LEADING FOR CREATIVITY

EVENT SCHEDULE

7:15 – 7:45 - Registration and Light Breakfast – Anheuser- Busch Pre Function Area

7:45 – 8:20 -  Dean's Welcome - Dr. Mark Higgins, John Cook School of Business
   Profile overview – Tim Basadur, Basadur Applied Creativity and Concordia University
   Creativity Skills – Alison Murphy and Jody Fisher, Seedling Partners
   Conference Overview - Carl Maertz, John Cook School of Business

8:20am-9:45am - Keynote Panel Discussion/Q&A  -Anheuser-Bush auditorium

Steve Epner and Colleagues in The Startup WithIN, Panel Discussion and Q&A: “Leading for Creativity in the Real World”

5 MINUTE BREAK & RELOCATION TO BREAKOUTS

10:00am-12:00pm - Breakout Sessions - CK 230, CK 232, L27, & AB auditorium
   o Leading “Creatives” Effectively (those expected or required to be creative in their jobs; e.g., R&D engineers, scientists, programmers, writers/journalists, artists, strategic managers, etc.)
   o Leading Marketing Creatives Effectively (those who work in marketing, branding, advertising, & customer relations)
   o Leading for Creativity in Cross-Cultural/International Relations (expatriates, international managers, and those working in international teams)
   o Leading for a Creative Employee Culture (including those employees NOT necessarily expected/required to be creative)

12:15pm-1:00pm Lunch - John Cook School of Business atrium

1:00pm-3:30pm Problem-Solving Experience/Personal Creativity Plan - Atrium and AB reception area

3:30pm-5pm Optional: Networking Reception - John Cook Atrium