In today’s business climate, organizations can’t afford to maintain the status quo. As competition in all industries intensifies, it is more important than ever to focus on Creativity and Innovation to differentiate yourself from the competition and outperform industry rivals. Executives at all levels have a responsibility to lead and stimulate innovative thinking across the organisation which is becoming a corporate priority in many organisations. It is therefore crucial to embrace the ideas that will turn tomorrow’s opportunities into today’s profit.

Key Benefits:
- Devise an action plan to jumpstart Innovation in your organization
- Insights and Approaches for developing organizational creativity
- Implementing short-cuts to creative ideas & long-cuts to nurturing creative people
- Identify steps necessary at the corporate level to ensure the establishment of a creative and innovative culture
- Develop a framework to assess their organization at the four critical junctures that can enhance or inhibit the creative and innovative processes
- Gauge tactical methods leaders can employ to enhance creative and innovative production
- Learn from world-wide shared case examples in practice

Innovation distinguishes between a leader and a follower
Steve Jobs
Who Should Attend:

- CEOs, Senior Executives and Emerging Leaders.
- Board Directors, Entrepreneurs and Business Owners.
- Thought leaders and Provocateurs seeking change.
- Personal Development Specialists including consultants, trainers and facilitators.
- Regional Directors, Heads of Departments, Senior Managers
- Organization Development, HR and learning and development professionals.
- Executive and Organizational coaches.
- Leaders and advisors in Health services or industries.
- Educators - principals, teachers, academics and administrators.
- Not-for-profit and CSR professionals.
- Leaders and managers in any field wanting to make a difference.
- Creative arts, entertainment and media leaders.
- Government officers.

Anyone who wants to use the latest knowledge in the field of creativity and innovation in their work and life to be inspired, think differently and improve individual, team and organisational performance.

Delegates register by 15th November are entitled for Dr. YKK’s Book “You are Creative”
Agenda: Day 1
10th January 2011, Monday

8.00am REGISTRATION AND MORNING COFFEE

8.30am EXPERIENCIAL DRUMMING BY RHYTHM PERCUSSIONIST, PAUL LAU

9.30am “THE INNOVATION IMPERATIVE: FOSTERING CREATIVITY IN INDIVIDUALS AND TEAMS”
As we move from a knowledge economy into a more innovation-based economy, organizations need to have a radical re-assessment about their value add - new and/or improved products and services - and hence which competencies to hone, which to outsource, and who their target customer segments will be. Using the disruptive innovation model, we explore the pervasive need for innovative thinking. How can we foster creativity in our staff, fill the teams with the right people, and collaborate innovatively together? Several research findings on these trends and recommendations will be concisely presented.

Titus Yong, Director of INGENIO PTE. LTD.

11.20am MORNING BREAK

11.40am “REFRAME” – DO YOU SEE WHAT I SEE?
Reframe seems to capture the essence of possibilities where new perspectives are given to old twist. This exciting session, Birthmark, comprising of a talented group of artist with Gary Read, Clifford Narcis, Chee Way and Mikie Yap will take you on a splendor splashing journey exhibiting their creative artistic collaborations. Throughout the day, a series of “thought provoking works” will be placed outside the conference ballroom for delegates to interact with their art pieces in a manner that will make you see a different “feel”.

Sir Dr. Peter Low, President Director and Strategic Thinking Consultant of EDWARD DE BONO TRAINING PRIVATE LIMITED

12.00pm “BEYOND BRAINSTORMING”
Brainstorming is the popular route taken by many when they are in search of new ideas. However, it has been proven to be limited in terms of results. This is because ideas generated in brainstorming sessions fail to go beyond the box. But what exactly is the box? And what should we do when we want to think creatively? To break out of the box in a creative yet systematic manner, we turn to Lateral Thinking. One way to do so, developed by creativity world authority Edward de Bono, is through his Random Word technique. A powerful method widely used by multi-national corporations and the business world, participants will learn how it works and why it is superior compared to traditional brainstorming.

Dr. Robert Alan Black, International Creative Workplace Consultant of CRE8ING PEOPLE, PLACES & POSSIBILITIES

1.15pm LUNCH

2.00pm “GETTING TO EUREKA AND BEYOND”
We have thousands of thoughts. We need to generate hundreds to thousands of ideas to generate or find great solutions. In the end it is solutions we truly need. This session will teach you a dozen ways to generate hundreds of ideas and not just a few dozen thoughts in your meetings. Then once you have the ideas you need you need a system to turn them into solutions. In this exciting presentation, Dr. Alan session will emphasis on using his 32 traits of Creative People to improve Creative Thinking skills in all employees. There will be short exercises on 12 different IDEA GENERATING Tools and techniques shared in this session. Learn 4 tools and systems for narrowing down large number of ideas in order to create plans to reach true solutions. His approach is called the S.T.I.R. approach.

Dr. Robert Alan Black, International Creative Workplace Consultant of CRE8ING PEOPLE, PLACES & POSSIBILITIES

4.15pm TEA BREAK with BOOSTTM FRUIT JUICE ENERGIZER MIX

4.30pm “HARNESSING CREATIVITY AT WORK TOWARDS INNOVATION”
The future of many businesses today depends upon their ability to innovate and out-grow the competitions. Company which is not capable of innovation will extinct in today’s competitive landscape. Some argue that innovations have to be disruptive or breakthrough, while others state that any measurable incremental change qualifies as innovation. For the latter, innovation is everywhere. No matter what job you have and your level in an organization, you might already be engaged in innovative work without even realizing it. While creative thinking techniques and innovative processes do help in nurturing the innovative culture, successful innovation is largely depend on the company culture and active leadership. Dr. Khoh’s session examines how to get those creative juices and funnel them into successful innovation.

Dr. Khoh Soo Beng, Consultant Black Belt, MOTOROLA TECHNOLOGY

5.30pm “Let Your Creativity Bloom” book signing by Dr. YKK of MINDBLOOM.NET
Agenda: Day 2
11th January 2011, Tuesday

9.00 am  “LEAD THE CHANGE OR GET OUT OF THE WAY”
Session focus will identify and differentiate providing leadership for creativity and innovation from two distinct levels of the organization; tactically - directly from leader to subordinate and comprehensively as part of the overall corporate strategy. From a corporate viewpoint we’ll consider the four primary areas at which opportunities for creative and innovative strategies are won or lost: hiring, internal communication, management and recognition and reward. Additionally, we’ll also analyze the importance of directional flow of ideas. The tactical leader-member interactions will be assessed on their ability to multiply rather than diminish idea production, promote autonomy, foster intrinsic motivation and encourage intellectual risk taking. The session will also cover the importance of leader questions and introduce a seven step format for how to ask questions to stimulate creativity and innovation on your team. Disney highlights will range from how custodial hosts and housekeepers make magic for the guests to Pixar’s unique approach to collaboration. Tricia also share her own unusual and experimental journey with Disney. After running her own consulting business for over 15 years she joined Disney as a front line cast member selling popcorn in the Magic Kingdom to test Disney’s reputation for creative leadership and promoting from within. Her story wrote itself as the company stayed true to its reputation for recognizing and rewarding the creative spirit.

Tricia X. Garwood, Disney Program Education Instructor of WALT DISNEY WORLD

10.45 am  MORNING TEA BREAK

11.00 am  “CREATIVE IMITATION-INCREASING YOUR INNOVATION SUCCESS RATE BY HARNESSING THE “WHEEL”
The more creative your ideas are, the higher is the risk and the lower is your chance of success. Whatever you want to do to innovate your business, someone somewhere has already achieved some success in doing something similar. In other words, “Why reinvent the wheel?”. An excellent example is Apple – the most creatively successful company in the world! None of its 3 super-successful products – the iPod, the iPhone and the iPad are considered to be totally original. Yet by tweaking the design and their features, Apple achieves phenomenal success. Isn’t it time you follow its formula too?

Dr. YKK, the Chief Mindunzipper shares with you some techniques of creative of Creative Imitation. By tapping into the power of the internet, it is much easier to embark on creative imitation than you think. This combined with Dr. YKK “7 strategies for creative Imitation” will set you on the path to innovation in your business and enhancing your chances of success. Be warned that after a highly provocative and stimulating session, you may never think the same way again!

Dr. Yew Kam Keong, CEO & Chief “Mind Unzipper” of MINDBLOOM

1.15 pm  LUNCH

2.00 pm  “THINK BETTER, TEACH BETTER, DO BETTER”
With an energetic blend of insight and humour, Tim will show you how you can think better, work better, and do better. In this interactive presentation, Tim will graphically demonstrate that the ability to think productively and creatively is not just a gift given to few, but a set of repeatable skills anyone can develop. Tim will show you how productive thinking can help you generate more ideas, better ideas, more of the time. You will learn the most effective productive thinking principle ever developed as well as a series of simple, but powerful tools that can make any thinking session a productive one. Once you learn how to break the thinking patterns holding you back, you will discover the keys to unlock your natural productive intelligence, so you can generate more and more useful ideas than ever before.

This keynote speech has received rave reviews from business and educational audiences around the world, including the California Department of Education, the American Creativity Association, the Council for the Advancement and Support of Education, and 12,000 delegates at the Microsoft WorldWide Partners Conference in Houston.

Tim Hurson, Innovative Consultant of THINKX INTELLECTUAL CAPITAL INC.

4.00 pm  TEA BREAK

4.15 pm  “THINKING LIKE A MAGICIAN - THE SECRETS OF CREATIVE INNOVATION.”
A Motivating, empowering and highly entertaining session not to be missed. Let a magician show you how to think outside the box. This dynamic and fun filled session will show you how to tap into the amazing potential that already exists within your group! You’ll learn bright ideas and sharp thinking techniques with amazing “take home” value. Innovation is not just the province of the R&D or Marketing departments but an attitude that should be embraced by all in your organization. Timothy Hyde will teach you to start Thinking like a Magician and to create solutions and bright ideas on demand! Let’s face it; Magicians have a unique way of thinking! They seek out impossible things and work out methods to achieve them. Learn how they think and apply these simple but powerful concepts to your own challenges with immediate results!

Timothy Hyde, Creative Catalyst of ACHIEVING THE IMPOSSIBLE PVT LTD.

6.15 pm  CLOSING EVENT
DR. YEW KAM KEONG
Dr. YKK is acknowledged as a Distinguished Talent on Creativity & Innovation by the Australian Government, a best-selling author and masterful storyteller. Dr YKK is an international speaker, trainer, and innovation consultant to governments, multinational corporations and SMEs. His best-selling book “You Are Creative” has been reprinted 12 times and published in 5 languages. Dr. YKK was the only person from among the British Commonwealth countries to be selected to serve on the pioneer panel of 8 international creativity expert advisers to Lego on its global project “The Next Generation Forum”.

DR. ROBERT ALAN BLACK
Robert Alan Black, Ph.D., CSP, received 2010 Dave Tanner “Champion of Creativity” Award from the American Creativity Association. He is a Creative Thinking Consultant focusing upon the development of C,r,e,8,n,g! Communities throughout entire workplaces from the front/rear doors to the executive offices. He does this through workshops, keynote speeches, webinars, university courses and writing articles, blogs, books focused on skills of creative thinking, leading, communicating, teamwork and problem solving in the workplace. When not travelling the world, Alan calls Athens, Georgia home. He helps people expand and enrich their natural creative abilities. Alan uses his 50 years of daily creative work experience at 47 different jobs in eight fields, lasting from one day to 25+ years, along with his formal education in creativity, design, architecture, counselling and educational psychology to provide: examples, skills, tools and techniques to his audiences. Life is “A Creative Journey, Not a Guided Tour.” “Since 1976 he has given over 3500 presentations around the US and the globe. Plus he has written and co-written over 30 books and has had over 500 articles published. His most recent book is titled: Creating Throughout Your Entire Life.

TIM HURSON
Tim is one of North America’s pioneers of idea marketing. He has helped major organisations in the US, Canada and the UK create innovation, marketing, new product and workplace transformation programs. He has trained thousands of executives in improving their thinking skills and their ability to communicate their ideas. His keynote speeches on creative intelligence, perception and leadership are in demand throughout the world. He has written numerous articles on improving creative intelligence both in the workplace and at home. Tim is co-author of “thinkx”, a productive thinking model and delivery system that helps organisations identify and develop their untapped thinking capacity.

Hurson’s latest book, Think Better: An Innovator’s Guide to Productive Thinking, was selected as one of the Globe & Mail’s Ten Best Business Books of 2008, and has been translated into six languages. Think Better is already required reading in business school programs in the US, Canada, Australia, Korea, and Brazil. He is currently working on a second book, The Shock of the Possible: Why We Can’t Solve 21st Century Problems with 20th Century Thinking. Hurson is both a faculty member of the Creative Education Foundation (US), the European Creativity Association, and the South African Creativity Association. He is a founding partner of thinkx intellectual capital, through which he helps people think more productively, creatively, and effectively - and founding director of Facilitators Without Borders which provides the same services for communities in need.

SIR DR. PETER LOW
PETER was specially selected by Edward de Bono in 1992 to be among the first 12 persons in the world to be personally trained and certified by him to provide training in Edward De Bono Trademark programs. In recognition of his excellent performance in providing training to thousands of senior executives from major corporations in Singapore and the Asia Pacific, he was appointed Master Trainer by Dr de Bono for Asia in December 1993.

A witty and engaging personality, he has been a guest on television shows in Singapore and featured in numerous human resource publications. PETER’S numerous projects in promoting international goodwill through music have been recognized by the Singapore Government and beyond. Listed in the Official Artistic Directory of Singapore and the Who’s Who list of American Biographical Institute Inc, he was awarded Papal colours by Pope John Paul II in 1995 and knighted as Knight Commander of the Order of St Gregory the Great (with Star) by the Pope in 2003 for his service to the Church and the State.
TITUS YONG
Titus Yong is the founder of Ingenio Pte Ltd., an organization that offers programmes and resources to nurture people to become more creative and innovative. Titus also serve and an adjunct professor of the “Creative Thinking” module at the Singapore Management University. Ingenio and Titus were honoured with the Indira India Innovation Award in 2008. Some participants who had undergone the creativity training programmes and used their projects to win creativity related competitions such as the Ideas@ Work Competition and Young Inventors Award. Titus holds a graduate degree from Harvard University after completing an interdisciplinary programme in education, psychology and business. He was an ASEAN scholar at the National University of Singapore Business School. Titus’s past experience include being an investment manager at regional private equity firm - he was responsible for managing and evaluating investment in the technology, consumer goods and education industries. His projects & speaking engagements includes conferences and companies such as: American Creativity Association Conference, 14th International Conference on Thinking, Asia Pacific Professional Speakers Summits, Asia Pacific Conference of Giftedness, Unilever, Microsoft, Hitachi Chemical, Nestle and Standard Chartered Bank.

DR. KHOH SOO BENG
Dr Khoh Soo Beng is the Consultant Black-Belt responsible for Design for Six Sigma at Motorola, Penang. As a certified Motorola Six Sigma Black-Belt, Dr Khoh trains and mentors design engineers in two-way radio product design & development. His research interests include real-time embedded systems, Controller Area Network, field-buses, knowledge/strategic management, innovation process & Six Sigma. He was instrumental in setting up the Motorola Penang Paperless Office as well as the Six Sigma organization in R&D of Motorola Penang. Prior to joining Motorola, Dr Khoh worked as a research fellow at University of Warwick, providing consultation to UK industries in their respective automotive Controller Area Network (CAN) and field-buses projects.

Tricia Garwood, author of 5 books including Expanding Creative Imagination and the recently released Midnight Harvest: Living in the Moment of Love, has been researching creativity and innovation and teaching corporate, educational and individual clients how to develop and apply creative and innovative techniques for over 25 years. Previously a consultant based in the Philadelphia area, Tricia continues to present seminars for a global audience and is currently a college instructor specializing in creativity and innovation for the Walt Disney Company.

TIMOTHY HYDE
Timothy Hyde is a Creativity Catalyst. A professional speaker, qualified educator and innovative communicator, he has presented entertaining and informative programs across Australasia since 1980.

As a business educator he has written numerous articles for trade journals including Business Trends Magazine and the CPA Journal and has been published by Penguin Books. His own online newsletters are read by thousands of people worldwide and he has written a series of bestselling manuals within niche entertainment industries.

His fascination with Interactive Games and online learning led to the founding of Australia’s first interactive multiplayer games company in the early 1980’s. Following this his company, Achieving the Impossible, provided stimulating & innovative presentations at Trade Shows, Product Launches and Corporate Events all over the country, including Developing unique methods for conveying product information and conference learning reinforcement, has led to ongoing work with KFC, Pizza Hut and refrigeration giant Danfoss. As a Teambuilding Facilitator he has recently completed his 8th session in two years with faculty staff at the University of Newcastle. A life long fascination with performance magic, humour and adult learning methods means his presentations are always exciting, entertaining and more importantly memorable. His performances in the magic field have seen him booked on luxury cruise ships, corporate board rooms and conferences around SE Asia.
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