

**INFORMATION AND COMMUNICATION FORMAT ON THE CREATIVITY ENCOUNTER:
CREATIVITY, INNOVATION & ENTREPRENEURSHIP CHILE**

**International Fair-Encounter on Applied Creativity Innovation and
Entrepreneurship:**

*"Living Creativity: A Practical Experience that It creates Value...
From the Theory to the Practice "*

" What, Who, How, When, Why, Whom"

Santiago/Chile/April 2007

*The following document contains general and specific information on the International
Encounter of Creativity Innovation and Entrepreneurship, favor to fill with all the
requirements and suggestions:*

INTRODUCTION JUSTIFICATION

1 In the postmodern world and society at the XXI century, our societies advance within ways of high levels of change and complexity. The uncertain reality appears to us in chaotic ways, the laws and rules that before were solutions are now part of our problems, the world appears to us more and more harmed and the societies atomize in an endless of possibilities and individualities;

2 No longer now it is sufficient to have Information and Knowledge, it becomes urgent and necessary to know, develop and practice the Creative abilities and competitions to use this knowledge;

3 The dominion of the Creativity skills and its practical Application, allow us the approach on the problems of the society, the organizations and the people, from a renewed perspective where the world is re-invented and the people are re-encharnted;

4 It becomes necessary to go off from the theoretical speech to the innovating practice, from a perspective of the Permanent Creative Being, Practical Creative Doing, Effective Creative Innovating, Creative Enterprising Spirit and Integral Creative Thinking;

5 The knowledge of Creative Processes offers elements to improve our abilities for an innovative boarding of situations and problems, wherever these are corporative and/or personal;

6 The Creativity has been acknowledged throughout human history by its capabilities and transforming importance in the different scopes of the development of people, the societies and their relations, as a powerful tool of Change and Development;

7 At the present time, forehead to the change, is not longer enough to adopt a positive attitude, rather are needed constructive actions not only by taking advantage of opportunities as well by creating them;

8 The Applied Creativity, more than a referring point of an agenda, becomes the outcome of all human activities and all its relations. It's not only necessary to understand the world but to transform it; that is what Applied Creativity does.

OBJECTIVES:

A- **Approach creatively** people problems, their organizations and the society from a renewed perspective, in a disposition where the world is re-invented and people re-enchant themselves;

B- **Recognize and dominate** the conceptual and methodological tools of the Applied Creativity, capacities and abilities in a Permanent Practical Application;

C- **Develop the necessary Competitions** to generate creative ideas, products and relations, with the purpose of generating and facing new conditions for innovation toward Positive Change;

D- **Impel the Creative Spirit** as a significant intention and indispensable tool, on the service of the culture and the organizations, as a powerful component for transforming value to the progress of the human reality and its environment;

E- **Implement the Innovation** as a set of activities that lead successfully the introduction in the market of ideas in forms of new and better products, processes, services or techniques of management and organization

F- **Stimulate Entrepreneurship** as strategic renovation and management of radical positive change, for the research of all opportunity and answer to articulated demands of the market;

G- **To Harness Leadership** as an articulator motor of the work parties and generator of synergic processes of alignment and permanent joint effort;

H- **Identify and Redefine** the obstacles and opportunities suitably to apply creativity as a concrete and appropriate solutions to each situation;

I- Assume **an Attitude of Creative Change** in the way of thinking, feeling and acting in relation to our Being and Doing within our Environment;

J. **Promote Creative Education and Learning** that facilitate and improve the education significantly

K. **Promote the Creativity** in the civil society, its organizations and their governments

VISION:

Install deeply and lasting the Applied Creativity way as Intention, Action and Thought in the people, promoting theoretical and practical methodologies in the management of the organizations, companies and governments.

MISSION:

Happen the theoretical speech to the innovating practice from a perspective of the Permanent Creative Being, Practical Creative Doing, Effective Creative Innovation, Creative Enterprising Spirit and Integral Creative Thinking.

1- Modality and Structure of the Event:

- 1- Fair-Encounter, Seminary on Creativity, 4 days long, Workshops and Conferences.
- 2- Conferences and Workshops multiple of 90 minutes and 2 hours.
- 3- Encounter duration 4 days (possible extension to 5 days)
- 4- Act of inauguration, interactive round tables of debate with the assistants, conferences, workshops and act of concluding

2 Objective Groups:

- 1- Independent Professionals
- 2- Organizations / Institutions
- 3- Enterprises
- 4- Institutions NGO's
- 5- Advanced Students
- 6- PyMES Small Companies

3 Characteristics of the Seminars / Workshops:

- 1 Interactive experience with the assistants
- 2 Interdisciplinary Board of Debate exposing different visions
- 3 Attaching the theoretical concepts to practical aspects of the Workshops
- 4 Bring together the workshops experiences to concrete subjects
- 5 Backing practical and theoretical concepts to subjects and areas
- 6 Opening and closes Plenary Event
- 7 Presence authorities of Government, Academic, Institutions, Industrialists, Students, PyMES (small and emerging company's)

4 Thematic Areas:

- 1- Creative Techniques and Methodologies; Theory to Practice
- 2- Creativity in the processes of Education and Learning
- 3- Creativity and Innovation
- 4- Creativity and Entrepreneurship
- 5- Creative Facilitation
- 6- Creativity and Personal Development
- 7- How to land Creative Practice
- 8- Creativity Problems Resolution
- 9- Creativity in the PyMES (small emerging company's)
- 10- Creativity and Leadership
- 11- New paradigms of the creative thought
- 12- Creativity Technology and Communication
- 13- Creativity and Advertising
- 14- Creativity and Innovation in the Government, Organisms and Civil Society
- 15- Creativity and Innovation in Social Organizations
- 16- Creativity and Companies
- 17- Creativity and Management
- 18- Creativity and Facilitation
- 19- Creativity in Work parties
- 20- Creativity and Technological Development

5 Duration Information & Workshops:

- 1 Workshops and conferences of 90 minutes and 2 hours.
- 2 Share and participative conferences of debate of 2 hours

6 Methodologies:

- 1 Theoretical and practical, interactive, significant, for the development and value
- 2 In door methodologies
- 3 Open Spaces methodologies
- 4 Both
- 5 Creative Software applications

7 Expert's & Expositor's: Information and Attachments (to fill):

DESCRIBE: (please use the attached form)

Favors fill each one of the items:

- 1 Name of expositor workshop expert:
- 2 Institution, mail contact, country, Web site if it exists:
- 3 Thematic Area (on proposals or a compatible proposal to the objectives):
- 4 Title of the Workshop / Exposition:
- 5 Detailed Contents:
- 6 Detailed Benefits for the participants:
- 7 Brief Description (maximum 50 words):
- 8 Specific Objectives of Learning:
- 9 Methodologies of Presentation:
- 10- Duration/Time:
- 11- Maximum Number of Participants by workshop:
- 12- Recommended Level of Experience of the Assistants
- 13- Level of Noise
- 14- Support Material, Infrastructure, other:

8 To Attach:

1 Once registered the participation and with in two months before the Event, send a brief writing, document or monograph on the subject, to endorse in a publication with all the received ones.

2 Brief Review of the exhibitor

9 Dates:

From April 18th to 21st of 2007 coincident with the International Day of Creativity and Innovation

10 Share Camaraderie Activities:

- Stroll by the Route of Wine,
- Visit the Route of the Poets; Neruda, Huidobro others... (Central coast zone)
- Concluding in a visits to Valparaíso and environments, camaraderie seafood lunch

10- Others:

1- We'll give information of alternative sites of lodging for your elections. It will be given opportunely, with costs in the neighboring place and sites.

2- In case that the lodging is not in the same place of the Encounter will make available particular approaching buses to the sites.

3- Cost of the event in case the expert has being selected:

There is no cost for registers in the Encounter. The other conditions are the same as other international events in the area of creativity and the innovation: the trip, lodging and food are on behalf of the own expositor.

The direction of the event goes to deliver an attack to reduce these costs. Information well be available a soon as possible.

11- A NEW SPACE TO KNOW US:

We'll organize a series of meetings between the expositors and experts, within propitious spaces to interchange knowledge, share experiences, make contacts and new relations.

12- CONTACTS AND INFORMATION:

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Center of Applied Creativity Chile

Opened Organization without aims of profit, specialized in the investigation, formation and facilitation of Creativity Innovation and Entrepreneurship. Conformed by a group of multi and interdisciplinary professionals that works on creativity, from the academic, independent research centers and professionals. We organized ourselves as advanced center to congregate all those that have a compromise and offer on this matter. We think that in our country exists a necessity felt installed profoundly in the people, the professionals, the organizations and the society to implement more creative forms to re-enchance the people and re-imagine our society.

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