



Results through KM
知識管理 成功之道

知識管理發展中心有限公司

Knowledge Management Development Centre Limited

Experience Sharing of Applying “Thinkertoys” for Knowledge Creation

Content: “[Thinkertoys] will change the way you think” *Wall Street Journal*

While there are dozens of tools and applications available in today’s market to capture, screen and store knowledge, it is a common belief among the KM community that Knowledge Creation is somehow by chance. The reality is that Knowledge Creation is a planned process. Thousands of award winning advertisements / products / patents do have common logics, underlying structures, patterns and templates. Based on these underlying structures, tools and “toys” have been developed to assist engineers, marketers, product designers and business executives to come up with innovative and promising breakthroughs.

Developed by the world’s most respected creativity expert, **Mr. Michael Michalko**, this briefing covers several of the 30+ practical, proven and powerful idea-generating “**Thinkertoys**” for those who see the value of innovation in today’s business world. Michael is a full time innovation consultant who has led a team of NATO intelligence specialists and academics researching; collecting and categorizing all known inventive-thinking methods. He also facilitates think tanks for Fortune 500 corporations such as DuPont, Xerox, Kellogg’s, General Electric, Kodak, Microsoft, Exxon, General Motors, Ford, USA, AT&T, Wal-Mart, Hallmark and Gillette. Michael is the author of **Thinkertoys, Cracking Creativity** and the designer of the creativity card deck **Thinkpak**.

Speakers: **Mr. Kelvin FUNG**, Executive Director of LMI Academy, is one of the region’s most respected innovation consultants who applies structured approaches to assist his clients to come up with innovative products and services. His experiences in KM include the design, development and deployment of two of the region’s most sophisticated eLearning portals.

As a management consultant, Mr. Fung has worked with Fortune 500 companies and reputable organizations such as Cathay Pacific, Hutchison Whampoa, China Light and Power, Hong Kong Electric Company, The Hong Kong Jockey Club, Hong Kong Convention and Exhibition Centre, Hong Kong Trade Development Council, LexisNexis, PricewaterhouseCoopers, Rubbermaid, Avery Dennison, Kingfisher, The Walt Disney Company, GlaxoSmithKline, Liz Claiborne, CSX World Terminals and many other government offices, non-profit making organizations and universities.

Language: Cantonese supplementary with English Terms

Date/Time: 24th February 2005 (Thursday) 7:00pm – 8:30pm

Venue: Conf. Room 6, Tech Centre, 72 Tat Chee Avenue, Kowloon Tong, KOWLOON

Registration Fee:	KMDC Corporate Member:	Free
	KMDC Member:	HK\$50.00
	Any person come with the Member (Limit to one per KMDC member)	HK\$50.00
	Non KMDC Member:	HK\$100.00

If register as a member at the same time, event fee will be waived

****Light refreshment will served****

Registration & Enquiry:

1. Maximum number of participants for the event is restricted to 50. In the event of over-registration, priority will be given to members of the KMDC.
2. In the event that the black rainstorm or typhoon signal no. 8 is hoisted, the event will be postponed. No refund will be entertained except in these circumstances.
3. Please send by mail the completed Application Form together with the cheque (payable to **Knowledge Management Development Centre Limited**) to: -
The Secretary, KMDC Ltd.
Room 505, 5/F, Far East Consortium Building, 121 Des Voeux Road Central, HK SAR
4. Applicants are required to pay Registration Fee at the time of application.
5. **Advance registration by email and fax is acceptable.** However, successful registration is subject to signed registration form and registration fee are received by the Centre.
6. For enquiry, please contact: -
Ms Grace LUNG
Tel: 852-8101-KMDC (5632) Fax: 852-8102-KMDC (5632)
E-mail: info@kmdc.org

Registration Form:

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Title	Name (Same as printed on HKID)		
	Surname	Given names in full	Name in Chinese
Hon. / Prof. / Dr. / Mr. / Mrs. / Miss / Ms.			
Contact	Business		Personal
E-mail			
Telephone			
Mobile			
Pager			

Company: _____ Position: _____

Address: _____

Fee: Free (KMDC Corporate member) Membership No: _____
 HK\$50 (KMDC member) Membership No: _____
 HK\$50 (non KMDC member) Membership No: _____
 HK\$100 (non KMDC member)

Cheque No.: _____ Bank: _____

Signature: _____ Date: _____

By signing the above, I acknowledge that neither Knowledge Management Development Centre Limited nor any other persons on connected directly or indirectly with this event is in any way responsible for any misfortune, accident, or virus infection of whatsoever nature which may befall me during the event and I hereby discharge any and all of the aforesaid from liability for such occurrences.

Knowledge Management Development Centre Limited

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Filename: Promotion KM Thinker Toys v5.doc
Directory: D:\Notebook\Ming Document\KMDC\Event_20050224_ThinkerToy
Template: C:\Documents and Settings\Ming\Application
Data\Microsoft\Templates\Normal.dot
Title:
Subject:
Author: MKTSE
Keywords:
Comments:
Creation Date: 1/31/2005 11:18 AM
Change Number: 5
Last Saved On: 1/31/2005 12:03 PM
Last Saved By: MK TSE
Total Editing Time: 12 Minutes
Last Printed On: 2/13/2005 9:58 PM
As of Last Complete Printing
Number of Pages: 2
Number of Words: 815 (approx.)
Number of Characters: 4,650 (approx.)