



# CREATIVITY AND TALENT IN AN URBAN ENVIRONMENT

Second annual members meeting for International Regions Benchmarking Consortium

11 November to 13 November, 2009

Barcelona, Spain

SAVE THE DATE!

## ***Creativity and talent in an urban environment:***

Both analysts and policy-makers agree nowadays that creativity is one of the main drivers of the economic development of urban areas. Creativity is essential for cultural industries, companies, education and community development. One of the key elements in order to achieve a creative atmosphere is the generation, attraction and retention of talent. At the same time, both creativity and talent concentrate with special intensity in metropolitan areas and the urban model strongly influences the interaction between economic activities, citizens and the environment. Thus, cities have a very significant role to play in the development of creativity and talent, as well as in the public sector response to the current crisis.

## ***Who May Attend:***

This meeting is for members and invited guests of the International Regions Benchmarking Consortium. Approximately 100 people from the 10 member regions and other observer regions are invited to attend, including mayors, business leaders, university presidents and administrators, and other community leaders.

## ***Conference Topics:***

- Creativity and industry / Creativity policies.
- Talent attraction and integration strategies / Managing the new generations of talent.
- City benchmarking on creativity and talent.
- Local response to the global economy crisis.

## ***Parallel visits (to be confirmed):***

- Barcelona Design tour
- 22@ innovative district: Barcelona Media Park & Biomedical Research Park

## ***Cost:***

Attendees pay for travel, hotel and a nominal conference fee that will cover conference materials and most meals.

- Conference fee: approx. 250€
- Accommodation: Hotel Catalonia Plaza, 110€ (classic room with breakfast) and other hotels pending to final confirmation.

## ***Reservation:***

- Online registration to the conference and room reservation will be available in the next weeks at the conference website that will be notified.

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***The International Regions Benchmarking Consortium*** is a network of sophisticated city-centred metropolitan areas that have found it mutually beneficial to compare themselves to each other using a common set of economic and social data points and to learn from each others' best practices and challenges.

***Consortium Member Regions:*** Barcelona (Spain); Daejeon (South Korea); Dublin (Ireland); Fukuoka (Japan); Helsinki (Finland); Melbourne (Australia); Munich (Germany); Seattle (USA); Stockholm (Sweden); Vancouver (Canada).

Presented by:



Ajuntament de Barcelona



With the support of The Trade Development Alliance of Greater Seattle & the Puget Sound Regional Council