

Presents an exciting opportunity in East Anglia  
to hear the world-renowned expert on  
**INNOVATION AND CREATIVITY**

## **SIR KEN ROBINSON**

CREATIVITY: THE KEY TO OUR FUTURE

Your chance to listen and to question Sir Ken Robinson

**18<sup>th</sup> NOVEMBER 2010**

Morning (09.15 to 12.00)

or Afternoon (13.45 – 16.30)

### **VENUE**

The Norwich BioScience Institutes  
Colney, Norwich NR4 7UA

*'A truly mind-opening analysis of why we don't get the  
best out of people at a time of punishing change.'*

**DIRECTOR MAGAZINE**

*'He left the whole of York buzzing with excitement  
and recalling things he had said (it's a bit like Python  
fans recalling the dead parrot sketch). Sir Ken's  
lecture was quite brilliant and he has done a huge  
amount to lift morale and make everybody feel  
enthused again about education whether they are  
teachers, head teachers or advisers.'*

**CITY OF YORK ANNUAL LECTURE, UK**

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