

ALL OUR FUTURES

IDEAS THAT MATTER

With Sir Ken Robinson

MARCH 31, 2015

CREATIVITY WORLD FORUM 2015

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WHY YOUR IDEAS MATTER

Progress hinges on new ideas and creative solutions. No idea has ever been conceived without imagination, thinking differently or asking difficult questions.

Creativity is defined by Sir Ken Robinson as "the generation of ideas that have value." Creativity allows individuals, businesses and communities to move beyond the status quo, to grow and to succeed. Creative Oklahoma exists to help empower you to be more innovative and bring new ideas to life. We connect problems with ideas and ideas with opportunity – all for the sake of improving our region's economy and quality of life.



As part of the global creativity movement, Creative Oklahoma is encouraging individuals to recognize their innate talents and creativity, then passionately bring those gifts into boardrooms, classrooms and city halls. Creative ideas will drive the economic and social change so critical to our survival.

CREATIVITY WORLD FORUM

Our 21st-century interconnected global economy is built on ideas. The next new ideas will drive corporate profitability, entrepreneurial growth and solutions to some of the most serious health, environmental and social issues facing the human race. However, there is a disconnect between how educational systems are preparing young people for this fast-paced change and the needs of the workforce and society for creative thinkers, inventors and entrepreneurs.

Every human is born with unique talents, passions and the capacity to imagine and create. Our challenge in life is to recognize where our passions reside, what our talents are, and how to keep them alive as we move through life in our homes, schools, workplaces and community organizations. Too often, we are told something cannot be done because it has been attempted before and failed; to not pursue our passions because we will never be able to make a living; and that test scores are more important than curiosity and deep learning.

WHAT IS IT?

The Creativity World Forum is one of the largest creativity and innovation conferences in the world, and it is the only event to be held in North America in 2015 that brings global leaders in knowledge, creativity and innovation together to inspire a broad cross-sector of students, business leaders and community leaders at an affordable price.

The forum will be held in Oklahoma City, one of the fastest-growing entrepreneurial centers in the United States, and sets Oklahoma apart as the crossroads of creativity and innovation in North America. The forum defines Oklahoma as a "smart" region with people who value others and their ideas – a perception of the state crucial to attracting and retaining talent and business. Likewise, the value of networking, providing general education to a broad cross-section of the population and developing Oklahoma's workforce, teachers and businesses cannot be underestimated.

The forum features inspirational talks by some of the world's most important creative minds and provides a platform for networking and idea generation. The festive environment features innovative business exhibitors, visual and performing artists and interactive conversation groups.

We are celebrating Creative Oklahoma's 10th anniversary and the Creativity World Forum with the theme "All Our Futures: Ideas That Matter." This theme is based on Sir Ken Robinson's inspiring publication "All Our Futures: Creativity, Culture and Education," which shifted U.K. creativity and education priorities under the Tony Blair administration.

YOUR IDEAS MATTER

"Creativity" is a term commonly associated with the arts. Painters, poets, dancers and sculptors often come to mind. But we are all born with creative capabilities and we often overlook two of the most valuable aspects of creativity: ideation and problem-solving.

That's what Creative Oklahoma is all about. In January 2015, we are launching a grassroots social media campaign, "Your Ideas Matter," that will motivate individuals to not only tap into their innate creative problem-solving abilities, but also participate in an online platform for sharing ideas and new solutions to some of the globe's most critical issues and local communities' most serious problems.

We hope to set a new global standard for what it means to engage, unite and inspire individuals to work together across disciplines and socio-economic, age and racial lines to create new solutions to critical issues. This is a campaign of empowerment – individuals will grow as creative problem-solvers while helping to improve their regions and the world by discussing issues and ideas most important to them.

SIR KEN ROBINSON

2015 Keynote Speaker

Sir Ken Robinson is an internationally recognized authority in creativity and innovation in education and business, as well as one of the world's leading speakers. Videos of his famous talks at the prestigious TED Conference, seen by an estimated 300 million people in more than 150 countries, are the most viewed in the organization's history.

Sir Ken works with governments in Europe, Asia and the U.S., as well as international agencies, Fortune 500 companies and leading cultural organizations. He led a national commission on creativity, education and the economy in the U.K., was the central figure in developing a strategy for creative and economic development as part of the peace process in Northern Ireland, and was one of four international advisers to Singapore during its bid to become the creative hub of Southeast Asia.



"The engine of cultural change is the human capacity for creative thought and action."

– Sir Ken Robinson

Regarded as "one of the world's elite thinkers on creativity and innovation" by Fast Company magazine, Sir Ken has received numerous awards and recognitions for his groundbreaking contributions. He was included in the Thinkers50 list of the world's leading business thinkers, has been tapped by TIME magazine, Fortune magazine and CNN as an expert for the Principal Voices project, and in 2003 was knighted by Queen Elizabeth II for services to the arts.

Robinson's 2009 book, "The Element: How Finding Your Passion Changes Everything," is a New York Times best seller and has been translated into 21 languages. A 10th-anniversary edition of his classic work on creativity and innovation, "Out of Our Minds: Learning to be Creative," was published in 2011. His latest book, "Finding Your Element: How to Discover Your Talents and Passions and Transform Your Life," was published by Viking in May 2013 and is also a New York Times best seller.

Sir Ken has been a national adviser for Creative Oklahoma since 2005 and was honored as an Oklahoma Creativity Ambassador by Governor Mary Fallin in 2012.

"If you are not prepared to be wrong, you'll never come up with anything original."

– Sir Ken Robinson



WHERE/WHEN

Civic Center Music Hall – Oklahoma City, Oklahoma
March 31, 2015

WHO ATTENDS

The Creativity World Forum continues the tradition of celebrating ideas across multiple disciplines as creativity is linked to innovation, invention and entrepreneurial growth. Approximately 1,500 creativity and innovation enthusiasts from across the world are expected to converge on Oklahoma City for the event. Attendees include entrepreneurs, educators, business leaders, students, community and cultural leaders and technology experts.

This year's conference will be held in conjunction with the international Districts of Creativity Network's Reverse Mission, an annual study tour of creativity and innovation centers. Oklahoma is the only North American member of the 13-member international network, and international attendees are expected from Ireland, the United Kingdom, Belgium, Rwanda, Canada, Mexico, Chile, India, France, Finland, Germany, Italy, Spain, Brazil and China.

In 2010, Oklahoma assisted in the formation of the National Creativity Network, representing more than 15 regions of creativity in the United States and Canada. The National Creativity Network also will conduct meetings in conjunction with the Creativity World Forum and draw attendees from across the continent.

PREVIOUS FORUM SPEAKERS

Over the past five years, the Creativity World Forum has featured internationally renowned speakers.

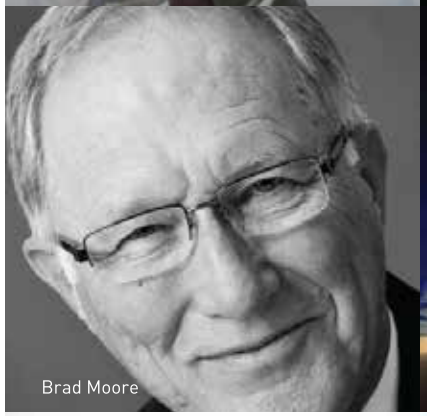
SPEAKERS HAVE INCLUDED:

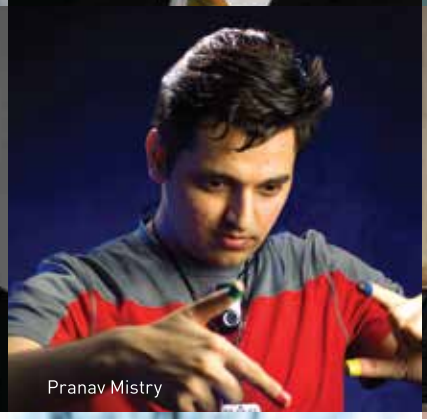
Kevin Carroll, author
Dr. Peter Diamandis, chairman & CEO, XPRIZE
John Mackey, co-founder & co-CEO, Whole Foods Market
Brad Moore, president, Hallmark Hall of Fame Productions
Pranav Mistry, MIT Media Lab
Blake Mycoskie, founder, TOMS Shoes
Daniel Pink, author
David Pogue, personal technology columnist, The New York Times
Robert Sternberg, author & professor of psychology, Cornell University
Robert Tercek, interactive content creator
Bruce Upbin, managing editor, Forbes Media







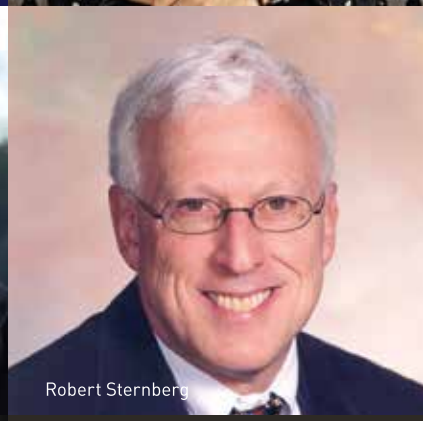


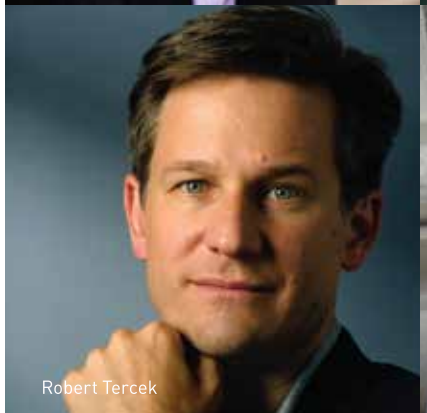


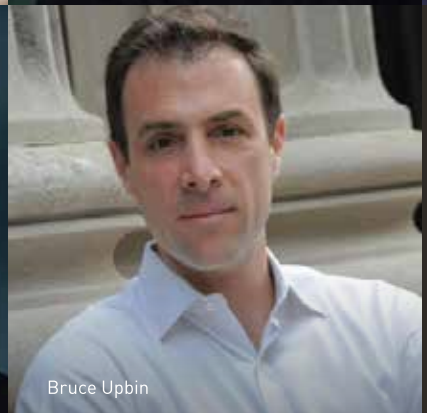












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MICHAEL STRAUTMANIS

2015 Featured Speaker

Michael Strautmanis, Vice President of Strategic Programs for Corporate Citizenship at the Walt Disney Company, oversees strategic programs with the goal of maintaining Disney's reputation as one of the most admired and socially responsible companies in the world.

Prior to joining Disney, Strautmanis worked for President Obama for nearly a decade, starting in the Chicago legal community and ending as a top adviser in the White House. In this role, Strautmanis helped build partnerships with nonprofits and community organizations across the nation, and was an important architect of the president's agenda on fatherhood, mentoring and youth violence.

Strautmanis holds a B.S. from the University of Illinois and a J.D. from the University of Illinois College of Law. Today, he lives with his family in southern California, where he serves on the board of directors of the LA River Revitalization Corporation.



ADDITIONAL 2015 FORUM SPEAKERS



JAMIE GALLAGHER

Faber-Castell USA

Jamie Gallagher is the current president and CEO of Faber-Castell USA, a U.S. subsidiary of the 253-year-old Faber-Castell Corporation of Germany.



SCOTT BARRY KAUFMAN

Psychologist

Psychologist, author, blogger and scholar Scott Barry Kaufman is the scientific director of The Imagination Institute and a researcher at the Positive Psychology Center at the University of Pennsylvania.



STEPHAN TURNIPSEED

LEGO Education

Stephan Turnipseed is executive director of strategic partnerships for LEGO Education, an organization with a 30-year history in developing educational resources and solutions that make learning engaging, challenging and fun. He also is chairman of the Partnership for 21st Century Skills.

OTHER CONFIRMED SPEAKERS



SACHA, THE DUCHESS OF ABERCORN

Founder, The Pushkin Trust

Sacha, the Duchess of Abercorn, is the great-great-great-granddaughter of famous Russian poet Alexander Pushkin and founder of The Pushkin Trust. She published "Feather from the Firebird," a book of prose poems, in 2003.



ERAHM CHRISTOPHER

Filmmaker, Author, Speaker

Erahm Christopher is an award-winning filmmaker, author and speaker who bridges social divides with creative storytelling.



DAVID GAVAGHAN

Titanic Quarter

David has been chief executive of Titanic Quarter Limited in Belfast, Northern Ireland, one of the world's largest urban-waterfront regeneration schemes, since June 2012.



REX JUNG

University of New Mexico

Rex Jung is an assistant professor of neurosurgery at the University of New Mexico and a practicing clinical neuropsychologist in Albuquerque, New Mexico.



MIKE KNOPP

Oklahoma City Boathouse District

Mike Knopp is the executive director of the Oklahoma City Boathouse Foundation and has led multiple initiatives to promote the Oklahoma River, including the Boathouse District master plan development, Olympic training, community programming and several national and international events.





CREATIVE CONNECTIONS

Visit interactive exhibits of creative companies, network with new friends and colleagues, engage in small-group discussions, learn new creative problem-solving tools and enjoy visual and performing art installations and performances.

PRE-FORUM EVENING EVENT

March 30, 2015

In 2008, in collaboration with the governor of Oklahoma, Creative Oklahoma began honoring Oklahomans achieving national or international recognition for their creative accomplishments. The 2015 Oklahoma Creativity Ambassadors will be honored at a special dinner and awards presentation held the evening before the Creativity World Forum, March 30, in the Meinders Hall of Mirrors at the Civic Center Music Hall. This is a special ticketed event with a capacity of 300 attendees. Forum sponsorship at the presenting and platinum levels includes gala tickets, and additional tickets are available for purchase for forum sponsors. Proceeds from the event support Creative Oklahoma's programs.

For a listing of Oklahoma Creativity Ambassadors, please visit stateofcreativity.com.

EDUCATION SCHOLARSHIP **PROVIDERS**

Partnering with Creative Oklahoma on the 2015 Creativity World Forum and offering annual support provides a great opportunity to align your company with values and goals associated with the global creativity and innovation movement. Get involved and help advance innovation in schools, workplaces and communities. Don't miss this unique opportunity!



"All people have creative abilities, and we all have them differently. When individuals find their creative strengths, it can have an enormous impact on self-esteem and on overall achievement." - Sir Ken Robinson

PLATINUM SCHOLARSHIP | $10,000

The Platinum Scholarship provides registrations for 40 students or academic staff to attend the 2015 Creativity World Forum. This is an opportunity for educational institutions and students to network with businesses and organizations to develop collaborative opportunities for internships and jobs. Attendees also will learn from top global experts on creativity and innovation. Multiple scholarships are available.

ACKNOWLEDGEMENT AS A PLATINUM SCHOLARSHIP PROVIDER INCLUDES:

- Literature (or equivalent) in forum bags
- Partner logo featured on the State of Creativity website
- Partner logo included in print, online, and mobile program
- Partner logo included in on-site signage
- Partner logo included in rolling video before and after keynote sessions

ALSO INCLUDES:

- Complimentary exhibit space
- 40 full or student forum registrations

GOLD SCHOLARSHIP

$5,000

The Gold Scholarship provides 20 registrations for students or academic staff to attend the 2015 Creativity World Forum. This is an opportunity for educational institutions and students to network with businesses and organizations to develop collaborative opportunities for internships and jobs. Attendees also will learn from top global experts on creativity and innovation. Multiple scholarships are available.

ACKNOWLEDGEMENT AS A GOLD SCHOLARSHIP PROVIDER INCLUDES:

- Literature (or equivalent) in forum bags
- Partner logo featured on the State of Creativity website
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- Partner logo included in on-site signage
- Partner logo included in rolling video before and after keynote sessions

ALSO INCLUDES:

- Complimentary exhibit space
- 20 full or student forum registrations

SILVER SCHOLARSHIP | $2,500

The Silver Scholarship provides 10 registrations for students or academic staff to attend the 2015 Creativity World Forum. This is an opportunity for educational institutions and students to network with businesses and organizations to develop collaborative opportunities for internships and jobs. Attendees also will learn from top global experts on creativity and innovation. Multiple scholarships are available.

ACKNOWLEDGEMENT AS A SILVER SCHOLARSHIP PROVIDER INCLUDES:

- Partner logo featured on the State of Creativity website
- Partner logo included in print, online and mobile program
- Partner logo included in on-site signage
- Partner logo included in rolling video before and after keynote sessions

ALSO INCLUDES:

- 10 full or student forum registrations



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