FOR IMMEDIATE RELEASE
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4th COCAbiz Business Creativity Conference

SPARK 2015
Wednesday, September 2, 2015

(ST. LOUIS, MO) – St. Louis’ premiere business creativity conference, SPARK, hosted by COCAbiz, is set for September 2, 2015. Featuring game-changing presenters such as keynote presenter John Maeda, one of Esquire’s 75 most influential people of the 21st century, what sets SPARK apart is the mix of hands-on arts activities paired with business strategy.

A morning address from corporate change agent Sharon Price John, CEO of Build-A-Bear Workshop, will be followed by bizLABS focused on improving leadership, collaboration and communication. A roster of innovative local business leaders will join afternoon sessions featuring interactive discussions on what it takes to make adaptive changes in real organizations.

Joining us for the afternoon bizFORUMS:

• Robin Carnahan (Senior Advisor, Albright Stonebridge)
• Khalia Collier (Owner, St. Louis Surge)
• Tim Eby (General Manager, St. Louis Public Radio)
• Eliot Frick (Founder & CEO, bigwidesky)
• Kelly Hamilton (Editor-in-Chief, ALIVE Magazine)
• Marie-Helene Bernard (President & CEO, St. Louis Symphony)
• Tim Noonan (VP of Training Systems & Government Services, Boeing)
• Aaron Perlut (Founder, Elasticity)
• Donn Rubin (President & CEO, BioSTL)
• Felicia Shaw (Executive Director, Regional Arts Commission)
• Shannon Sock (Executive Vice President, Strategy/Chief Financial Officer)
• Randy Vines (Co-Creator, STLstyle.com)
• Scott Welz (Director of Innovation, Wells Fargo Advisors)

WHAT: SPARK 2015: COCAbiz Creativity Conference
WHERE: COCA, 524 Trinity Avenue, St. Louis, MO 63130
WHEN: Wednesday, September 2, 2015
PHOTO OPPORTUNITIES: 8:15AM: Morning Address with Sharon Price John

10:00AM: COCA bizLABS (teaching artists paired with business strategists and visiting teams)
• Brainstorms, Collaboration and Musical Improvisation
• Collaborative Design
• Salsa Rueda
• Effective Communication and Simple Choreography

1:15PM: STL bizFORUMS – What does it mean to be forward-thinking in the 21st century?
• Business Unusual: Disruptive Innovation
• Lateral Thinking: Applying Innovation Transfer
• Visionary Leadership: Empowering Innovative Change
• Organized Chaos: Mix Up the Metrics
• Collective Creativity: St. Louis Re-Imagined
4:00PM: John Maeda Keynote: Designing Leadership

5:30PM: Closing Reception and Book Signing

WHY: Innovative business culture requires a team of creative doers. Those who embrace risk. Those who seek change. If people are a company’s greatest asset, how employees are empowered to transform the company is the greatest opportunity. At SPARK, keynote addresses are interposed with hands-on arts experiences and dynamic conversations led by teaching artists paired with business strategists. Unique learning opportunities, mingled with distinctive networking events, and insights from local leaders make this the perfect conference for teams and individuals ready to enhance their creative abilities.

TICKETS: www.cocabiz.com/spark-conference, $395 for a full-day conference registration

PHOTOS: High-resolution photos available (after the event) upon request. High-resolution photos of speakers available. Email Kelly Moffitt, kmoffitt@cocastl.org, with requests.


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ABOUT COCAbiz
COCAbiz is the business training division of COCA, a national leader in arts-based education. Offering programs for both individuals and corporate teams, COCAbiz helps people build their confidence, shift their professional outlook, and create corporate cultures that embrace creative problem solving, innovative thinking, and more dynamic leadership.

COCAbiz programs take on different formats - custom training, workshops, talks, conferences, and special events - but they all bring thoughtful, social, and curious individuals together in an intelligent and engaging atmosphere. Some present big picture insights while other enhance specific professional and technical skills.

ABOUT COCA
COCA-Center of Creative Arts is a non-profit community arts center with a mission to enrich lives and build community through the arts. COCA connects our community to the arts through programs that emphasize social and artistic diversity, economic and cultural accessibility, hands-on experience of the artistic process, and the highest quality in our faculty. Founded in 1986, COCA is a national leader in innovative community arts education. COCA annually serves more than 50,000 area residents of all ages through multidisciplinary, multi-cultural arts programs that include educational classes, camps and workshops, both on-site and in community venues; COCAbiz; COCAedu; COCA Presents; and exhibitions of contemporary art in the Millstone Gallery.