

# Conference Update

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Experienced European creativity conference attendees will no doubt have been aware that December 1991 saw the *Third European Conference on Creativity & Innovation*, held at the Hotel Oranje, Noordwijk, The Netherlands. The conference was organised on behalf of the Network of Creativity Practitioners in Europe by the Periscope group (Patrick Colemont, Per Grøholt, Tudor Rickards & Hans Smeeke), managed by Patrick Colemont, and hosted the Innovation Consulting Group which is part of the Netherlands Organisation for Applied Scientific Research TNO. One hundred and fifty participants from seventeen countries attended, and the conference theme – Quality Breakthroughs – reflected the organisers' concern to emphasise the need for value and relevance in personal and organisational creativity and innovation, as well as novelty.

A noticeable trend since the first conference in 1987 (also hosted by TNO at the same venue) has been the increasing emphasis on the importance of organisational structure and

design that will enhance and stimulate individual and group creativity. One of the refreshing aspects of the Noordwijk Conferences has always been the cross-fertilisation of ideas and concept between disciplines. At this conference, presentations about creativity in television production, a structured new-product exercise in a UK bank and the use of personal 'visioning' techniques, served to suggest links between areas of personal and organisational creativity and innovation.

It has been decided that the next conference will take place outside the Netherlands – at the moment, Spain, Germany and the UK are possible venues for 1993. Succeeding conferences will find it a challenge to follow the excellent support provided by the TNO team, including Brigitta Akerboom, Patrick Colemont, Pauline Flippis and their many enthusiastic helpers, plus the additional help provided by the American Prism group, who are organising the International Conference on Creativity & Innovation, to be held in Greensboro, North Carolina, in September. (Details are given in this issue of *Creativity and Innovation Management*.)

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