
- **Professor Hiroshi Ishiguro (Japan)**, Director Intelligent Robotics Laboratory, Osaka University
- **Ramez Naam (USA)**, CEO Apex Nanotechnologies; Futurist and award winning author of 4 books
- **Ernesto Sirolli (USA)**, Global authority on bottom up economic development
- **Daniel Dennett (USA)**, World leading philosopher and cognitive scientist
- **Bjorn Lomborg (Czech Republic)**, Environmentalist & Director of the Copenhagen Consensus think tank
- **Bunker Roy (India)**, Founder and Director, Barefoot College
- **Brian Forde (USA)**, Former Senior Technology Advisor at the White House under Barack Obama's presidency
- **Neil Harbisson (USA)**, Artist and Cyborg activist; The first cyborg officially recognised by a government
- **Raymond McCauley (USA)**, Chair of Biotechnology, Singularity University

AUSTRALIAN INNOVATORS, CORPORATE & GOVERNMENT LEADERS

- **David Gonski AC**, Chairman ANZ & Coca-Cola
- **Dr Alan Finkel AO**, Australia's Chief Scientist
- **Hugh Morgan AC**, Principal, First Charnock; Lafarge International Advisory Board
- **Bill Ferris AC**, Chair Innovation Australia; Founder & Co-Chairman CHAMP Equity
- **Professor Michelle Simmons**, Scientia Professor of Physics, UNSW; Australian Research Council Laureate Fellow
- **Carolyn Hewson AO**, Director BHP Billiton & Stockland Group; Trustee Westpac Foundation
- **Ruslan Kogan**, Founder & CEO, Kogan.com
- **Tim Flannery**, One of Australia's best-known scientists, environmentalists
- **Matt Barrie** Chief Executive and Chairman at Freelancer.com
- **Martin Bean CBE**, Vice Chancellor and President RMIT University
- **Bernard Salt**, Partner, KPMG; Columnist, The Australian
- **Renee Leon PSM**, Secretary of the Department of Employment
- **John Stanhope**, Chairman Australia Post & AGL; Chancellor Deakin University
- **Steve Vamos**, CEO, XERO; Non Executive Director, Venture Investor, Business Advisor and Speaker

and many more...

LEVERAGE YOUR PARTNERSHIP


The Creative Innovation Global Partnership program provides a unique opportunity to be profiled with this world class event and receive a host of benefits to enable engagement, conversation and innovation with your team and clients.

Innovation and creativity is a **community wide, cross-sector program**. In line with these concepts the program will give a limited number of organisations an opportunity to leverage the lead up, access to key speakers and conference activities. **Partners** will be provided with an opportunity to be profiled with this world class event and **receive a host of benefits to enable engagement, conversation and innovation with their teams and clients**.

Creative Innovation presents a unique opportunity for organisations to participate, profile and project their own organisation.

Innovative ways in which this may be achieved include:

1. **Identification as Partner** for Creative Innovation 2019 Asia Pacific. This is a prestigious, high level national and international event for leaders and thinkers across sectors.
2. **Profiling in the program** (at various levels) and the communications of Ci. There was over \$1,000,000 of advertising and media spend for Ci2017.
3. **Incentivise and retain your staff, leaders and emerging talent** individually or through teams by way of **rewards/ scholarships**. Build new capabilities, thinking and mindsets to prepare for the future.
4. **Engage your stakeholders** in your innovation and transformation process by offering guest places at Ci. Many delegates mention that 3 days at Ci is equivalent to fast tracking to 3 years into the future.
5. **Through Ci produced email and social media communications**, project your organisation on an ongoing basis through the months before and after Ci and through additional media features during that period.
6. **Publish articles on innovation** in newsletters, social media and web e-news leveraging off the speakers and thoughts that will be published through the year by Ci and post event.
7. **Use your own email and social media networks** to profile your organisation as an innovation contributor in Australia.
8. **Utilise Ci podcasts**, excerpts and thoughts from past years in the development of your organisation's culture and greater innovation profile and results in the coming year.



“Creativity has become the most universally endangered species in the 21st Century. Never has the need for creativity been so compelling and never has genuine creativity been in such short supply.”

Ryan Mathews and Watts Wacker

9. **Run your own Innovation Day,** Week or event to coincide with Ci.
10. **Select and engage key Australian-based speakers** from our list for presentations, luncheons, seminars or events leading up to Ci in order to more deeply engage with your clients and position your organisations.
11. **Engage international speakers** for their attendance at similar events when in Australia around the Ci event period. Their impact may be extended by useful media features during that period.
12. **Present a HOT SPOT**
This is available to certain partner categories and offers a great discussion forum.
13. **Project the importance of innovation and empower your staff** by participation in Ci, so that innovation is seen as important through your whole organisation, from top to bottom.
14. **Further develop your organisation’s culture and profile** for greater innovation and results in the coming year by utilising Ci content in an ongoing manner after Ci.

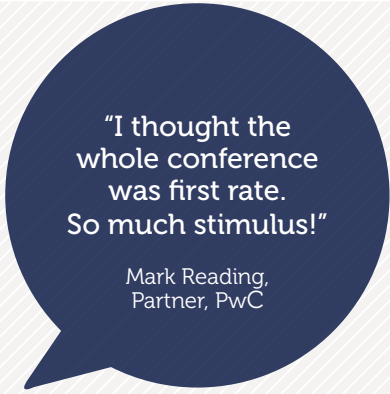
15. **Creatively think up other ways your organisation may best develop its profile** and innovative activities by leveraging off Ci’s content or processes.
16. Overall there are a myriad of ways that make Ci extend beyond the simple sponsorship of a conference and attending it on the days. Please use your best creative thoughts to develop these innovative approaches to enhance your organisation.

PARTNER INVESTMENT NOTES

- In the Innovation Leader category, **emerging Innovation Leaders** will be supported through the award of scholarships and brief presentations at Ci2019. Partners in this category will be acknowledged in information and presentations by/about these leaders and in the general program.
- **NFP partnerships and in-kind supporter arrangements** are also available at a value of \$10,000 which includes 3 delegate places to the event. We are also developing partnerships for accommodation and travel for presenters, delegate satchels, technical production, performers, media, charities etc.
- **Endorsing partnerships** will be available for membership organisations and will offer discounted delegate places to members in exchange for promotion of the event.

PARTNERSHIP BENEFITS	Leadership	Major	Innovation Leader	Foundation	Supporting
Platinum Delegate Tickets*	70 @ \$3200 each (\$192,000)	35 @ \$3200 each (\$96,000)	15 @ \$3200 each (\$48,000)	10 @ \$3200 each (\$32,000)	5 @ \$3200 each (\$16,000)
Gala Event dinner incl. In platinum package	60 VIP tickets (6 VIP tables)	30 VIP tickets (3 VIP tables)	15 VIP tickets (1.5 VIP Tables)	10 VIP tickets (1 VIP table)	5 VIP tickets
VIP Speakers Dinner (Sunday 31 March)	2 VIP tickets				
VIP Function Opportunity	Private event for you and guests with a keynote speaker	Private event for you and guests with a keynote speaker			
Logo/Brand	All material incl. marketing, web & supporting materials.	All material incl. marketing, web & supporting materials.	Marketing material & web	Marketing material & web	Marketing material & web
Signage	Quadruple size	Double size	Single size	Single size	Half size
Public Acknowledgement	At Opening, Gala Dinner and sponsored sessions	At Opening, and sponsored sessions	At all scholarship sessions**		
Acknowledgement with Key Speakers	3 speakers	2 speakers	With scholarship winners**	1 speaker	
Hot Spot Speaker	2 spots	1 spot	1 spot	1 spot	
Satchel Gifts innovative gifts from your organisation	Yes	Yes	Yes	Yes	Yes
3 EVENT INVESTMENT (excluding GST)	\$750,000	\$300,000	\$125,000	\$95,000	\$50,000
1 EVENT INVESTMENT (excluding GST)	\$280,000	\$115,000	\$50,000	\$35,000	\$19,500

* Platinum Delegate Ticket includes 2 Pre-Conference Master Classes (Day 1), 1 Deep Conversation (Day 1), 2 Day Conference (Day 2 & 3), Gala Dinner (Day 2) & Premium seating. ** For more information, please refer to page 12



"I thought the whole conference was first rate. So much stimulus!"

Mark Reading,
Partner, PwC

WHO WILL ATTEND?

Attendees will be composed of 40% Business & Advisory, 40% Public Sector, 10% Education & 10% NFPs, Media & Other.

Delegates are expected to comprise of 50% Victorian, 40% Interstate and 10% International.

- CEOs and senior executives (including CIOs, COOs, Chief HR, EGMs, Chief Innovation, Corporate Affairs, R&D, Policy, Government Advisory etc.) of major corporations looking for insights into organizational performance and future trends
- Transformation Leaders (Innovation, Design, Customer Experience, Marketing, Strategy, Digital transformation, IT & Change Management leaders)
- Board Directors and governance advisors
- Resources Leaders & change makers
- Consular and other cross-border leaders and advisors
- Entrepreneurs and business owners
- Professional Services (Lawyers, Accountants, Insurers, Investment Managers, Family Offices etc.)
- Principals and consultants in the financial, advisory, M & A, education, technology, AI, robotics, manufacturing and health fields
- Executive and organizational coaches
- Organisation development consultants
- HR executives and learning and development professionals
- Human performance consultants, trainers and facilitators
- Educators, K-12 and tertiary
- Not-for-profit, NGOs, Ethics and CSR
- Media, creatives and performers.
- Change-makers, policy makers, thought leaders, activists, influencers, innovators, provocateurs, business advisers, industry, community and government leaders who want to make a difference

MARKETING, MEDIA & PR

We will be working with all our Partners to maximise the benefits of the event for their employees, clients and other stakeholders.

We have engaged a PR company to maximise the media interest. Since Ci2010 there has been enormous interest throughout all media including TV, radio and press and online which was valued at over \$1,000,000 for Ci2017.

There were over 100 editorial media stories generated across television, print media and radio both nationally and internationally. This does not include the massive social media profile the event generated.

Ci2013, Ci2015, Ci2016 & Ci2017 trended NUMBER ONE on Twitter across Australia during the two key conference days.



"Remarkable, mind blowing, brilliantly choreographed – easily the best conference ever and I've been to plenty. Truly wonderful and amazing."

Jim Grant, Partner, Dattner Grant

DIGITAL ASSETS, SCHOLARSHIPS & FEEDBACK FROM PREVIOUS EVENTS.

DIGITAL ASSETS

A major component of the event is a digital assets library with the full presentations at the event.

In addition to the event speakers, other presentations are published under the Creative Innovation Global and Creative Universe brands and provide a rich library of Australian and global thought leadership.

These assets provide an ongoing interactive resource for partner organisations to leverage innovative, thought leadership content to help their teams advance creative and innovative outcomes. The assets will be distributed through television, online hubs, event website, event partner education and organizational development programs.

INNOVATION LEADERS SCHOLARSHIPS

We offer 10 or more scholarships to emerging innovators and social entrepreneurs through a competitive national application process. From hundreds of applications, these leaders will be the pick of the bunch and pitch their best ideas for the future.

WHAT THE CREATIVE INNOVATION GLOBAL COMMUNITY THINK

"Creative Innovation always delivers the goods. The unique combination of top executives, government officials, thought leaders, artists, and entrepreneurs provides a potent combination of inspiration and insight. If innovation touches your life, it is an absolute must." **Scott Anthony (Singapore), Managing Partner Innosight**

"CiGlobal was a fantastic experience that included great speakers and vibrant debate and discussion of the issues and trends that will loom large in the future, together with an emphasis on compassion and the need to be inclusive that I have seen at very few other events." **Martin Ford (USA), Author 'Rise of the Robots**

"Really this was the best conference/education I've attended in my 30 years of working! I loved the integrated Art/science/Commerce/ethics nature of it. I've been back at work for half a day but it still 'sticks' with me and I'll be doing further reading/self educating/thinking about all of this ongoing. 6 of us attended and we all felt the same way. It was a shock, in the best possible meaning of the word. Thanks everyone." **Debbie, Arthur J Gallagher**

Thank you for a challenging and rewarding couple of days. The quality of the team you had at the conference was extraordinary! These events will change people and thereby the world." **Craig Carolan, Director Private Wealth, ANZ Private Bank**



"The wisdom, wicked thinking, creative solutions, great conversations, and the music all really touched my soul."

Dr Ann Quinn

THOUGHT LEADERS ADVISORY PANEL

Creative Innovation Global Ambassadors

- **Hugh Morgan AC**
- **Sir Gus Nossal AC**
- **Professor Allan Fels AO**

Donald Bates – Director, LAB Architecture Studio

Doron Ben-Meir – Vice-Principal Enterprise, Chancellery, University of Melbourne

Associate Professor Rufus Black – Vice-Chancellor, University of Tasmania

Sally Capp – Lord Mayor of Melbourne

Stefan Cassomenos – One of Australia's leading young pianists, conductors & composers

Mark Dempsey SC – Senior Counsel/Barrister [NSW]

Jeremy Duffield – Director, MLC; Co-Founder, SuperEd

Dr Alan Finkel AO – Australia's Chief Scientist

Rod Glover – Policy Consultant; Associate NESTA [UK]

Stephen Grant – Chief Executive Officer, Asia Pacific Business Coalition on Aids

Professor Roy Green – Dean, Faculty of Business, University of Technology Sydney

Sarah Hosking – Chief Executive Officer, National Breast Cancer Foundation

Brad Howarth – Futurist, Speaker and Author: A Faster Future

Peter Hunt AM – Chairman, Greenhill Australia

Silviu Itescu – Executive Director, Mesoblast

Michael Johnson – Director, Westlake Funding Limited

Leon Kempler OAM – Chair, Australia Israel Chamber of Commerce

Janine Kirk AM – Chief Executive, The Prince's Charities

Charles Kovess – Australia's Passion Provocateur and Leading Speaker

Peter Kronborg – Leadership, Board and Governance Advisor

Anthony Mackay – Chief Executive Officer, Centre for Strategic Education; Chair, Innovation Unit Ltd, UK; Chair, AITSL

Denis Moriarty – Co-Founder and Group Managing Director, Our Community

Dr Pradeep Philip – Partner, Deloitte Access Economics

Professor Peter Rathjen – Vice-Chancellor, University of Adelaide

Michael Rennie – Managing Partner, McKinsey & Company

Carol Schwartz AM – Chair, Creative Partnerships Australia; Director, Women's Leadership Institute

Clive Scott – General Manager, Sofitel Melbourne On Collins

Adam Simpson – Managing Partner, Simpsons Lawyers

Alistair Urquhart – Director, Affairs of State

Steve Vamos – CEO, XERO; Non Executive Director, Venture Investor, Business Advisor and Speaker

Alison Watkins – Chief Executive Officer, Coca-Cola Amati

INTERNATIONAL ADVISERS

Scott Anthony [Singapore]

Managing Partner Innosight; Harvard Business Author

Jason Drew [South Africa]

Eco-entrepreneur and sustainability expert

Dr Thomas Frey [USA]

Futurist, Da Vinci Institute

Patrycja Slawuta [USA]

NYC-based researcher and entrepreneur. Founder, SelfHackathon



NEXT STEPS TO A CREATIVE FUTURE ◦

Reach out and contact the conference catalysts for your chance to be involved:

Tania de Jong AM, *Founder and CEO Creative Universe*
P +61 (03) 8679 6000 E tania@creativeuniverse.com.au

Alrick Pagnon, *Creative Innovation Leader*
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