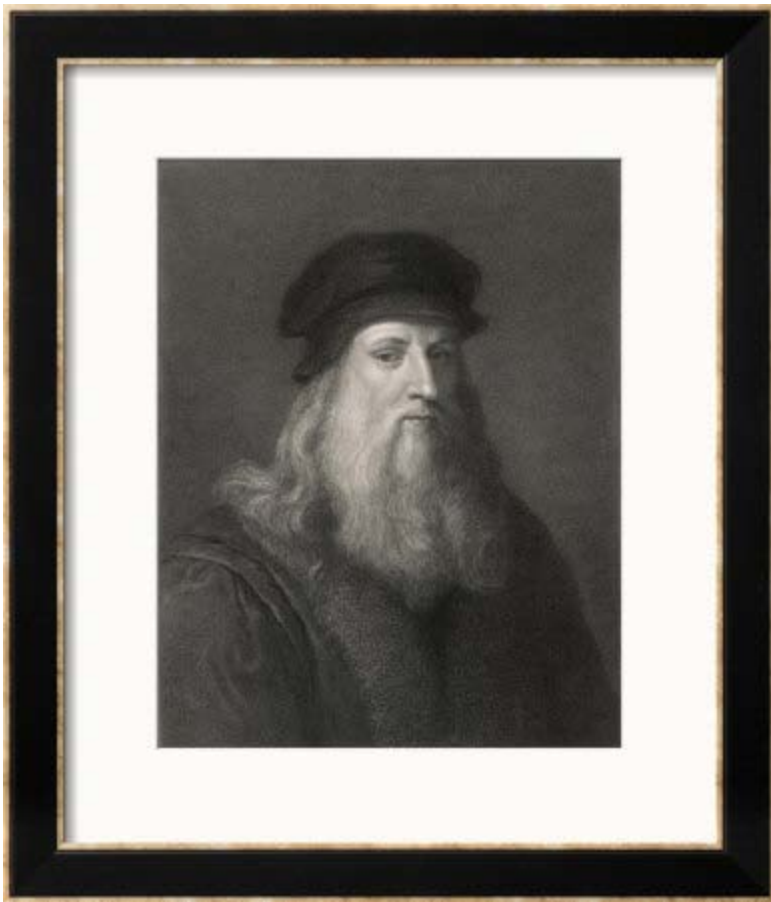




Creativity: the Quest for our industry's "Holy Grail"

26.05.2009





**“Mirror, mirror, on the screen,
inspire this room with a
creative sheen!”**



Session stimulators

MARTIN SIRK - THE MAN FROM ICCA

Patrick Delaney - Wise Greybeard

Elliott Masie - Guru

Ann Debaere - Cat Herder

Terri Breining - CA Dreamer

Henrik von Arnold - Viennese Viking

Elling Hamso - Gen X Oracle

Maarten Vanneste - Anarchic Architect

AND MORE.....





“Depressingly uncreative!”





**“The most amazing,
creative experience I
ever had at a meeting!”**





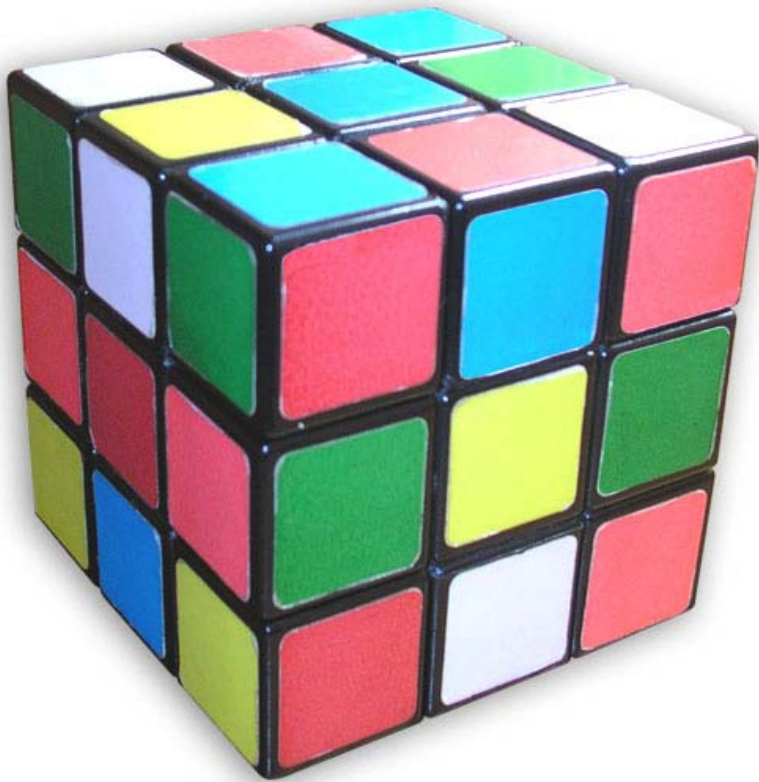
**“Creativity depends on:
Taking risks, delegate
responsibility, surprise...”**





**“Humour, emotional
engagement.....”**





“And problems worth solving!”





**“Measuring creative inputs
and outputs – why bother?”**





“To attract bright young people into the profession....need to be seen as creative!”





“Just because you never find the Holy Grail doesn’t mean you can’t enjoy trying!”

