



The international association for creative professionals

American Creativity Association Conference

Lewiston Auburn Campus, University of Southern Maine, Saturday, July 30, 2011

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You'll spend an intense day on the cutting-edge of creativity with practitioners of the art, science, and application of creativity. You'll learn the skills, tools, and techniques that will allow you to innovate and problem-solve quicker and more effectively from high-content dynamic speakers on the cutting-edge of creative thinking in business, industry, science, technology, education, and the arts, such as:



The New Business Imperative: Building an Innovative Organization

Our keynote speaker, Bob Eckert, is a Senior Partner at New & Improved. Bob's focus is on overcoming organizational challenges, team development, productive relationships, productive thinking, and leadership development. He has a solid track record of satisfied clients in the areas of innovation, human resource, and team development. His clients include Cadbury-Schweppes, Kraft, Nestlé, Johnson & Johnson, Tyson, Bath & Body Works, McDonald's, Disney, Deloitte & Touche, Charles Schwab, Ernst & Young, Compaq, Texas Instruments, Merck, Pfizer, and the US Navy. The author of numerous articles and books, Bob is a highly sought after speaker who's impacted tens of thousands at conferences around the world.

Plus: Strategic Planner Ann Marie Bartoo speaking on *Creative Planning in Changing Organizations: Designing the Strategic Planning Process as a Productive and Creative Activity*. Tara Grey Coste, Director of the University of Southern Maine's Leadership Studies Program, exploring *Creative Leadership in the Global Economy*.



Leadership & Change Instructor Bill Maxwell of the SCILs Management Training Center in Helsinki, Finland leading a three hour workshop on *Leadership: The Privilege of a Lifetime*. Ted Hartz & Freddie Reisman sharing their expertise in *Building a Rocket to the Future* by *Crafting a Culture of Creativity and Innovation in Your Organization*. Senior Analyst Jamie O'Boyle of the international think tank Cultural Studies & Analysis explaining *Motivated Reasoning: How Unconscious Assumptions Affect Consumer Decisions*, and much more!

What's Your Return on Investment?

- Cross-disciplinary, leading edge, content from top practitioners on the cutting-edge of creative thinking in business, industry, science, technology, education, and the arts
- Take-home knowledge, ideas, competitive intelligence, and tools you can apply immediately for change and improved results
- High-content dynamic speakers
- New perspectives on the thinking behind the thinking from interacting with area experts, colleagues, members, and peers

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