

SEMINAR PROGRAMME

23 - 25 June 2004

Erin Serracino Inglott Hall
University of Malta - Msida, Malta



THE EDWARD DE BONO SEMINAR 2004

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

UNIVERSITY OF MALTA



Professor Edward de Bono

Professor Edward de Bono graduated in medicine from the Royal University of Malta. He is renowned for having invented Lateral Thinking, which is concerned with changing concepts and perceptions. Edward de Bono is regarded by many as the leading authority in the field of creative thinking as a skill. He is equally renowned for his development of the Six Thinking Hats technique and the Direct Attention Thinking Tools. Thinking, according to Professor de Bono, is an operating skill with which intelligence acts upon experience.

Professor de Bono is author of 68 books which have been translated into over 38 languages. There are over 4,000,000 references to his work on the Internet. A planet has been named after him by the official International Astronomical Union. He has lectured in 57 countries. His instruction in thinking has been sought by governments and corporations such as IBM, Du Pont, Shell, Exxon, NTT, Ericsson, Motorola, Prudential and Microsoft. The appeal of Professor de Bono's work is its simplicity and practicality. It can be used by four-year-olds and by senior executives, by Down syndrome youngsters and Nobel laureates.

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

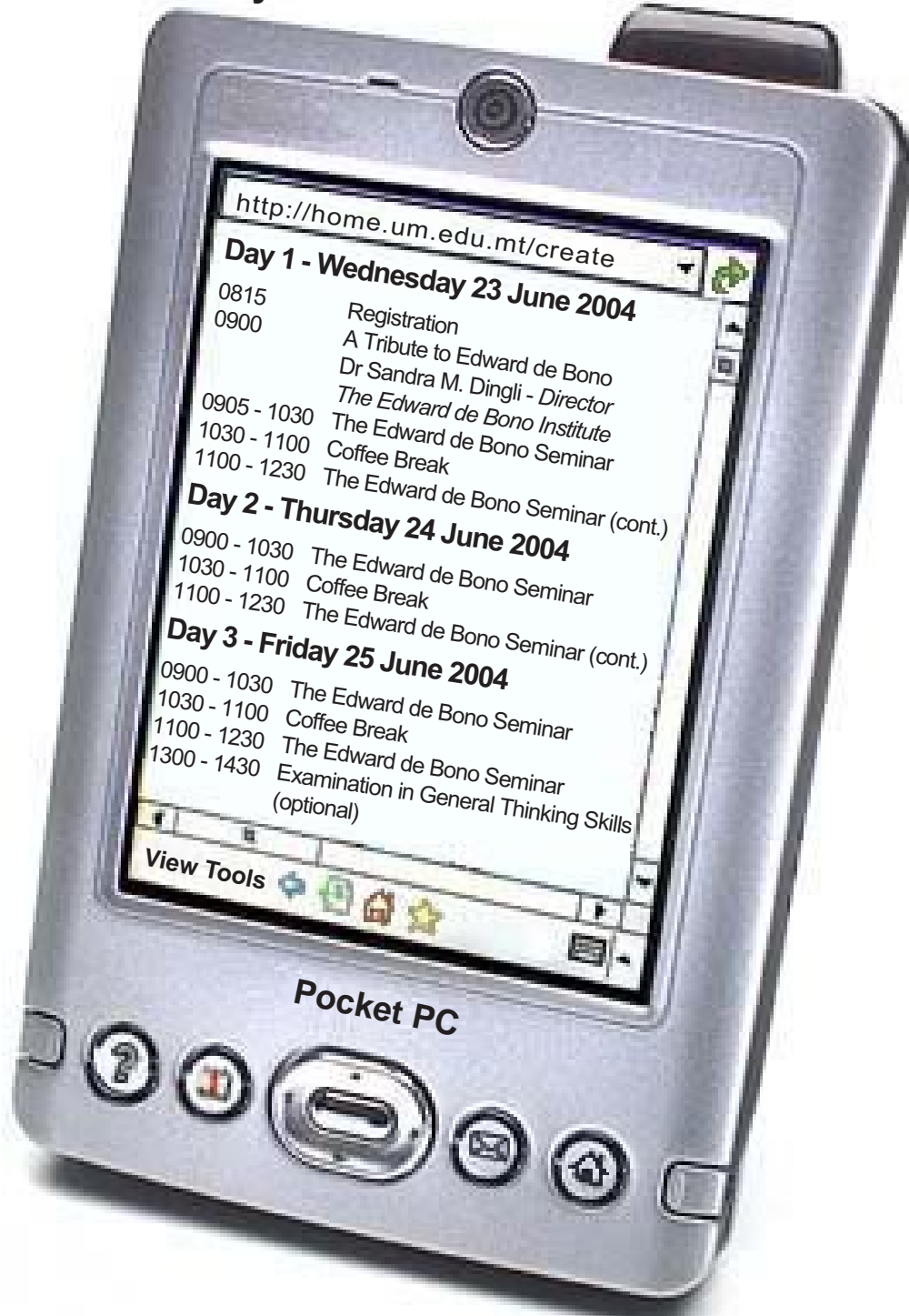
The University of Malta introduced Edward de Bono's methodologies as a subject on an interdisciplinary basis within various faculties in October 1992. This forms part of The Edward de Bono Programme for the Design and Development of Thinking which was established in collaboration with Professor Edward de Bono of Lateral Thinking fame.

The programme became an Institute in September 2002. It aims to generate discussion on Creative Thinking, Thinking Skills and the Direct Teaching of Thinking. Amongst other activities, the Institute organises regular international conferences and seminars. Four books with selected conference proceedings have been published. The Institute is involved in a number of educational initiatives in Malta including the Thinking Skills programme in state primary and secondary schools and Futurechild. The Institute has launched a new Master of Arts in Creativity and Innovation which will commence in October 2004.

THE EDWARD DE BONO INSTITUTE FOR THE DESIGN AND DEVELOPMENT OF THINKING
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The Edward de Bono Seminar 2004 conducted by Professor Edward de Bono



Would you like to test your potential for Creativity?
Registrations for the *Examination in General Thinking Skills* will be accepted
until Thursday 24 June up to 1300hrs.

A sample exam paper is available at:
<http://home.um.edu.mt/create/samplepaper.html>
Successful participants will receive a certificate from
the University of Malta, signed by Edward de Bono.
Examination registration fee: Lm25

Invitation to a Reception

The Terrace, St James Centre for Creativity, Valletta
Monday 21 June 2004 from 2030hrs - 2230hrs
Invitations are valid for two persons

Participants are kindly requested to be punctual at all times in order to obtain maximum benefit from the Seminar