



GLOBAL CREATIVE ECONOMY CONVERGENCE SUMMIT 2009

CALL FOR
PRESENTATIONS



Call for Presentations

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Call for Presentations

A. Global Creative Economy Convergence Summit Overview

On October 5-6, 2009, Innovation Philadelphia will host the second Global Creative Economy Convergence Summit in Philadelphia at the Pennsylvania Convention Center. The Summit will attract 1,000 local, national and international business and technology leaders, entrepreneurs, college and university students and arts and cultural leaders to explore how to develop a successful creative economy from both the top down and the bottom up.

The Summit will explore the complex ecology that makes up creative economies. It will include all aspects of what creative ecologies need from physical space, to funding, to access to talent, to emerging technologies, to infrastructure and the policies necessary to create that ecology. It will also explore how open source models of collaboration and innovation are changing the dynamics of organizations and how the next generation of leaders, both traditional and non-traditional, are making things happen in their communities.

We invite you to participate in the Summit which promises to embrace the same values it champions: innovation, creativity, collaboration, shared learning, technology and open source thinking.

The Summit will be a two-day event that focuses on four themes that will be organized into tracks (see next page). These tracks will connect the players and participants within the many arts, media, and technology industries that make up the creative economy. These creative economy industries include architecture, engineering and planning; communications and marketing; digital media and programming; fashion design, graphic and visual arts and multimedia design; information technology; interior and industrial design; music, film and video production; photography; product and merchandising design; and software development.

B. Global Creative Economy Convergence Summit Themes

The Summit will have presentations, case studies, panels, and interactive workshops in four tracks that will focus on the following themes:

Creative Economy 201



Creative Economy 201 speakers and presenters will move beyond the introductory creative economy questions, including *what is it*, *why it is important*, and *how do you measure it* that were addressed in the

2006 Summit's Creative Economy 101 track. Sessions and workshops in Creative Economy 201 will discuss and explore innovative local, national and international initiatives and emerging technologies that have successfully impacted creative industry growth. Conversations will also explore the impact of creativity on all industry sectors in a changing economy.

Creative Entrepreneurship



At the intersection of creativity and innovation is opportunity and where there is opportunity, there are entrepreneurs. Entrepreneurial endeavors are the largest generator of new jobs in the U.S. and are instrumental in economic growth. Speakers will range from seasoned and nationally-known entrepreneurs providing insight from their years of experience, to budding entrepreneurs with creative business ventures less than six months old. Creative Entrepreneurship sessions will explore the critical elements of a successful entrepreneurial venture including infrastructure, policies, physical space, funding, and other resources most needed by the creative entrepreneur to thrive in abundant or challenging economic times.

Creative 21st Century Workforce



Creative, innovative people are the building blocks of organizations both large and small. This track will explore how to attract and retain creative people and foster their creative thinking. Discussions will examine the workforce skills needed to support creative industries in the future and how to encourage and enhance diversity within the creative economy.



Creative Sustainability

Sustainability has become part of every industry from design, to green technologies, to the service sector and the high tech sector. Creative industry workers including product designers, architects, urban designers, fashion designers, engineers and industrial designers design the products and develop the technologies to help drive a sustainable future. Speakers in this track will explore the concepts, emerging practices and technologies that are allowing people, cities, and regions to reduce or eliminate their negative impact on the environment.

Within the above four tracks we would like to showcase and present successful examples of business, social and civic entrepreneurship; creative failures and the lessons learned; the future of social media; and creative initiatives with small budgets (under \$10,000), but with a large impact.

C. Special Presentation Format – Pecha Kucha

This year, GCECS will incorporate one special session that uses the Pecha Kucha format. “Pecha Kucha” is the Japanese word for the sound of people talking and it was first used in a presentation format in Japan by architects Astrid Klein and Mark Dytham. In this format each presenter is allowed 20 slides, each shown for 20 seconds each, automatically advancing - giving 6 minutes 40 seconds of presentation. This keeps presentations concise, the interest level up, and gives more people the chance to showcase their work. Topics for the Pecha Kucha session can be on any of the four tracks. We are seeking 8-10 standout projects that can be effectively presented in this short format. Please note on the Form if you are applying for the pecha kucha session.

D. Who Should Present

Any individual, practitioner, administrator, researcher, innovator, business or technology leader, entrepreneur, artist, or cultural leader who has demonstrated experience or expertise within the one or more of the four themes and is willing to share his/her experience with others.

E. Guidelines/Criteria for Selection

All submissions for presentations for the Summit must be submitted in writing by using the “Call for Presentations” Form below. The selection of presentations will be based on:

1. The fit within one of the four themes;
2. The uniqueness of the presentation;

3. The ability of the ideas presented to be exemplary, replicated and/or implemented in other communities.

Submission of the Call for Presentations Form constitutes a commitment by the author(s) to present if accepted. Submissions will not be returned and incomplete forms will not be considered. Multiple submissions must each must be submitted on a separate form.

Please mail, fax, or e-mail the Call for Presentation Form to:

Kelly Lee
GCECS2009: Call for Presentations
Innovation Philadelphia
1500 Market Street
2600 Centre Square West
Philadelphia, PA 19102

Fax: 215-320-1991

Email: klee@innovationphiladelphia.com

All submissions for the Call for Presentations are due by June 12, 2009. Once submissions are reviewed, candidates will be notified by July 3, 2009.

F. Summit Vital Information

Date: October 5-6, 2009

Where: The Summit will take place at Pennsylvania Convention Center, Philadelphia, PA, USA. Some plenary sessions, panels, and workshops will be located at other creative and exciting venues throughout the Greater Philadelphia Region.

Language: The Summit will be conducted in English.

Registration: The registration fee for all presenters will be waived, but all presenters will be responsible for their own travel and accommodations.

Accommodations: Accommodations are available at The Loews Hotel, 1200 Market Street, Philadelphia, PA. The Summit has arranged for a special Summit room rate of \$120 per single or double. Please call The Loews Hotel at 215-627-1200 to make your reservations **by September 8, 2009**. Be sure to mention that you are with the Global Creative Economy Convergence Summit block.

G. Financial Assistance

The Summit would like to ensure that the best presenters from across the country and throughout the world are included. There will be limited financial assistance available to those selected presenters based on need and available funds.

**Call For Presentations Form
Due June 12, 2009**

Title of Presentation:

Presentation Format:

Pecha Kucha

Each presenter will have 6 minutes and 40 seconds to make their presentation on a Summit theme using 20 images that will be visible for 20 seconds each.

Panel

A panel is made up of 3 - 4 speakers making short statements (up to 10 minutes each) and then facilitating conversation around one of the Summit's themes. Debate and discussion is key. The outcome of the panel should be new information shared and/or new understandings of a Summit theme. (1.5 to 2 hours)

Workshop

Workshops are small group sessions that involve active teaching, with the goal that participants should develop skills, conceptual understanding, or practical ideas for future implementation in their own work. The process for engaging participants and the intended outcomes of the workshop are important criteria for acceptance. (1 hour)

Exhibit

An exhibit or visual presentation that demonstrates a Summit theme. The display will be exhibited at a designated exhibit area for the entirety of the Summit.

Summit Theme

Please select which Summit theme your presentation addresses.

- Creative Economy 201
- Creative Entrepreneurship
- Creative 21st Century Workforce
- Creative Sustainability

**Presentation Description (as it relates to one or more of the four Summit themes):
(200 word maximum)**

Presentation Abstract (if you have a prepared presentation please attach):

Content:

Purpose:

Format:

Time:

Equipment/Technology Needs:

Space Needs:

Bio of Presenter(s):

Contact for Presentation:

Name:

Address:

Phone:

Mobile:

Fax:

E-mail:

How did you hear about the Summit?

- Innovation Philadelphia E-Newsletter
- Save the Date Postcard
- Save the Date Email
- Innovation Philadelphia Website
- Other _____