



Conference
MELBOURNE
17—19 OCT 2018

What to expect from C2 Melbourne - 17-19 Oct 2018

Commerce + Creativity

C2 Melbourne is a three-day immersive event that encourages participants to explore trends, opportunities, disruptions and major shifts on the horizon. This one-of-a-kind conference was co-created by Cirque Du Soleil and award-winning creative agency Sid Lee. C2 Melbourne offers deeply experiential activities like Labs, Braindates, Masterclasses and Workshops. Harvard Business Review describes it as “a conference like no other”.

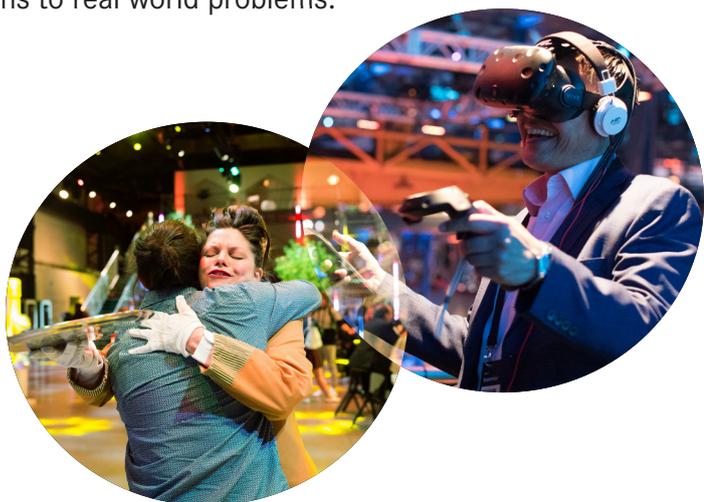
Learn more at www.c2melbourne.com

The Theme

C2 The 2018 theme for C2 Melbourne is **Transformative Collisions**. Participants will come together to forge meaningful cross-industry connections and find creative solutions to real world problems.

C2 is all about...

- Commerce + Creativity
- The power of imagination
- Embracing disruption and change
- Learning from other disciplines
- Challenging yourself, your beliefs and your biases
- Asking questions, unlocking creative answers
- Exploring new ways to do business



You can expect to...

- Gain insights into future trends, and how they will impact your industry or company
- Identify your organisation’s blind spots, and learn what to do about them
- Explore new ideas by exchanging with participants from a variety of industries and disciplines
- Meet your next business partners, mentors, and competitors
- Return to work with hands-on methods for finding creative solutions to business problems

JOIN THE CHANGEMAKERS
[@C2Melbourne](https://twitter.com/C2Melbourne) [#C2MELB18](https://twitter.com/C2MELB18)



Conference
MELBOURNE
17—19 OCT 2018

What are 'Labs'?

Labs take participants out of their comfort zones physically in the hope that, by putting their bodies in unusual situations, they will get out of their heads and discover new perspectives. Lab participants are given challenges to think about during (and after) their physically altered experience. The Labs are always linked to the C2 theme, Transformative Collisions, and nothing is too zany for us to try at least once.



What are 'Masterclasses' and 'Workshops'?

These are 90-minute collaborative experiences that allow participants to get into smaller groups and dig deeper into content. The Masterclasses and Workshops are conceived in collaboration with C2's partnering organisations and C2 speakers often lead the sessions and contribute their expertise in the field.



What are 'Braindates'?

Braindates are one of the most popular features of the C2 experience; they are targeted, one-on-one learning meetings arranged for participants. Before the event, you connect to the platform and list the topics you would like to share and learn about; you then browse other participants' suggested topics and schedule one-on-one meetings to share exchange ideas at the event. We have a Braindating Lounge dedicated solely to these coordinated meetings.



C2 Melbourne 2018

A WORLD TO DISCOVER

The C2 environment is designed to create a break with reality, curating hidden structures, art installations and surprises at every turn. Participants are transported into a world that allows them to feel inspired, curious and re-energised.

ARTISTIC PERFORMANCES

An important part of the energy at C2 comes from live performances - some announced, some unexpected - they punctuate the event, spark conversations and leave participants wondering what will come next...

ART & TECHNOLOGY EXHIBITS

To demonstrate the creative links between industry, technology and culture, the environment features carefully curated works by some of the most cutting-edge innovators and tech projects from around the world.

JOIN THE CHANGEMAKERS
[@C2Melbourne](#) [#C2MELB18](#)