

# PurpleBeach Launch

25-26 April 2013

- 150 Business Leaders • ~~45~~ 50 Experts •
- ~~15~~ 20 Authors • Over 30 Topics • 1 and a half Days •
- Multiple Post-Launch Follow-Ups and Actions •



Digital Entrepreneurship

Leadership Resilience

Innovation

Creativity

Future Trends

The New Now

People Innovation

Complexity

Mindfulness

Meaning

and much more...

by invitation only  
expect the unexpected

- 08:45 Arrival & Registration**  
Book Festival Opens (schedule subject to change)
- 09:30 Opening and Welcome** - Annemie Röss
- 10:00 Un-keynote** - Mary Jo Jacobi
- 10:30 Innovation in the Context of Perpetual Uncertainty**  
- Ramona Liberoff  
10:40 Pirate Innovation and the Misfit Economy - Kyra Maya Phillips  
11:10 Supra-modernity, complexity and the NEW NOW - Hank Sobota  
11:50 Connecting the dots: Interactive discussion, application and Q&A  
- Mary Jo Jacobi, Kyra Phillips and Hank Sobota
- 12:15 How to get the best out of your PurpleBeach experience** - Jacqui Grey
- 12:10 - 13:10 Networking lunch**
- 13:15 Afternoon Sessions Start** (3 Options)

★ **OPTION 1: Sign-up required**  
**Unlocking Innovation, Capacity and Meaning**

**Navulari**

- 13:15** Swimming with a Rock, Creativity and Innovation – Imagining the story that helps to make it happen - Tara Sheahan
- 14:45** Swimming with a Rock – Imagining the story that helps to make it happen - Tara Sheahan
- 16:45** Mindfulness in the business context ...why, how, what, when? - Tara, Greg, Pat, Kristen, Eric

**Rosemeyer**

- 13:15** The Heroes Journey, an alternative perspective on Leadership - Eric Kaufmann
- 14:45** The Gazelle Approach to Change Management & Breakfast Inspiration - Tony Page & Elana Friedman
- 15:30** An alternative perspective on creativity and innovation - Stephen Brooks and Phil Allen
- 16:15** Unlock innovation and capacity in business and your personal life - Jean Gomes

**Avus**

- 13:15** Innovate yourself - Greg Burdulis
- 14:00** Mind Body Mash-up - Pat Klauer
- 15:00** Native Genius and the Power of Intrinsic Motivation - Kristen Wheeler
- 16:00** Breakthrough thinking as innovation tool - Jean Gomes
- 16:45** Talent – the Emperor has no clothes! - Chris Yates

**LeMans**

- 13:15** Get Going, the rules of motivation
- 14:00** Life Circles, what do you want for the future?
- 15:00** Visual Problem Solving, the magic of metaphors

**OPTION 2: Cinema on the Beach** - Host Sietse Bakker

- 13:15** **A Silent Movie**
- 13:45** **The Happy Film** and interview with the filmmaker
- 14:45** A selection of short movies and interview with Tiffany Shlain, filmmaker, **Connected**
- 15:30** Interview with Astronaut, Ed Lu
- 16:00** **Beyond Right and Wrong**

- 17:10 Afternoon on the Beach Concludes - All return to Main Beach**
- 17:15 SURFING the AHA's! - Michael Silverman & Curators**
- 18:15 Cocktail Commences**
- 20:00 Ends**

**OPTION 3: Main Beach** - host MJ Petroni

**Watching the Waves** - MJ Petroni

- 13:15** The Future of Mobile - Roy Vella  
**13:35** User-Centred Innovation - Rich Radka  
**13:55** Skyping Dough - Taavet Hinrikus

**Swimming**

- 14:15** Roy, Rich, Taavet, Cheryl Black

**Watching the Waves - AR**

- 14:45** From Hierarchies to Networks - MJ Petroni  
**15:05** Emotional Capitalist - Martyn Newman  
**15:25** Power Partners: HR and Marketing - Patricia Nazemetz

**Swimming**

- 15:55** MJ, Pat, Orlagh, Martyn

**Watching the Waves - MJ Petroni**

- 16:15** Winning is Bad Leadership - Eric Kaufman  
**16:10** Global Conscious Leadership - Tara Sheahan  
**16:30** How to Live WOW! - Sietse Bakker

**Swimming**

- 16:40** Tara, Eric, Sietse

**OPEN TO ALL: Book festival opens, hosted by Todd Eden**

**Beach Book Festival - Day 1** (Schedule subject to change)

- |              |                            |   |
|--------------|----------------------------|---|
| <b>12:15</b> | Margaret Heffernan         | Willful Blindness                             |
| <b>12:40</b> | Christina Ioannidis        | Your loss, how to win back your female talent |
| <b>13:00</b> | Steve McKeivitt            | Project Sunshine / Everything Now             |
| <b>13:20</b> | David Pinto                | A different economic perspective              |
| <b>13:20</b> | Julian Stodd               | Exploring the world and social learning       |
| <b>13:20</b> | Alan Rayner                | Natural Inclusion                             |
| <b>14:00</b> | David Carter               | Breakthrough                                  |
| <b>14:20</b> | Nina Grunfield             | LifeClubs                                     |
| <b>14:40</b> | Nigel Linnacre             | Leadership perspectives                       |
| <b>15:00</b> | Martyn Newman & Judy Purse | Emotional Capitalists: The New Leaders        |
| <b>15:20</b> | Pele Cox                   | Poetry Reading                                |
| <b>15:40</b> | Patricia Nazmetz           | Power Partners: HR and Marketing              |
| <b>16:00</b> | Richard Barrett            | Liberating the corporate soul                 |
| <b>16:20</b> | Rowan Norse                | In search of silence                          |
| <b>16:40</b> | Nick Jankel-Elliot         | Not the usual self-help                       |

**07:45 CHANGING ROOM, GREEN ROOM, BOOK FESTIVAL AND PHOTO BOOTH OPEN**  
**Music**

**08:30 Making change happen** – overnight insights and reflections  
 - Host Gareth Jones with Ross Taylor

**Case study on sustainable business change** – Case study on sustainable business change – Doug McCallum.  
 Doug, Margaret, Patricia, Mary Jo, Cheryl, Jacqui, Hank, Tara, Eric

**09:00 Dare to disagree** - Margaret Heffernan

**09:40 MORNING BRUNCH ON THE BEACH**  
**Spaces open**

- Book Festival
- Massages
- Mindfulness space
- Photo Booth

**09:50 MAIN BEACH RE-OPENS**

## OPTION 1: Main Beach Re-opens

### Bonfire Chats

10:00	Moments of meaning, in She is presently conducting research into the "therapeutic moments" during which a meaningful and memorable shift occurs for patients - Pippa Hugo
10:30	Brand, reputation and organisations - Colleen Harris
11:00	Shifting gears to Gen Y <ul style="list-style-type: none"> <li>• Tablesoccer in the boardroom - how Gen-Y gonna rule - Todd Eden &amp; Zsolt Feher</li> <li>• Leadership, decisions and culture...What do you do with the 1000 pound Gorilla? - Taavet Hinrikus</li> <li>• Prezi, where ideas matter ... join the revolution today! - Nelli Csarno</li> </ul>
11:30	Q&A

## OPTION 2: Sign-up required

### Beach Hacks

Small group working sessions: debate, discuss and practically tackle challenges, whilst searching for implementable solutions

### AVUS host Charlie Coode

10:15	<b>Unlocking sustainable innovation</b> - Jean Gomes <ul style="list-style-type: none"> <li>• Is it possible, how...even in more established businesses?</li> <li>• Is innovation an overused concept...do we need something else?</li> <li>• What could that something else be?</li> </ul>
11:15	<b>Is there more to the question of Women on Boards than meets the eye?</b> Tomorrow's Company

### NUVALARI host Simon Darling

10:15	<b>Digital Talent</b> – Set-up by Roger Philby <ul style="list-style-type: none"> <li>• Where are they, what are they, how do you find, motivate and retain them</li> </ul>
11:15	<b>What alternative ways are there to run your business</b> - Tom Nixon

### Rosemeyr host Oliver Purnell

10:15	<b>Digital entrepreneurship – applied</b> - Gorkan Ahmetoglu
11:15	<b>Redefining success</b> - Steven D'Souza

**12:15 Reconvene on main beach**  
 What the heck is Arbeidsglæde? - Alex Kjerulf

**12:50 What to do with all this stuff?!** - AHA Reveal

**13:30 Close**  
 Networking Continues...

## OPEN TO ALL: Book festival opens, hosted by Todd Eden

### Beach Book Festival - Day 2 (Schedule subject to change)

10:00	Kyra Maya Phillips	The Misfit Economy
10:20	Jacqui Grey	Executive advantage - Resilient leadership for 21st Century organisations
10:40	Ros Taylor	Confidence at work: get it, feel it, keep it
11:00	Jean Gomes	The way we are working isn't working
11:20	Alex Kjerulf	Happy Hour is 9-5
11:40	Andy Bird	The Growth Drivers
12:00	Nigel MacLennan	The Perfect Vision