

# innovation.mfg.de, April 2011

http://innovation.mfg.de/en/events/incredibleurope-2011-1.4380

## IncredibleEurope 2011 Conference

IncredibleEurope is the first bottom-up value-changer in and for Europe. It focuses on creative, innovative & entrepreneurial changemakers and the future they influence. It is more than an event, it's a movement that empowers people in Europe.

### Training & Education / Technology Transfer

Event Date	Target Group
Begins: 2011-06-08 15:00	Creative, innovative & entrepreneurial changemakers
Ends: 2011-06-10 14:00	

### Organiser

BRANDWORK GmbH

### Event Location

Wednesday, 8 June 2011:

Br:

Thursday, 9 June 2011:  
Kursalon Vienna  
Johannesgasse 33  
1010 Vienna

Friday, 10 June 2011

BRAND  
Stubenring 1  
1010 Vienna

### Show map

All the IncredibleEurope Summit members of the IncredibleEurope network jointly work on the elaboration of Europe's shared, sustainable future and specific actions for the following year. The **Summit 2011 will take place June 8-10 in Vienna** and gathers some of the most influential & incredible changemakers of today and tomorrow. It has been supported by world-renowned guest speakers like design legend Luigi Colani, creative maverick Edward de Bono, WEF Young Global Leader Cameron Sinclair, violin virtuoso Misha Popskoff, US star designer Mike He, and many more... Since its start in 2008 in Vienna, IncredibleEurope has expanded throughout Europe and developed into an influential incredible network.

Influence your future, become a member of the IncredibleEurope network, get involved in the Summit 2011 preparations and register now!

### Programme

Agenda 2011 (preliminary)

#### Wednesday, 8 June 2011

15:00 - 18:00 **International Business Angelbus Meeting (by invitation only)**

19:00 **VP dinner (by invitation only)**

#### Thursday, 9 June 2011

09:00 **Registration & welcome**

**Press conference**

10:00 **Official opening**  
SELMA PROČANOVIC (CEO Brainwork, President IncredibleEurope, Austria)

#### 'The Influence of ONE Individual'

10:15 **Impatiotional keynote**  
JEAN OELWANG (CEO Virgin Unite, Advisory Board The Elders, Great Britain)

10:45 **Act & co-create (interactive session)**  
You and your influence

11:45 **Innovation pill**

12:00 **Lunch**

#### 'The Influence of ONE Europe'

13:30 **DESIGN VS. SCIENCE**  
SACHA LAJOIC (Designer, Luxembourg)  
JOSEF PERNER (Scientific Director, Institute for Molecular Biotechnology, Austria)

14:15 **Act & co-create (interactive session)**  
Europe and its Incredible USPs

15:15 **Innovation pill**

15:30 **Creative break** by Playmakers Ltd.

16:00 **ONE VS. MANY/FINANCING**

16:20 **Act & co-create (interactive session)**  
Ideas or money

17:20 **Innovation pill**

17:35 **End of Incredible day 1**

#### Evening reception

19:00 **Concert**  
NO PROBLEM ORCHESTRA (Austria)

19:20 **Brainwork "Make a difference" Awards ceremony**  
celebrating outstanding individuals who invest their unique talent, creativity, ideas and visions for encouraging others to make a difference  
MIRKO LJIC (CEO Mikro Itc Corp., USA)  
SELMA PROČANOVIC (CEO Brainwork, Initiator MAD-Awards, Austria)

20:00 **Chillout with DJ**

22:00 **Incredible party**

#### Friday, 10 June 2011

09:00 **Registration**

09:30 **Welcome**

09:40 **Open bar camp sessions** moderated by  
JILLIAN DE BEER (CEO de Beer Communications, New Zealand)  
ADRIJANER (CEO Juridance, The Netherlands)  
GERTRAUD LEIMOLLER (Chairwoman, Creative Industries, Austria)

11:00 **Break**

11:30 **Workshop: Towards Incredible age 2040**  
JOHN GRIFITHS (CEO Planning Above and Beyond, Great Britain)

12:30 **Final round with the Incredible Think&Act Task**

**Moderation** by MARTINA OLEISENEBER (CEO International Business Speakers, Austria)

### Registration

Buy your ticket for the IE Summit 2011:  
[http://www.incredibleurope.com/register\\_2011.php](http://www.incredibleurope.com/register_2011.php)

### Admission Fee

A standard ticket costs € 960,- (incl. VAT)



BRAINSWORK