

## **C2 BRINGS HIGH-IMPACT NETWORKING AND MEANINGFUL PLAY TO THE MELBOURNE BUSINESS COMMUNITY**

(Melbourne, 1 December, 2017) Change and disruption were the hot topics at the C2 Melbourne Preview held today in an entirely reimagined space at the Melbourne Convention and Exhibition Centre. The showcase brought international thought leaders and C2 collaborative experiences to more than 300 leading executives, entrepreneurs and partners.

In his opening remarks, Martin Enault, Chief Operating Officer, C2 International and Executive Producer, C2 Melbourne, said: “We need to start looking at some of the base concepts of our society from new lenses.”

And that is exactly what the C2 Preview attendees experienced during the afternoon event. They were immersed in an environment that took them beyond their comfort zone and explored concepts of innovation. With the help of expert facilitators, they faced disruption head on and tapped into their own creativity. They took the time to share knowledge with each other, brainstorm in chairs suspended four metres in the air, hang out in a ball-filled pool and discuss the challenges of uncertainty while sitting in a cloud filled with dense fog.

The event included keynotes from international change-makers and thought leaders, including Uschi, Schreiber, Global Vice Chair – Markets and Chair of Global Accounts Committee, EY, and C2 International Chairman Jean-Francois Bouchard. True to the C2 brand, where creativity is threaded through the program from beginning to end, the Melbourne Symphony Orchestra played a newly composed work, alongside contemporary dancers.

Schreiber presented her views on how key issues dominating the public debate are profoundly impacting business. “People and businesses that easily prospered in the past might be challenged in today’s market,” said Schreiber. “They struggle to position for the future.”

Movember chose C2 Melbourne to wrap its annual campaign with a keynote speech from Owen Sharp, Global CEO of the Movember Foundation. He was joined on stage by Co-Founder and Creative Director Travis Garone who chose to have his moustache shaved live on stage in final celebration of hitting the organisation’s fundraising goals.

Minister for Innovation and the Digital Economy Philip Dalidakis closed off the event. He reiterated how the government and business need to tackle these changes head on. “Disruption is inevitable,” he said, “and it is important that the Victorian Government acknowledges these shifts in industry to make sure businesses are ready to prosper as the changes take place.”

The December 1 event was the first step on the road towards the inaugural three-day edition of C2 Melbourne on 17-19, October, 2018.

The 2018 event will welcome participants from Australia, across Asia Pacific and from multiple industries. The goal being to help them unlock their creativity and better face disruption and change.

Passes are now on sale: [www.c2melbourne.com](http://www.c2melbourne.com). Join the changemakers **@C2Melbourne #C2Preview**

**About C2**

Founded by Cirque du Soleil and Sid Lee in 2011, C2 brings together creativity and commerce to explore trends, opportunities, disruptions and major shifts on the horizon. C2 designs an out-of-this-world environment that serves as the perfect backdrop for reinvented collaborations. Participants from diverse industries and disciplines come out feeling re-energised and re-tooled to take on what's coming next. Visit [c2melbourne.com](http://c2melbourne.com) for news and updates about the 2018 edition, including location, key note speakers and program. Listen to some of C2's many experts and leaders in the brand new [C2 Podcast](#). C2 will host the first ever international event in Melbourne from 17-19 October, 2018.

### **About C2 Melbourne**

C2 Melbourne is created by C2 in collaboration with MCI, a world leader in business events. Government Partners are the Victoria State Government and The Melbourne Convention Bureau. Additional C2 Melbourne Partners from Day 1 include The Age, EY, Qantas, Committee for Melbourne, Riverlee, Movember Foundation and Phuel. Venue Partner is Melbourne Convention and Exhibition Centre.

#### **Media Contact**

Karen Eck  
Media Director for C2 Melbourne  
+61 438 532 569 [C2@eckfactor.com](mailto:C2@eckfactor.com)