

#IFS2015: 100 Ideas for the Next 100 Years

The Festival

The 21inc Ideas Festival is one of Canada's most inspiring, challenging and stimulating forums. Occurring only once every two years, it is where Atlantic Canada's emerging leaders gather with their peers and the region's established business leaders, entrepreneurs, innovators, artists, educators, policy makers and designers, to engage in the ideas shaping our future, and equip themselves with the knowledge and networks to transcend our biggest challenges. Our third edition will take place from November 4 to the 6 at the Confederation Centre for the arts in Charlottetown, Prince Edward Island with the theme "100 ideas for the next 100 years".

Leadership in the 21st Century is changing. The challenge placed on leaders is not to react to change but to innovate and drive change. In order to do this we need to develop the forums where people from all sectors, and especially our leaders of tomorrow, will be ready and able to make decisions that will bring about thriving organizations and communities in Atlantic Canada in the 21st Century.

Why a Festival?

Because ideas are currency in the 21st Century. We live in a moment of profound change and innovation. If we do not continue to learn, collaborate, and apply new ideas, we will not reach our full potential. The 21inc Ideas Festival is an aspiring inter-generational dialogue that catalyzes the creative process.

"People are Atlantic Canada's best resource. They are our oil wells and gold mines. 21 inc's innovative program is the investment we need to bring important economic and social returns."

-Frank McKenna, Deputy Chair, TD Bank Group



Festival Programming

Big Ticket Sessions – We'll pack the house for content rich discussions with leadership from Atlantic Canada.

The Next 100 Years for Atlantic Canada	A star studded plenary presentation will discuss the economic potential for Atlantic Canada over the next 100 years. What unique competitive advantages do we have as a region? What is holding us back from achieving our economic potential? What are the next steps we need to act on to enable us to be relevant in an increasingly global marketplace?
Premier's Panel on Regional Cooperation	This exclusive panel will explore areas for increased collaboration and a targeted discussion on exploitation of regional strengths of Atlantic Canada that must be targeted over the next 100 years and the political opportunities and barriers that exist to pursuing them boldly.

Feature Events – High energy, interactive marquee events aimed at creating lasting relationships and action towards big ideas.

21 Inc. Ideas Hive	The Mack Theater on University & Grafton will be buzzing with energy and ideas all day and night as we transform it into the 21 Inc. Ideas Hive – a place to facilitate innovative thinking, bring together people's ideas and resources to make Atlantic Canada and the world a better place. Over the course of the Ideas Festival, we'll be hacking on the 100 Ideas for the next 100 Years to make them, bigger, better, and bolder.
Festival Opening Ceremony ft. Atlantic Ballet, Futurist Trevor Haldenby and change expert, Merv Symes	We'll set the tone for imaginative thinking with a performance by the Atlantic Ballet of Canada, one of Canada's leading futurists Trevor Haldenby will get attendees thinking about the next 100 years, and Merv Symes of Symplicity Designs will provide participants with the tools they need to operationalize big thinking.
Idea Collider Party	What's your big idea? This is the place to share it with over 200 of the region's leading thinkers. We'll be taking over the PEI Brewing Company's headquarters for an interactive night of building momentum around the ideas that will shape our region for years to come. This event is not to be missed.
Lunch with the Murphy Family	For the first time in history, we'll gather three generations of PEI's entrepreneurial Murphy family on stage at the same time to family to share their success story and lessons learned along the way. Not to be missed if you'd like to learn from the best in family business.

Panel Workshop Sessions – We'll pack the house for content rich discussions with leaders from across the world.

Leadership: How will we lead in the future?	Wicked problems don't care what department or sector they reside in. In a world that is increasingly complex, leadership that is siloed by sectors and demographics faces increasing challenges to its effectiveness. On this panel, we'll explore what leadership will look like in the future in a world where anything is measurable, barriers to sharing ideas and opinions widely are shrinking by the moment, and the ability to mobilize is less than 140 characters away.
Design with Youth in Mind: Is Atlantic Canada missing the boat?	Atlantic Canada is home to some of Canada's brightest and biggest thinkers in the areas of creative urban/town/village development, yet, it could be argued that most of our cities/villages/towns/main streets are not being designed or thought about in terms of their power to attract and keep people here - and support creativity in our region. With conversations on retention of youth top and mind, are we missing the boat on a bigger conversation about places? Our All-Star 21 Inc Network Panel weighs in.
Power Play: Exploring Energy Game Changers for the Region	It is quite conceivable that, based on current levels of production and consumption, our planet will run out of oil in the next 100 years. This presents problem and opportunity. We'll provide a platform for debate and discovery on innovation in the energy sector, and what unique strategic advantages Atlantic Canada has in the sector that can be leveraged on a world stage.
Atlantic Canada's Urban Rural/ Advantage	The Georgetown Conference tackled it. It was the driving force behind the Ivany Commission. All four Atlantic Provinces are dealing with developing and leveraging symbiotic relationships between rural and urban communities. This panel will shine the light on rural communities leading the way, and open a conversation on how to better exploit relationships between rural and urban communities into the future.
Higher Ed: A long view on the Education System	Education as we know it will look considerably different a century from now. Will disruptive technology render traditional bricks and mortar approaches to education obsolete? What core skills will be important for the education and workforce of the future? What roles will our traditional institutions play? Our panelists will weigh in on the trends and game changers that they expect will shape the future of education in our region and beyond.
Visionary Municipalities	Municipalities have arguably never faced so many complex challenges, but arguably, have never been more creative at rising to tackling them in unconventional ways. This panel will dig into leading thinking on municipalities and the role they will play over the next 100 years.