

ACA 2010 Keynote Speakers



Pamela Meyer, Monday, March 22, Noon – 1:30

From Workplace to Playspace: Innovating, Learning and Changing Through Dynamic Engagement

All of us charged with enhancing creativity are facing increasing pressures to accomplish more with less time and fewer resources, and yet are asked to be more innovative and deliver measurable outcomes. In this lively keynote participants will discover how high-engagement organizations across sectors are transforming their high-pressure workplaces into playspace for innovating, learning and changing. Meyer shares inspiring stories and best practices of organizations that are finding fresh approaches to engagement using limited resources, while directly impacting the bottom line and strategic goals.

What's their secret? Each of the high-engagement organizations Meyer describes all have one thing in common:

a shift in mind-set from workplace, in which the product is more important than the process, to playspace, where the lively, creative process of innovating, learning, and changing invites passionate commitment and enthusiastic participation. In playspace, people are free to take on new roles, experiment with new perspectives, and loosen their grip on tried-and-true ways of thinking and being. There is room in playspace for individuals to risk stepping out of their comfort zone, to see and be seen differently, and to make new discoveries.

Each provocative story brings a new dimension of Meyer's playspace model to life and is grounded in years of organizational research. Participants will leave with a new understanding of the business case for attending to the spaces we create for engagement at work, and the inspiration to bring playspace to life in their own organization in order to provide them with the resources they need to be a full business partner in their organization's development strategies. ***This Keynote Event is certified for 1 HRCI credit.***

Pamela Meyer, Ph.D. Pamela Meyer speaks and consults internationally. She came to her passion for playspace through her years working with creative teams in the theater as a director and producer. She now uses the lessons she learned in rehearsal halls performance spaces, and research to work with organizations around the world that want to create playspace for innovating, learning, and changing through dynamic engagement. In addition to her consulting and speaking practice, Meyer teaches courses in business creativity, organizational change, and adult learning at DePaul University's School for New Learning in Chicago, where she is a faculty fellow at both the Center to Advance Education for Adults and the Center for Creativity and Innovation. She holds a doctorate in human and organizational systems from Fielding Graduate University. Meyer is also the author of *From Workplace to Playspace: Innovating, Learning and Changing Through Dynamic Engagement* and *Quantum Creativity: Nine Principles to Transform the Way You Work*. For more information, visit: <http://meyercreativity.com>

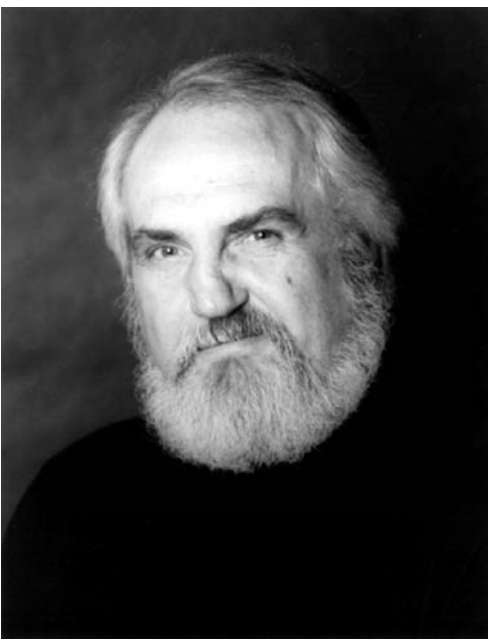


James H. Gilmore, Tuesday, March 23, Noon – 1:30

Backstage in the Experience Economy: Spotting the Significant amid the Everyday

Having written *The Experience Economy*, the book that literally spawned worldwide interest in experience design, experience management, and experiential marketing, Jim Gilmore is often asked to share his perspective on the progression of economic value from successive Agrarian, Industrial, and Service Economies to now an Experience Economy. In this session, Gilmore will provide a brief overview of various principles and frameworks for staging compelling experiences, but only as a precursor for a more in-depth and behind-the-scenes look at the deliberate efforts he employs to observe, interpret, and codify the underlying structure of everyday events. For more information visit <http://authenticitybook.com>

Jim Gilmore is co-founder of Strategic Horizons LLP, of Aurora, Ohio. Gilmore specializes in helping businesses conceive new ways of creating economic value in the marketplace. Prior to forming his own firm, Gilmore was with Computer Sciences Corporation and led CSC's Process Innovation practice. In support of that role, he was formerly a certified instructor in the methodologies of Dr. Edward de Bono. Gilmore's ideas have been published in many of the world's leading business publications, including the Harvard Business Review, Investor's Business Daily, and The Wall Street Journal, among others. He is co-author of *The Experience Economy* (Harvard Business School Press, 1999), the book that spawned worldwide interest in experience design, customer experience management and experiential marketing. Tom Peters has rightly described *The Experience Economy* as "a brilliant, absolutely original book, and 800-CEO-Read recently named it among the "100 Best Business Books of All Time." The publication of Gilmore's most recent book, *Authenticity: What Consumers Really Want* (Harvard Business School Press, 2007), prompted Time magazine, in a March 2008 cover story, to name Gilmore's thinking on the subject as one of "10 Ideas That Are Changing the World." For more information visit <http://www.strategichorizons.com>



Robert "Alan" Black, Wednesday, March 24, Noon – 1:30

Creativity: A Gift at Birth Yet It Needs to be a Daily Choice

In 1976 Alan met Bob Eberle, creator of SCAMPER, who talked him into going to CPSI. In 1977 he traveled in 24 countries with a backpack, camera and a Euro-Pass. In 1978 at his first CPSI he walked into a room where Sid Shore did a session titled: What's Good About It?! and became hooked on creative thinking tools and has been ever since for 31+ years. Alan has written and co-written over 20 books focused on creative thinking and creative thinking tools and has had over 400 articles published in newspapers, magazines, journals, newsletter and ezines. Beginning in 1976 he has given over 3500 presentations around the US and the globe in over 40 countries. Since 1997 he has been creating and sharing Cre8ng Challenges: exercises and tools for expanding, enriching and reawakening creative thinking skills. Alan did his doctorate in the teaching of creative thinking tools with Dr. E. Paul Torrance. For nearly 30 years he was a presenter/leader at CPSI and at ACA for 10 out of the last 12 years and

served on the ACA Board as coordinator of international connection. Most of the time now he travels the world like Johnny Appleseed promoting the development of Cre8ng Workplaces from the front and rear doors to the top floor using many creative thinking tools and his growing creative skills to live his life to the fullest.



Ho Kwon Ping, Wednesday, March 24, 8:00 am

Mr. Ho Kwon Ping is Executive Chairman of Banyan Tree Holdings, which owns both listed and private companies engaged in the development, ownership and operation of hotels, resorts, spas, residential homes, retail galleries and other lifestyle activities in the region. KP, as he is known, is also Chairman of the family-owned Wah Chang / Thai Wah Group and the founder of Laguna Phuket. It was his vision, imagination and determination that converted the ravaged wasteland of a disused tin mine into Asia's most successful integrated resort with a string of environmental awards to its credit. Born in 1952, Mr. Ho was educated in Tunghai University, Taiwan; Stanford University, California and the University of Singapore. He worked as a broadcast and financial journalist and was the Economics Editor of the Far Eastern Economic Review. He joined the family business in 1981. In 1994, buoyed by the success of rehabilitating a piece of environmentally damaged land into Asia's first integrated resort, Laguna Phuket, Mr. Ho decided it was time to launch

the company's own global hotel brand targeting high-end travelers. Banyan Tree Hotels and Resorts was set up to build and manage luxury boutique hotels and resorts, steeped in Asian traditions and sensitive to the environment. While Banyan Tree Phuket is still the flagship resort, the company has since grown to over 20 resorts in less than 13 years, with close to 50 properties in the pipeline to open by 2011.

In May 2000, he was conferred an honorary doctorate by Johnson & Wales University, the largest hospitality university in the world. In June 2005, he received the London Business School 2005 Entrepreneurship Award in recognition of the success of Banyan Tree as a leading hotel and leisure brand. In October 2005, he received the prestigious Lifetime Achievement Award from the Institute of Advertising Singapore, at the 2005 Advertising Hall of Fame Awards. The award honored Mr. Ho's business philosophy and his enduring leadership. In February 2008, he was named CEO of the Year at the Singapore Corporate Awards, recognizing his excellence in the CEO's leadership in shareholder communication, corporate governance, talent and change management, vision and strategic capability.

Mr. Ho is married to Claire Chiang, Senior Vice President, Banyan Tree Holdings Limited. They have three children – two sons and a daughter.

He will be honored as the recipient of the American Creativity Association's Lifetime Achievement Award.