

Hosted by:



American Creativity Association 20th International Creativity Conference *Creativity Across Cultures, 25-29 Feb 2008, Singapore*

Conference Programme

Conference Venue:



Grand Copthorne Waterfront Hotel Singapore

392 Havelock Road

Singapore 169663

T: +65 6733 0880 F: +65 6737 8880

SUNDAY, February 24, 2008

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| 1:00 pm -4:00 pm | Registration Grand Copthorne Waterfront Ballroom Reception Area (Level 4) |
| 5:00 pm -5:15 pm | Pre-Conference Welcome Reception By Grand Copthorne Waterfront |
| 5:15ppm -5:25 pm | Speech by John Sartain, GM |
| 5:25 pm -6:00 pm | Opening Art Exhibition (paintings by Lorraine Gill) by Tony Buzan |
| 6:00 pm -7:00 pm | Start of Auction (Proceeds go to a fund raising project for Pathlight School) |

Conference Programme

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| Track 1 | Business & Industry |
| Track 2 | Education |
| Track 3 | Cross-Cultural / Arts |
| Track 4 | Government/Quasi Govt/Misc |

MONDAY, February 25, 2008

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| 7:45 am - 8:30 am | Registration Grand Copthorne Waterfront Ballroom Reception Area (Level 4) | | | | |
| 8.30 am - 8.45 am 8.50 am 9:00 am - 10:30 am | <p style="text-align: center;">Opening Ceremony</p> <p>Guests to be seated by 8:45 am Arrival of Guest of Honour - Zainal Abidin Rasheed, Senior Minister of State for Foreign Affairs and Mayor North-East District</p> <p>Dance performances by West View Primary School and Junyuan Secondary School</p> <p>Welcome speeches by William Wurtz, President of ACA and Professor Tan Chin Tiong, Deputy President/Provost SMU</p> <p>Speech by Guest of Honour</p> <p>Presentation of the LIFETIME CREATIVE ACHIEVEMENT AWARD</p> <p>Plenary Address by Tony Buzan: Creativity = ∞ + memory</p> | | | | |
| 10:10 am - 10:40 am | Coffee/Tea Break | | | | |
| 10:40 am - 12:30 pm | <p>Keynotes: Innovation: Principles and Best Practices Anthony Le Storti IDEATECTS, Inc, USA</p> <p>Journey into Wisdom Pavan Choudary, School of Wisdom, India</p> | | | | |
| 12:30 pm - 2:00 pm | Lunch Creativity & The Role of MEMORY Talk by Tony Buzan | | | | |
| 2:00 pm - 3:30 pm | Exhibition | <p>Talk Normal. Be Heard. Dream Big. The Power of Positive Stories in Appreciative Inquiry to Unleash Creativity and Cultural Change (Gerry Lantz, Stories that Work, USA)</p> | <p>Creative Thinking at Edith Cowan University. (Peter Ling, Edith Cowan University, Australia)</p> <p>Future Learning (Iz Ong Sey Beng, Ngee Ann Polytechnic, Singapore. Titus Minhas, Adobe)</p> | <p>Cultural Factors in Technological Innovation, Creativity and Entrepreneurship: Israel Versus Singapore (Ori Sasson, Singapore Management University, Singapore)</p> <p>Cross Cultural Creative Communication (Stagecraft). (Claire Devine, The Thinking Network, Australia)</p> | <p>Speed Thinking (Ken Hudson, IdeaSpace, Australia)</p> <p>The Creative Journey. Where I am going and what's in my way. (Wayne Morris, Creative Edge, New Zealand)</p> |
| 3:30 pm - 4:00 pm | | Coffee/Tea Break | | | |
| 4:00 pm - 5:30 pm | <p>Will it work here? (Linda Caller, Thought Agents, UK)</p> <p>Leadership Development in the Creative Economy (Linda Naiman, Linda Naiman & Assoc, Canada)</p> | <p>Creativity, the magic of words and neuroscience. (Sue Woolfe, Sydney University, Australia)</p> <p>Nurturing Inter-disciplinary Creativity. The Power of 'Seeing Differently' (Titus Yong, Ingenio, Singapore)</p> | <p>The Geography of the Mind - Is There a Universal Understanding of Creativity? (Suzanna Ramos, Creativity Ventures, Singapore)</p> | <p>(Of special interest to graduate students)</p> <p>The Art and Science of Creativity Research and Practice (Tara Coste, University of Southern Maine. Mary Murdock Buffalo State College, NY, USA)</p> | |

5:30pm - 6:30 pm Special Session CSTC meeting
Evening Free

TUESDAY, February 26, 2008

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|---------------------|--|--|---|---|
| 8:30 am - 10:00 am | <p>Plenary: The Making of a Genius (interview followed by Q & A) Dr Herbert Hauptman (Nobel winner, Chemistry, 1985) New York, USA (Video Conferencing) Led by Bernhardt L. Trout Director, Novartis-MIT Center for Continuous Manufacturing</p> | | | |
| 10:30 am - 11:00 am | Coffee/Tea Break | | | |
| 11:00 am - 12:30 pm | <p>Keynotes: Creativity and Art: The Art of Forging a Liberating Mindset Lorraine Gill Artist, Australia/UK</p> <p>Making Long Term Art in a Short Term World Doing What You Love With the One You Love Amber Edwards Emmy Award Winner, Film-Maker, USA Justin Scott, Writer, USA</p> | | | |
| 12:30 pm - 2:00 pm | <p>Lunch Nurturing Creative Champions Talk by David Chiem, CEO, Mindchamps Pte Ltd</p> | | | |
| 2:00 pm - 3:30 pm | <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Exhibition</p> | <p>New Instrument to Assess Organizational Climate for Creativity and Innovation in Russian Companies (Igor Dubina, Altai State University, Russia)</p> <p>Creative Entrepreneurship (Erik Sorensen, Oasis Marketing, Belgium)</p> | <p>Identifying Useful Teaching Strategies to Foster Creativity in the Hong Kong School Context. (M. Hui, Teresa Tsui San, Hong Kong Institute of Education)</p> | <p>Creativity Across Cultures: birds, worms and gods (Kirpal Singh Singapore Management University, Singapore)</p> <p>Creativity Fun-damentals That Lead to Innovation Improvisation, Spontaneous Thinking and Notebooks (Gregg Fraley, GF Enterprises, UK)</p> <p>Creativity in Times of Cultural Crisis (Tara Coste, University of Southern Maine, USA. Heinz Neethling, South Africa)</p> |
| 3:30 pm - 4:00 pm | | Tea/Coffee Break | | |
| 4:00 pm - 5:30 pm | <p>Understanding the Grammar of Creative Thinking (Matti Hemmi, Inknowation, Spain)</p> | <p>Creativity Dates a Business College (Matthew Fulcher University of Notre Dame, USA)</p> <p>Orbit Shifts (Ranjan Malik Erehwon Innovation Consulting, India)</p> | <p>Ten-Min Warm ups, energizers, icebreakers for promoting creativity, teamwork and laughter across cultures. (Bruce Baum, University of New York, USA)</p> <p>Religion and Creativity (Dr. Bahrooz Afshar Islamic Azad University, Babol Branch, Iran)</p> <p>Cross Cultural Thinking (Ken Wall - Rob Devine The Thinking Network, Australia)</p> | <p>Creative Thought and Business (Nav Qirti, Singapore)</p> <p>Reconnect with your Inner Curiosity (Sharon Walsh Synovate, USA)</p> |
| 5:45pm - 6:30 pm | <p>Special Session: Measuring Innovation (the methodology used by Forbes-Wipro Applied Innovation and Tata Innovation awards) (Ranjan Malik, Erehwon Innovation Consulting, India)</p> | | | |

6:30 - 7:30 Special Session IFCO (International Federation of Creativity Organizations) Meeting Evening Free

WEDNESDAY, February 27, 2008

Select one from the list:

| T I M E | TITLE | ✓ |
|--------------------------------------|--|---|
| AM and PM Sessions 3 hour session | How to Make an Award Winning Film - A Narrative, a Screening, an Experience By Amber Edwards (SG \$ 30) | |
| AM and PM Sessions 3 hour session | Making Creativity Concrete - A "Master-Class" By Ralph Kerle (SG \$ 60) | |
| Evening | "Mini" Indian Cultural Experience Including Indian food variety and Bhangra Dance (SG \$ 45) | |
| Whole day 6 hour workshop | Learn from the Master How to Work on a "Thriller" - Create Fiction that Works By Justin Scott (SG \$ 60) | |
| Whole day 6 hour workshop | Creativity Explored and Experienced; A Deeper Understanding and Experience of the Creative Self By Alejandro and Shelley Berc (SG \$ 100) | |
| Whole day 6 hour workshop | Journey into Wisdom By Pavan Chaudhary (SG \$ 60) | |
| Day Trip | Varieties of Religious Experience (SG \$ 60) | |
| Day Trip | Malacca - A True Historical Delight (SG \$ 100) | |
| Day Trip | Batam - Gateway to Indonesia (SG \$ 120) | |
| Day Trip | Sentosa - The Island of Multi-Sensory Delights (SG \$ 60) | |

Evening Free

THURSDAY, February 28, 2008

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|---------------------|---|--|--|---|
| 9:00 am - 10:30 am | <p>Keynotes:</p> <p>Avatars & The Young: How Technology Is Redefining Creativity In The Modern Classroom Lim Lai Cheng Principal, Raffles Junior College Former Deputy Director, Curriculum Planning (Ministry of Education) Singapore</p> <p>Women's economic empowerment - the challenge for creative solutions Amanda Ellis, Lead Gender Specialist, World Bank, USA</p> | | | |
| 10:30 am - 11:00 am | Coffee/Tea Break | | | |
| 11:00 am - 12:30 pm | <p>Igniting Innovation Through the Power of Creative Thinking (David Tanner, Tanner & Associates Inc, USA)</p> <p>The Art of Innovation: Integrating Creativity in Organizations (Dimis Michaelides, Performa Consulting Ltd, Cyprus)</p> | <p>Complex Creativity A new mindset for 21st century teachers managers and leaders (Kanes Raja, Centre for Entrepreneurship, University of Greenwich UK)</p> | <p>Creativity and Productivity Using your Whole Mind (Bala Kanayson, Whole Mind Success - The Science of Silence, USA)</p> | <p>Understanding Americans: Cultural Assumptions in Creativity Training (Jamie O'Boyle, Center for Cultural Studies & Analysis, USA)</p> |
| 12:30 pm - 2:00 pm | <p>Lunch</p> <p>Guns, Germs, Steel and Creativity Bernard Harrison Principal Partner, Creativity & Design</p> | | | |
| 2:00 pm - 3:30 pm | <p>Creativity, the global business world, and business schools (Aline Wolf, New York University, USA)</p> <p>Talking the Walk: The creative journey towards better innovation (Natalie Turner, Entheo, UK)</p> | <p>Performance Opportunities for Creative Productivity? (Darlene Boyd, University of California Irvine, USA)</p> <p>The Science of Creativity; Insights from Anthropology, Neurology, Cognitive Psychology (Ulises Pabon, QBS, Inc, Puerto Rico)</p> | <p>Creative Strategy in the Face of Rules: How Direct Marketers View Creativity (Ruth Stevens, Columbia University Graduate, School of Business, SMU Visiting Professor, Singapore)</p> <p>The Big Three— Understanding and Applying Basic Affective Skills that Underlie CPS: The Thinking Skills Model (Mary Murdock, Buffalo State College, Buffalo, NY, USA)</p> | <p>Lego Mindstorms Robots (Lars Ringe, RobotLab, Denmark)</p> |
| 3:30 pm - 4:00 pm | Coffee/Tea Break | | | |
| 4:00 pm - 5:30 pm | <p>Enabling Collaboration Within Your Organization to Spark Creativity and Innovation (Yvonne Harryman, Microsoft, USA)</p> <p>Creating Creativity, Create-Tivity and Creatocracy Cultures: Insights for governments, educators and leaders in business and organizations. (D. Lim, iMAD Ideas, Singapore)</p> <p>Paradigm Shift in Medical Education . Creative Experiences for Skillful Doctors. (Kee Y.N., Alexandra Hospital, Singapore)</p> | <p>Ghost in the Machine (William Wurtz The Institute of Applied Creativity, Texas A & M, University, Carol Rich SOAR, USA)</p> | <p>Creative "Responsibilities" - the Cultural Politics of Artistic Citizenship (David Birch, Deakin University, Australia)</p> <p>Creative Tooling Around the Globe (Alan Black, CSP Cre8ng People, Places and Possibilities USA)</p> | <p>Creativity and the Aging Force (Jennifer Goddard Buzan Centre Mindwerx International Pty Ltd Australia)</p> |

Exhibition

7:00 pm - 9:30 pm Book Launches, Readings and Reception by Ethos Books @ Gallery/Foyer, Fort Canning
Books launched: Isa Kassim, Shelley Berc, Tony Buzan

FRIDAY, February 29, 2008

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|---------------------|--|--|--|---|
| 9:00 am - 10:30 am | <p>Keynotes: Are Asians Creative? Dr. N Varaprasad CEO National Library, Singapore</p> <p>Doing Drugs Creatively: Lessons and Challenges Bernhardt L. Trout Director, Novartis-MIT Center for Continuous Manufacturing Co-Chair, Singapore-MIT Alliance, Chemical and Pharmaceutical Engineering Professor, Department of Chemical Engineering, MIT</p> | | | |
| 10:30 am - 11:00 am | Coffee/Tea Break | | | |
| 11:00 am - 12:30 pm | <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Exhibition</p> | <p>Energizing Innovation Teams: Real world lessons of success and failure (Bob Eckert, New & Improved LLC, USA)</p> | <p>Who says you can't wear red shoes - change your beliefs about yourself and unleash your creativity! (Ken Wall and Rob Devine. The Thinking Network, Australia)</p> | <p>Creative Paths to Authentic Self (Jill Morris, Positive Change, USA)</p> <p>Let's Plan to Improvise: An exercise on group creativity (Kandarp Mehta, IESE Business School Spain)</p> <p>The Dragon Path - Interactive 7 keys Rally lecture. (Pascal Greub, Mexico)</p> |
| 12:30 pm - 1:30 pm | | Lunch | | |
| 1:30 pm - 3:00 pm | <p>Using Creative Problem Solving to Rethink Work and Get Everything You Need (KT Connor, CFAAM, USA)</p> | <p>Panel on Education: Belinda Charles School of Principals, Singapore; Darlene Boyd, USA; Kim Joonki, Korea; Igor Dubina, Russia</p> | <p>What is Creativity: A Global Perspective (Sharon Walsh, Synovate, USA. Patrizia Sorgiovani Think X Intellectual Capital Inc, UK)</p> | <p>Riding Your Dragon: How to Invite Creative Spirit into the Workplace (Jennie Barr, Office of the Attorney General of Texas Crime Victim Services Division, USA)</p> <p>Visual Metaphors from Nature (Dr. Kathy Kegley, Clemson University. Connie Harryman, Applied Concepts Creativity, USA)</p> |
| 3:00 pm - 3:30 pm | Coffee/Tea Break | | | |
| 3:30 pm - 5:00 pm | <p>Think Better: An introduction to productive thinking (Tim Hurson, Thinkx Intellectual Capital Inc, USA)</p> <p>Emergenetics: The new psychology of creative leadership (Joshua Teo, Emergenetics, Singapore)</p> | <p>Moving towards "Aha": Exploring processes to accelerate insight and transformation (Margaret Taylor, Learning Edges, Australia)</p> | <p>Serious Play - The Power of Three Dimensional Modeling as a Creative Process to Reveal Emerging Futures (Ralph Kerle, The Creative Leadership Forum, Australia)</p> | <p>Creativity, creation and faith: a unique perspective (Hector Ramos, Creativity Ventures, Spain Amos Jeyarathnam, Tabernacle of Holiness Singapore)</p> |
| 5:00 pm - 6:00 pm | <p>Closing Keynote: Strategic Frontiers of LEGO Group's Innovation Jorgen Vig Knudstorp CEO / President The LEGO Group</p> | | | |
| 7:00 pm - 11:00 pm | <p>Conference Banquet and Award Presentations: Guest-of-Honour, Professor Howard Hunter, President, SMU</p> <p>Music by Electric Diamond Performances by invited guests Presentation of gifts/souvenirs</p> | | | |