

Keynote at the Innovation & Globalization Conference

Creativity Connection director Harvey Seifter will deliver the closing keynote on "Arts-Based Learning: Tapping into the Global Language of Creativity" at the Innovation & Globalization Conference on November 9. The conference, hosted by the Robert H. Smith School of Business at the University of Maryland, brings together senior business leaders, policymakers and researchers to explore the role of creativity in the increasingly globalized innovation system.

Keynote Theme:

All over the world, corporations are focused on acquiring the skills and tools they need to tap into the creativity of their workers and unleash the creative potential of their organizations. If creativity is the "natural resource" that fuels the Innovation Economy, then the arts represent perhaps its most concentrated and universally accessible repository. Artists have profound insights into the creative process, as well as the practical skills gained from years of high-stakes high performance teamwork, communicating across cultures, and "real time" innovation. Their knowledge represents a formidable resource, waiting tapped by companies in search of creative solutions and managers striving to empower and engage their employees' imaginative and inventive powers.