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A conference in **Belfast, 11-12 November 2009**
A key event for the **European Year for Creativity and Innovation 2009**

Come and join leading lights from Northern Ireland, UK and Europe, to discuss and debate the key issues about the importance of creativity and innovation for our economy and our society.

2 days of presentations, panels and workshops highlighting **and exploring ideas and good practice in creativity and innovation**, and its **importance for our economies, our societies and our futures.**

Speakers and panellists from across the UK - including a keynote from **Feargal Sharkey**, CEO of UK Music, and panel discussions with creative practitioners, representatives from the business sector, educators, researchers and policy makers.

And a great opportunity to find out more about **Belfast** - the event will be held in the **W5 whowhatwherewhenwhy** discovery & innovation centre overlooking the **Titanic quarter** where the famous ship was built; the conference opening reception will be at **Stormont**, home of the NI Assembly government, the conference dinner will be at the newly refurbished **Ulster Museum**, and there will be **optional tours of the creative industries** and other recent developments in Belfast.

A major event for the **European Year for Creativity and Innovation 2009**, presented with the support of the **Department of Culture, Arts & Leisure of Northern Ireland.**



Department of
**Culture, Arts
and Leisure**
www.dcalni.gov.uk



Speakers. Workshop Leaders & Panellists

An amazing array of 12 workshop and presentation sessions where you will be stimulated and challenged:

- Jan Runge**, one of the authors of the recent "Creativity in Europe" report, produced for the European Commission. This presentation will be followed by a discussion concerning the currently emerging creative industries strategy in Brussels and its implications for creative business as well as national and local policy makers and support organisations
- Baba Israel**, New York hip hop emcee, poet and beatboxer who now runs Contact Theatre in Manchester, will look at how individuals and groups can work together more effectively and creatively when there is a spirit of spontaneity - he and a young colleague will use improvisational theatre exercises, freestyle Hip Hop, and group process to develop the spontaneous mind.
- Cathy Hunt** from Australia who will demonstrate that creativity and innovation contribute to economic prosperity as well as to social and individual wellbeing, and look at how this has been achieved through a unique example of recent developments within the Australian Indigenous art industry
- Stephen Feber** who will review the use and misuse of creativity - or 'why creativity is a great thing but not the only thing'. He will look at a number of drivers of change to calibrate the role of creativity and its near cousin, innovation, and will focus on how to use creative methods to solve real world problems.
- Jo Burns** who will present the results of a recent study, Innovation, Trade and Connectivity, which sets out compelling evidence about how innovation works and why creative businesses do it so well
- Marek Banczyk** who will outline a new, creative approach to the use of creative economy concepts and the "second city" in Poland
- Pia Alebrad** from TILLT in Sweden whose works consists of linking 50,000 employees with culture and art as a key part of the human resource development in different business sectors.
- Venu Dhupa** who will challenge delegates on their understanding of what these words "creativity and innovation" actually mean, and then explore the barriers, challenges and accelerators for their development in the context of the UK and European structures
- Raj Isar** who will suggest we adopt some measure of critical distance from both 'creativity' and 'innovation', buzzwords that have recently been expanded to include many fields other than the aesthetic and, more recently, assimilated to technological, commercial and managerial practices in self-inflating and commodified ways
- Sharon Taylor** from Creativity, Culture and Education, who will look at the long-term relationships between creative professionals and schools, what makes this role and process work for young people, teachers and creative practitioners, and what is the distinct role of the creative broker
- Michael Wimmer**, a founding member and first general manager of EDUCULT in Austria will provide a round table setting to give participants the chance to explore the ways "creativity" and "innovation" find expression and explore, the particular problems hindering "creativity"

Panellists include:

- **Professor Michael Alcorn**, Professor of Composition and Head of School of Music and Sonic Arts, SARC, Queen's University Belfast, Head; and Director of Ecliptic Design, a new start-up company specialising in developing and designing software for mobile devices.
- **Colin Jack**, Head of Good Relations and Reconciliation Division in the Office of the First Minister and Deputy First Minister (OFMDFM) in Northern Ireland
- **Kate Oakley**, Visiting Professor in Innovation at the University of the Arts in London and at the Department of Cultural Policy and Management, City University, and author of the "Creative London" Report in 2004
- **Joanne Stuart**, Chairman of the Institute of Directors (IoD) in Northern Ireland
- **Tom Bewick**, founding chief executive of Creative & Cultural Skills
- **Alastair McIlwain**, who has been involved in animation for more than 30 years, working on such classics as Roobarb, Pink Floyd's The Wall, and Tales of Beatrix Potter.
- **Tracy Meharg**, Managing Director, Innovation and Capability Development Group, Invest Northern Ireland
- **Paul Owens**, Director of BOP Consulting

