

UNIVERSITY OF MALTA

The Edward de Bono Programme for the Design and Development of Thinking

**THE FIFTH INTERNATIONAL CONFERENCE ON
CREATIVE THINKING**

designing future possibilities

CONFERENCE PROGRAMME

21 - 22 June 2004

THE FIFTH INTERNATIONAL CONFERENCE ON CREATIVE THINKING
Designing Future Possibilities

MAIN CONFERENCE VENUE:

Erin Serracino Inglott Hall (ESI Hall) (entrance is from car park 2)
University of Malta, Msida.

Other venues to be used are:

Francis Ebejer Hall (FE Hall)

Sala Giovanni Curmi (Room 216, Dar Dun Mikiel Xerri)

Sala Carmelo Pace (Room 217, Dar Dun Mikiel Xerri)

(Access to all halls from car park 2)

Coffee breaks venue: Foyer, Erin Serracino Inglott Hall

LUNCHES

Lunch is included for all Conference participants on the 21 and the 22 June.

Please make your way to the University Canteen located in Students House.

PUNCTUALITY

Your punctuality at all times will be greatly appreciated. This would ensure the smooth running of the proceedings.

NAME TAGS

Please ensure that name tags are worn at all times.

INVITATION TO A RECEPTION

All participants are invited to a Reception on Monday 21 June from 20.30 to 22.30 hosted by Professor Edward de Bono.

This will be held at The Terrace, St. James Cavalier Centre for Creativity, Valletta.

This programme is provisional and may be amended should the need arise.

Amendments will be announced and posted on the Conference noticeboard.

THE FIFTH INTERNATIONAL CONFERENCE ON CREATIVE THINKING
PROGRAMME

DAY ONE - MONDAY 21 JUNE 2004

Venue: Erin Serracino Inglott Hall

08.00 Registration
09.00 Opening of Conference and Opening Address
The Hon. Dr. Francis Zammit Dimech, Minister of Tourism and Culture

Keynote Speakers

09.10 Professor Edward de Bono
Visiting Professor, University of Malta, Malta
Why Truth and Logic Wrecked the Western World
Chair: Mr. Jacques Richardson

10.10 Coffee Break

10.40 Dr. Ing. Jonathan C. Borg
Head, Manufacturing Engineering Department, University of Malta, Malta
An Insight into Design-Led Innovation
Chair: Professor Kevin Warwick

11.40 Professor Kevin Warwick
Professor of Cybernetics, University of Reading, England
Linking Human and Machine Brains - Why You should Volunteer
Chair: Dr. Ing. Jonathan C. Borg

12.40 - 14.00

LUNCH

14.00 PANEL SESSION ONE (see pages 6 - 8)

Time	A	B	C
	ESI Hall <i>Edward de Bono's Thinking Skills</i>	FE Hall <i>Perspectives on Creativity</i>	Room 216 <i>Problem Solving Workshop</i>
14.00	Shirley Pulis	Dina Faidi	Tijl Koendrink
14.25	Neville Dimech	Ajeet Mathur	Cora Robinson
14.50	Carolyn Hauff	Alexandra Mifsud	Angus H.J. Donald
15.15	DISCUSSION		

15.30 - 16.00

COFFEE BREAK

16.00 PANEL SESSION TWO (see pages 8 - 10)

Time	A	B	C
	ESI Hall <i>Creativity in Education</i>	FE Hall <i>Organisational Creativity</i>	Room 216 <i>Creativity & Communication</i>
16.00	Shameen Rafik-Galea and Jasvir Kaur K. Amar Singh	Igor Gazdik	Sverrir Bjornsson
16.25	Brian Boyd	Kaye Remington, Gillian Ragsdell & Elyssebeth Leigh	William G. Watson
16.50	DISCUSSION		

17.00

END OF DAY ONE

THE FIFTH INTERNATIONAL CONFERENCE ON CREATIVE THINKING

PROGRAMME

DAY TWO - TUESDAY 22 JUNE 2004

WORKSHOP SESSIONS (see page 11)

Time	A	B	C	D
09.00	ESI Hall Kevin Fisher	FE Hall Mandira Sarkar and Jo-Ann Wilkinson	Room 216 Jiri Scherer	Room 217 John Varney

PARALLEL SESSIONS (see page 12)

Time	A	B	C	D
10.00	ESI Hall <i>Creative Approach</i> Anne McQueen and Alan Beard	FE Hall <i>Islam and Creativity</i> Sunil Gupta	Room 216 <i>Foresight</i> Gordon Pace, Jennifer Harper and Sharon De Marco	Room 217 <i>Values</i> Joseph R. Pace

10.30 - 11.00

COFFEE BREAK

Keynote Speaker (ESI Hall)

11.00	Professor Stephen Heppell Director, ULTRALAB, Anglia Polytechnic University, England <i>Hello Creativity, Goodbye Productivity: The New Reality of Global Learning</i> Chair: Mr. Jacques Richardson
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12.00 - 13.30

LUNCH

DAY TWO - TUESDAY 22 JUNE 2004 (Cont.)

1330 PANEL SESSION THREE (see page 13 - 14)

Time	A	B	C
	ESI Hall	FE Hall	Room 216
	<i>Life History; Mental Health</i>	<i>Creativity and SMEs</i>	<i>Creativity Perspectives</i>
13.30	Andrew Azzopardi and Dan Goodley	Sandra M. Dingli	Carlos Vallejo
14.00	Joseph Busuttill	Meg Heyworth	Helen Puvovarova
14.30 - 15.00	COFFEE BREAK		

15.00 PANEL SESSION FOUR (see pages 14 - 16)

Time	A	B	C
	ESI Hall	FE Hall	Room 216
	<i>Problem Solving</i>	<i>Creativity in Education</i>	<i>Creative Methods</i>
15.00	John Scott	Giuseppe Tidona	Timothy P. Schweizer
15.25	Arthur Hughes and Paul Hughes	Leslie Ann Crawford	Batool Sadat Haerian
15.50	DISCUSSION		

Keynote Speakers (ESI Hall)

16.00	Jacques Richardson Partner, Decision+Communication (Consultants), France <i>Creating the Future: From Prophecy to Practice</i> Chair: Professor Edward de Bono
17.00	<i>Closing Address</i> Dr Joseph Mifsud, Head, European Unit

17.10

END OF DAY TWO

DAY ONE - PANEL SESSION ONE - 14.00 - 15.30

PANEL SESSION ONE/A

Venue: Erin Serracino Inglott Hall

EDWARD DE BONO'S THINKING SKILLS

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|--------------|---|
| 14.00 | Shirley Pulis
Thinking Skills Teacher and Researcher, Education Division, Malta
<i>Thinking Matters</i> |
| 14.25 | Neville Dimech
Thinking Skills Teacher and Researcher, Education Division, Malta
<i>Thinking Skills in Early Primary and Special Needs Settings</i> |
| 14.50 | Carolyn Hauff
Principal, Clayfield College, Australia
<i>Clayfield Thinking: We are all Learners - Learning Together</i> |
| 15.15 | Discussion |
| 15.30 -16.00 | Coffee Break |

DAY ONE - PANEL SESSION ONE - 14.00 - 15.30

PANEL SESSION ONE/B

Venue: Francis Ebejer Hall

PERSPECTIVES ON CREATIVITY

- 14.00 Dina Faidi
Master Trainer and Consultant, Founder Creativity and Beyond, Dubai
The Need to Create a New Generation of Thinkers in the Middle-East
- 14.25 Ajeet Mathur
Professor of International Business, University of Tampere, Finland
Why does Inter-Group Distrust turn Violent?
- 14.50 Alexandra Mifsud
Educator and Environmentalist, WasteServ Malta Ltd., Malta
Assisting the Maltese Workforce to deal with the Challenges of Sustainable Development
- 15.15 Discussion
- 15.30 - 16.00 Coffee Break

DAY ONE - PANEL SESSION ONE/C - 14.00 - 15.30

Venue: Sala Giovanni Curmi, Room 216

PROBLEM SOLVING – WORKSHOP

- 14.00 Tijl Koendrink, Project Director, Project Renaissance, U.S.A.
Cora Robinson, Proprietor, Create Express Ltd., U.K.
Angus H.J. Donald, Trainer, Project Renaissance, U.K.
Beyond Einstein and Socrates: 21st Century Methods of Creative Problem Solving
- 15.00 Discussion
- 15.30 - 16.00 Coffee Break

DAY ONE - PANEL SESSION TWO/A - 16.00 - 17.00

Venue: Erin Serracino Inglott Hall

CREATIVITY IN EDUCATION

- 16.00 Shameen Rafik-Galea & Jasvir Kaur K. Amar Singh
Department of Foreign Languages, University of Putra, Malaysia
Creative Thinking in the Written Classroom
- 16.25 Brian Boyd, Reader in Education, University of Strathclyde/Tapestry, Scotland
Caught in the Headlights:
Seeking Permission to be Creative within the Scottish Educational System
- 16.50 Discussion
- 17.00 END OF DAY ONE

DAY ONE - PANEL SESSION TWO - 16.00 - 17.00

PANEL SESSION TWO/B

Venue: Francis Ebejer Hall

ORGANISATIONAL CREATIVITY

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|-------|---|
| 16.00 | Igor Gazdik
Consultant, Sweden
<i>Formalising the Creative Effort (Part III): How Far can We See?</i> |
| 16.25 | Kaye Remington
University of Technology Sydney, Australia
Gillian Ragsdell
University of Paisley, Scotland
Elyssebeth Leigh
University of Technology Sydney, Australia
<i>Designing Courses for Tomorrow's Project Managers:
A Case Study from the University of Technology, Sydney</i> |
| 16.50 | Discussion |
| 17.00 | END OF DAY ONE |

DAY ONE - PANEL SESSION TWO - 16.00 - 17.00

PANEL SESSION TWO/C

Venue: Sala Giovanni Curmi, Room 216

CREATIVITY AND COMMUNICATION

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| 16.00 | Sverrir Björnsson
Creative Director, The White House Advertising Agency, Iceland
<i>Visuals as a Stimulant to Generate New Ideas</i> |
| 16.25 | William G. Watson
Vice President, Communication Incorporated, Alberta, Canada
<i>Communicator or Garbage Man?</i>
<i>Reflections on Designing Future Possibilities</i>
<i>to make Public Relations more Relevant</i> |
| 16.50 | Discussion |
| 17.00 | END OF DAY ONE |

DAY TWO - WORKSHOP SESSIONS - 09.00 - 10.00

- A Venue: Erin Serracino Inglott Hall
Kevin Fisher
Consultant, The *pi*-lateral partnership, U.K.
From: The Real World of Vision Statements (and now Passion statements!)
To: The Very Real World of ... The People's Republic of Britney Spears
- B Venue: Francis Ebejer Hall
Mandira Sarkar and Jo-Ann Wilkinson
Advantage West Midlands, U.K.
Workshop: Foresight in Business – The Need for a Creative Approach
- C Venue: Sala Giovanni Curmi, Room 216
Jiri Scherer
Consultant, MCI Group SA, Zurich, Switzerland
Workshop: IdeaBox - The Creative Toolkit
- D Venue: Sala Carmelo Pace, Room 217
John Varney
Founder and Chief Executive, Centre for Management Creativity, U.K.
Using Visual Methodology to Encourage Creativity in Management, Community and Education

DAY TWO PARALLEL SESSIONS - 10.00 - 10.30

- A** Venue: Erin Serracino Inglott Hall
Anne McQueen, Lecturer, School of Health, University of Edinburgh, Scotland
Alan Beard, Civil Engineer Programme, School of the Built Environment,
Heriot-Watt University, Edinburgh, Scotland
A Creative Approach to Assessing Proposals
- B** Venue: Francis Ebejer Hall
Sunil Gupta, Master Trainer, Edward de Bono Methods, IDEAS, Oman
Islam and Creativity: A Treatise on the Teachings of Islam and Creativity
- C** Venue: Sala Giovanni Curmi, Room 216
Gordon Pace, Jennifer Harper and Sharon De Marco
eFORSEE, Malta Council for Science and Technology, Malta
Exploring Knowledgeable Futures in Malta 2020
- D** Venue: Sala Carmelo Pace, Room 217
Joseph R. Pace, Lawyer, Consultant, de Bono Certified Trainer, Malta
The Importance of Values in the Theory and Practice of de Bono Thinking

10.30 - 11.00 Coffee Break

DAY TWO - PANEL SESSION THREE/A - 13.30 - 14.30

Venue: Erin Serracino Inglott Hall

LIFE HISTORY; MENTAL HEALTH

- 13.30 Andrew Azzopardi, Ph.D. Candidate, University of Sheffield,
Consultant, Inclusive Education and Disability, Malta
Dan Goodley, Reader, Applied Disability Studies, U.K.
Using Narrative in Educational Research
- 14.00 Joseph Busuttill
Manager, Occupational Therapy Services, Department of Health, Malta
Creativity and Mental Health
- 14.30 - 15.00 Coffee Break

DAY TWO - PANEL SESSION THREE/B - 13.30 - 14.30

Venue: Francis Ebejer Hall

CREATIVITY AND SMEs

- 13.30 Sandra M. Dingli
Director and Lecturer, The Edward de Bono Institute, University of Malta, Malta
Reflections on the Creative Climate
- 14.00 Meg Heyworth, Owner/Manager, Solutionsadmin, U.K.
A New Framework for a SME Working Life
- 14.30 - 15.00 Coffee Break

DAY TWO - PANEL SESSION THREE/C - 13.30 - 14.30

Venue: Room 216

CREATIVITY PERSPECTIVES

- 13.30 Carlos Vallejo, Manager, Teis, Spain
Positive Thinking
- 14.00 Helen Puvovarova, Psychology Teacher, Ukraine
The Problem of Creative Thinking in Ukraine

DAY TWO - PANEL SESSION FOUR - 15.00 - 16.00

Venue: Erin Serracino Inglott Hall

PROBLEM SOLVING

- 15.00 John Scott
Head, Management Systems Department, University of Waikato, New Zealand
Is There a Diagram for every Problem-Solving Purpose?
- 15.25 Arthur Hughes
Department of Computer Science, Trinity College, University of Dublin, Ireland
Paul Hughes, Batteries Included, The Hague, Netherlands
Polya and de Bono: A Comparative Study in Problem Solving Heuristics
- 15.50 Discussion

DAY TWO - PANEL SESSION FOUR - 15.00 - 16.00

PANEL SESSION FOUR/B

Venue: Francis Ebejer Hall

CREATIVITY IN EDUCATION

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|-------|---|
| 15.00 | Giuseppe Tidona
High School Teacher, Sicily
<i>Thinking and Learning</i> |
| 15.25 | Leslie Ann Crawford
Lecturer, Ritsumeikan Asia Pacific University, Japan
<i>Peace and Creativity in the Classroom</i> |
| 15.50 | Discussion |
| 16.00 | End of Panel Session Four/B |

DAY TWO - PANEL SESSION FOUR - 15.00 - 16.00

PANEL SESSION FOUR/C

Venue: Sala Giovanni Curmi Room 216

CREATIVE METHODS

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| 15.00 | Timothy P. Schweizer
Certified Trainer, Six Thinking Hats and Lateral Thinking, Professor of Management
Luther College, Iowa, U.S.A.
<i>Teaching Thinking, Creativity and Systematic Innovation:
Using the Edward de Bono Thinking Tools and TRIZ</i> |
| 15.25 | Batool Sadat Haerian
High School Biology Teacher, Teheran, Iran
<i>The Effects of the Six Thinking Hats on Effective Learning in Biology</i> |
| 15.50 | Discussion |
| 16.00 | End of Panel Session Four/C |