



CREATIVE³
Creativity x Investment x Enterprise
THE POWER OF THREE

Harness the power of 3

Creative³, to be held in Brisbane, Australia from **14 – 16 April 2010** will empower individuals and organisations alike to harness the power of three – creativity, investment and enterprise - to build a successful creative business.

Hosted by QUT Creative Enterprise Australia, Creative³ will offer creative enterprises and their support organisations practical learnings and insights from an impressive line-up of internationally recognised creative and arts leaders and entrepreneurs.

An initiative of



**QUT Creative
Enterprise Australia**

WHO SHOULD ATTEND?

Those who are involved, support and service the creative industries including:

- Arts, cultural and creative businesses
- Entrepreneurs and designers
- Professional advisory services
- Creative industries support providers and agencies
- University academics and researchers
- Training providers
- Business angels and venture capitalists
- Policy makers and local authorities responsible for cultural and economic development and planning
- Incubators, parks and precincts
- Planners, architects and developers.

The new generation industry event will help advance creativity in a commercial context, with particular emphasis on the areas of film and television, new media, design and fashion, and music.

www.creative3.com.au

The forum's unique format follows extensive market research which identified the need to focus on this powerful combination of creativity, investment and enterprise. More than 200 national and international delegates from business, education, research and arts practitioners are expected to attend.

Creative³ Investment Marketplace

A key highlight at the inaugural forum will be Creative³ Investment Marketplace – the first dedicated investment pitch session for creative businesses in Australia, offering a creative business prize.

VALUED AT MORE THAN
\$100,000.

PROGRAM

DAY 1:

14 April 2010

The power of three – harnessing creativity, enterprise and investment to build new commercial opportunities

Keynote speakers:

- **Adam Elliot**, Academy Award ® Winner Director
- **Russel Howcroft**, Chairman, George Patterson Y&R and Panel Member Gruen Transfer
- **Michael Lynch**, CBE, AM, ABC Board Member and former CEO of London's Southbank Centre
- **Michael Smellie**, Former global COO for Sony/BMG

DAY 2:

15 April 2010

Creativity Hot House

- How to generate and foster a global creative environment?
- Place Activation: Transforming Public Spaces through creativity – the role of the arts and creative industries

Keynote speaker:

Capital Raising for Creatives:

What makes a winning investment pitch?

Hugh Mason, Partner, Pembridge Partners London

Investment marketplace
Creative Enterprise Investment Pitch Session

Keynote speakers:

What does it take to be a successful new media entrepreneur?

Graeme Wood, founder, Wotif.com

New frontiers and business models in new media **Margaret Manning**, CEO, The Reading Room

Enterprise Accelerator

- Is your creative product market ready?
- Positioning – what works!
- Building Scale: market platforms and distribution for creatives

DAY 3:

16 April 2010

Creativity Hot House

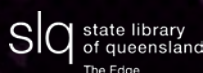
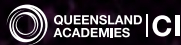
- How to create individuality while protecting your ideas to build value
- Knowing your rights: creative commons and IP rights

Investment marketplace

- Cash is king – financing for creatives
- How to build sustainable competitive advantage and make money!

Enterprise Accelerator

- Knowing your market – anticipating and delivering upon client needs
- Accessing market research – influencing your product design and development
- **Business visits and site tours**



Registration

A range of accommodation and registration packages are now available. Early bird registrations for the complete three-day package are available for \$700 plus GST. Creative industry association member discounts are also available.

For further details and to register visit

www.creative3.com.au

Ph 07 3337 7801

E: info@creativeenterprise.qut.com.au