

# GUEST LECTURE



Associate Professor (Dr) Peter Ling, Deputy Dean (International) in the School of Media and Communication at RMIT University in Melbourne, will give a lecture on "Accelerating Innovation Through Team Creativity" on:

- Tuesday, 15 August 2017 at 1.30 pm at IALF Jakarta
- Friday, 18 August 2017 at 2.00 pm at IALF Denpasar

All graduates of Australian tertiary institutions from Indonesia who are interested in attending this event, please RSVP by Monday, 14 August 2017 to:

- [Registration link for the guest lecture in Jakarta](#)
- [Registration link for the guest lecture in Denpasar](#)

## Overview

Whether you work in a private, public or non-profit organisation, you can accelerate innovation in your team through four "creativity catalysts" – modelling innovators, immersing in an innovation culture, growing collaboratively and netting diverse ideas. This framework is the outcome of industry practice and research into adult creativity, together with analysis of global best practices of innovative people, companies and countries.

In this lecture, you will learn about:

- The thinking patterns of Leonardo da Vinci, Steve Jobs and Lee Kuan Yew
- The practices of world-leading innovators such as Apple, Google, 3M, Amazon, Procter & Gamble, Switzerland and Singapore
- The collective growth strategies of innovative organisations



Associate Professor (Dr) Peter Ling is Deputy Dean (International) in the School of Media and Communication at RMIT University in Melbourne, Australia. Peter's industry career included journalism, public relations, retail advertising, advertising agency management, marketing communication consultancy and team creativity facilitation.

He has worked in Singapore, Taipei, Perth and Melbourne, with working attachments in Young & Rubicam Advertising New York and Lintas Advertising Sydney.

In Singapore, Peter was Treasurer of the Institute of Public Relations of Singapore in 1976, Chairman of the Public Relations Sub-Committee of the 12th Asian Advertising Congress in 1980 and President of the Association of Advertising Agents Singapore 1989-1991.

In Taipei, he wrote two weekly newspaper columns on marketing and personal effectiveness for The China Post while with Lintas Taiwan and published selected articles into two books.

In Perth, his doctorate on accelerated adult team creativity at the University of Western Australia won the Fogarty Prize for best thesis; he taught advertising, consumer behaviour, creative thinking and marketing communication at Edith Cowan University between 2004-2010; and supervised a team that emerged as Asia Pacific winners in the Google Online Marketing Challenge 2010.

In Melbourne, Peter is author of *Be the Innovators: How to accelerate team creativity* and lead author of *Consumer Behaviour in Action*, both published by Oxford University Press (OUP). He is co-authoring a third book for OUP on integrated marketing communication.

**Tuesday 15 August 2017**  
1.30 pm-3.30 pm

IALF Auditorium,  
Jakarta Plaza Kuningan  
3rd Floor, Menara  
Selatan  
Jl. HR. Rasuna Said  
Kav C 11-14  
Karet Setiabudi  
Jakarta 12940

**Friday 18 August 2017**  
2.00 pm-4.00 pm

IALF Auditorium,  
Denpasar  
Jalan Raya Sesetan 190  
Denpasar 80223