

# CREATIVE LEADERSHIP NZ 2018.



#CLNZ18

# MONDAY

# TUESDAY

8.30AM

**Tapere Nui** : Welcome / Keynotes

*The Characteristics of 'Mastery'* – Aaron Rasmussen | @aaronirasmussen  
*Evolving Creative Business Models* – Melissa Clark Reynolds | @HoneyBeeGeek  
*Libraries: The Last Bastion of Free Thinking* – Paula Eskett | @librarypaula  
*The Art of Ideation* – Paul Tobin | @WetaWorkshop

10:15AM

MORNING TEA - Networking / Reflections

11:00AM

WORKSHOPS #1

**a. Cinema:** Q&A / discussion: *The Art of Emotional Engagement* – Paul Tobin  
We live in an era of unprecedented entertainment growth and competition. The stories we love, live and die on how effectively they can capture and maintain our emotional engagement. In this workshop, Paul explores the principles of storytelling, character and world used by the entertainment industry, and how they can be employed to better connect your concept with an audience.

**b. Tapere Iti:** *It's A Library Jim, But Not As We Know It* – Paula Eskett  
Once upon a time wisdom and society's best ideas were destined to sit neatly on shelves, the domain of an exclusive few. Post the analog information era we've rethought the spaces we know as "libraries," to network community minds and harness the power of globally connectivity to create spaces, places and knowledge that fosters and demonstrates inclusivity, culturally diversity, citizen generated ideas and thought leadership. Places where we all can come to learn, share and play together. But how do we take this thinking and apply it to our work places?

**c. Tapere Nui:** *New Business Models for creatives* – Melissa Clark Reynolds  
Imagining a future where creatives get paid. Will the gig economy eat our young? How do we find a better way? What is after Spotify, Tidal and others - we didn't see them coming, but can they see what is next? Co-creating options for the future of the business side of creativity.

12.15PM

LUNCH - Networking / Reflections

1.15PM

**Tapere Nui** : Keynotes

*The Power of Your Voice* – Butterscotch | @thebutterscotch  
*Models Which Spark Innovation* – Tim Kastle | @timkastle  
*A Country Creating Leaders* – Peter Chrisp | @NZTNews  
*Diversity As A Creative Advantage* – Jo Cribb | @jocribb  
*Mana Economics* – Te Aroha Morehu | @KaitiakiMauri

3:00PM

AFTERNOON TEA - Networking / Reflections

3.45PM

WORKSHOPS #2

**a. Tapere Nui** : *Workshop: Beatboxing* – Butterscotch  
Learn the basics of beatboxing (vocal percussion) and the process of creating a song with live looping.

**b. Cinema** : Q&A / discussion – Peter Chrisp

**c. Tapere Iti** : *workshop: Getting Past the Platitudes* – Jo Cribb  
This interactive workshop will provide a series of exercises and tools to support you to harness the real power of diversity in your personal leadership and for your organisation.

5.00PM  
5.20PM-7PM

**Tapere Nui** : Welcome back / final reflections  
Networking

9.30AM

**Tapere Nui** : Welcome back

9.45AM

MASTERCLASSES #1

**a. Tapere Iti** : Aaron Rasmussen – *Teaching Through Video*  
In this class, attendees will be broken into teams of 3. Each team will work together to create a short video lesson using their smartphones, and then test those video lessons with other teams. Attendees will learn the basics of interviewing for expositional detail, video editing, and user-centered design.

**b. Atea** : Tim Kastle – *Efficiency or Creativity – Why Not Both?*  
In our organisations and in our own work, we often view efficiency and creativity as being mutually exclusive. But this is a false dichotomy. High performing organisations and people all usually find ways to do both. In this workshop, we'll investigate how you can manage this yourself.

**c. Tapere Nui** : Te Aroha Morehu – *Walking in the feet of New Zealand's ancient brands. In this Masterclass we will focus on: Mana economics and circular economies, growth and guardianship as thrivable business values, and creating currencies and value metrics that have a conscience.*

12.15PM

LUNCH

1.30PM

MASTERCLASSES #2

**a. Tapere Iti** : Aaron Rasmussen  
**b. Atea** : Tim Kastle  
**c. Tapere Iti** : Te Aroha

4.15-6PM

Afternoon Tea / networking

DEVELOPED BY:

# Creative Welly

SUPPORTED BY:



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THE UNITED STATES  
OF AMERICA



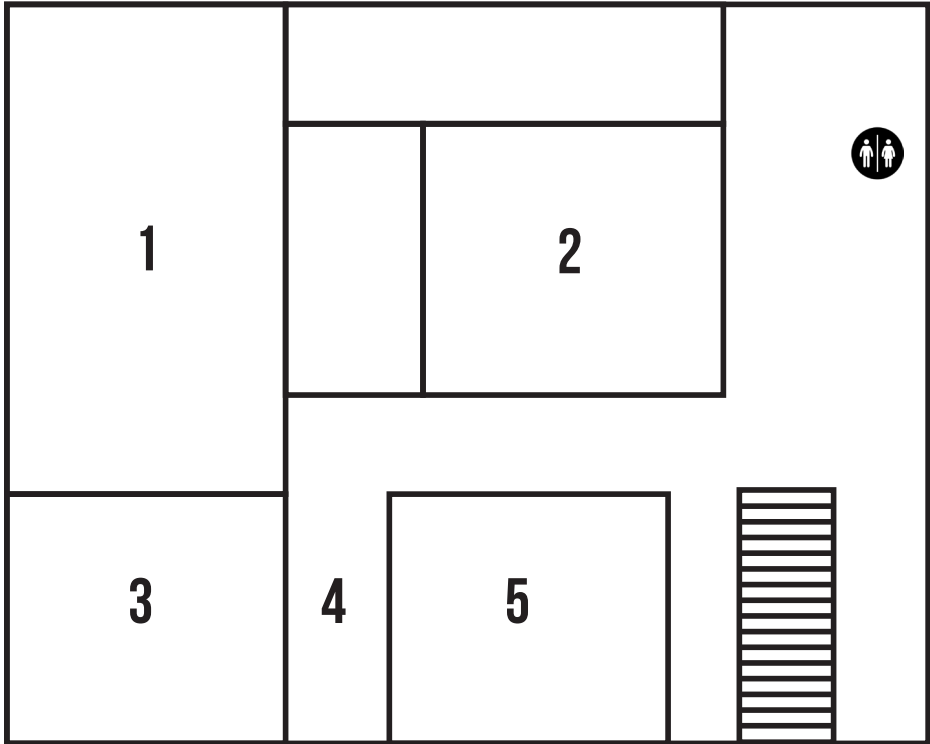
Australian Government  
Department of Foreign Affairs and Trade



WELLINGTON  
EST.  
CHOCOLATE  
2013  
FACTORY



# MAP



- 1 Tapere Nui
- 2 Tapere Iti
- 3 Ātea
- 4 Hospitality Bar
- 5 Cinema

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