

MEDIA RELEASE – FOR IMMEDIATE USE

Emerging leaders and innovators across Victoria are being urged to apply for a scholarship to attend Creative Innovation 2011, which will see them mixing with some of the biggest business thinkers in the world including legendary Dr. Edward de Bono (followed by people like Richard Branson and Donald Trump) and one of the USA's top ten entrepreneurs Raymond Kurzweil.

Winners will also be able to rub shoulders with over 35 leading innovators and leaders.

Emerging leaders and innovators across Victoria are being urged to apply for a scholarship to Creative Innovation 2011 worth over \$3,000 that will see them mixing with some of the biggest business thinkers in the world including the legendary Dr Edward de Bono who has written over 80 books (and is followed by people like Richard Branson and Donald Trump) and Raymond Kurzweil (one of the USA's top ten entrepreneurs and the man the Wall Street Journal calls "The Restless Genius".)

Scholarship applications close on July 31st and the 10 lucky winners will be able to present their vision of the future at Creative Innovation 2011 - to be held in Melbourne on November 16-18 - to look at the challenges and opportunities of doing business in a super-connected digital world.

Winners will also have the opportunity to rub shoulders with over 35 leading innovators and hundreds of leaders and emerging leaders from all sectors of business, community, industry and government.

The scholarships will be specifically awarded to people who can show they are potential leaders of tomorrow. Judges will be looking for people who exhibit moral courage and who have a remarkable vision for the future.

The incredible who's who of speakers at the conference includes Dr Edward de Bono, Raymond Kurzweil, leading philosopher Professor Daniel Dennett, who has written over 300 articles on the mind, and education guru Stephen Heppell seen as Europe's leading on-line education expert. Paddy Miller is flying in from Spain. He is respected across the globe for innovation and change and has worked with the World Bank, Ericsson and many more.

Other speakers include technology entrepreneur and former Young Australian of the Year Tan Le, Australian of the Year Simon McKeon and IDEO partner and Stanford Design Thinking expert Brendan Boyle, who has licensed and invented more than 150 consumer products and countless other speakers. Tania de Jong AM, a social entrepreneur and Founder and Executive Producer of Creative Innovation said, *"We are offering 10 scholarships to leaders of the future from any sector. This is a superb opportunity to learn, network and present your project to a world class audience. Winners will receive access to the entire event which includes a 2 day conference, 10 master classes, 2 deep conversations, a gala dinner and more."*

"Each of the winners will be able to speak briefly at the conference to outline their vision for the future. We had amazing winners last year and a number have received ongoing support for their projects. Without question, profound changes are happening all the time around Australia and the world."



The conference that changes minds
16-18 November 2011 Melbourne, Australia



We are looking for people who are game changers. Leaders who confront challenges head on, even if they feel a little afraid."

Anyone wanting to apply for a scholarship has until 31st July to apply. For more details visit www.ci2011.com.au

An Innovation Leaders Panel will review all applications. To be in the running, applicants have to share their vision for the future and how they are implementing this right now.

Tania de Jong added, *"Being the lucky country isn't enough. Many economies are going through the roof. Look at India and China. Megatrends are affecting business in Australia and across the globe. Creative leadership is critical to our future. This conference will focus on that. In offering the scholarships, we want to find creators of the future."*

Businesses and individuals who want to know more about this amazing event should go to www.ci2011.com.au. Registrations are now open and tickets are selling fast. The conference will take place from November 16th to 18th at Sofitel Melbourne On Collins.

Media enquiries to: Ross Woodward or Homira Samadi on 03 9769 6488

www.ci2011.com.au
info@creativeuniverse.com.au

+61 3 8679 6000