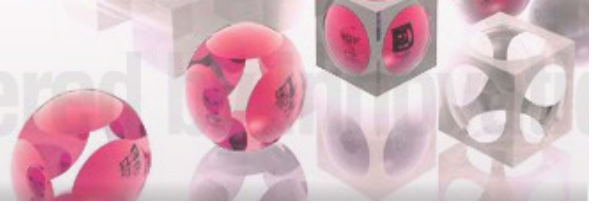




Future Powered by Innovation.



InnoFuture 2009 Momentum

Connecting the Innovation Community in Australia



Proudly supported by Telstra

Welcome to Momentum Innovation Network!

InnoFuture Momentum is a dedicated network for innovation professionals to Connect, Attract and Adapt. Feel the buzz of the future! Be inspired!

Margaret Manson
Chief Inspirator | InnoFuture

Momentum Host and Sponsor:
Telstra

INSIGHTS FROM THE CUTTING EDGE:

Culture:

"Innovation is not just a temporary program. It's a way of life—just as the ultimate wellness program is not a fad diet but a healthy lifestyle. Nurturing a culture of innovation is not a job to be delegated to the marketing department, or Human Resources, or R&D. The spirit of innovation permeates the entire enterprise at great companies. Keep your innovators in peak condition, and encourage your team to do the same." Tom Kelley | IDEO | Speaker at InnoFuture 2007

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[REGISTER ONLINE](#)

InnoFuture 2009 Advisory Board:

Peter Williams | Deloitte Digital

Greg Smith | Sciventures

Grant Kearney | IXC

Amantha Imber | Inventium

Richard Paynting | Return on Innovation

Ilya Joel-Pitcher | EDS the HP Company

Tony Chadwick | Ozechad blog

Tony Olejnicki | Boeing



MELBOURNE EVENTS:

TOPIC: AHEAD OF TRENDS – THE RANDOM EFFECT

When a concept becomes a trend, you are not the leader. How to tap into valuable ideas for products, services and communication before they are seen as trends, when they are just ... random? Albert Einstein said that imagination is more important than knowledge. Let's open the doors and let the imagination in for it seems that in the current crisis, the right brain is winning and we may be rationalised to death before things get better.

MELBOURNE, AUGUST 5TH, 3.30-6.30pm

VENUE: Telstra Executive Briefing Centre

Level 18, 35 Collins Street, MELBOURNE, 3000

REGISTRATION FEE: \$49 incl GST on www.innofuture.com.au/register.htm

OR <http://tinyurl.com/aheadoftrends>

THE CAST - EXPERTS SPEAK:

- **MC & Host: Leonie Valentine, GM, Customer Experience Marketing, Telstra**
- **Industry Panel:** Diverse industry perspectives will be presented to provide a balanced insight into this important thought leadership topic.
 - Drew Ginn, OAM, 'Oarsome Foursome'** – The future is now: what are the random moments for professional high performance;
 - Elizabeth Rudd, FutureNous** – Picking up weak signals – why are they valuable in making future decisions and how to tune in;
 - Charlie Nelson, Foresee Change** – random numbers... yes, but there is no such thing as 'random'... the patterns associated with the *wisdom of crowds* ... and how you can the *wisdom of crowds* work for you
 - Peter Evans-Greenwood 'Mr Random', Unico** – Of snow mobiles and childhood readers: why random isn't, and how to make it work for you
 - Discussion Moderator:** Amantha Imber, Inventium – Latest Australian Author of a business bestseller 'The Creativity Formula' (soon to be released)
- **Interactive discussion and Networking:** walk away with inspiration & ideas to implement. Meet other corporate innovators and innovation evangelists. Share ideas over a drink! Experience the stimulating environment of the high-tech Telstra Executive Briefing Centre.

FEEL THE BUZZ OF THE FUTURE!

