

**Attention News Editors:**

## **Banff World Television Festival announces renowned social and economic theorist, Professor Richard Florida will deliver CBC/Radio Canada opening keynote speech**

TORONTO, March 24 /CNW/ - The Banff World Television Festival announced today that renowned social theorist Richard Florida will be the CBC/Radio Canada Opening Keynote Speaker at this year's Banff World Television Festival which takes place at the Fairmont Banff Springs Hotel in Alberta, Canada, June 8-11, 2008. Professor Florida will also be signing copies of his latest book *Who's Your City?*

"We're thrilled to welcome Professor Florida as keynote speaker," said Richard Stursberg, executive vice president of English Services for CBC. "His innovative theories about the practical role played by the creative community, particularly as it relates to the economic development of this country, will be both timely and highly relevant to Banff attendees. This will be a great way to kick off what promises to be another great festival."

Professor Florida's focus is on social and economic theory. He is currently a professor and head of the Prosperity Institute at the Rotman School of Management and the MaRS Discovery District, at the University of Toronto. He is best known for his work in developing his concept of the creative class, and its ramifications in urban regeneration, and he heads a private "Creative Class" Institute.

Florida's ideas on the "creative class," commercial innovation, and regional development have been featured in major ad campaigns from BMW and Apple, and are being used globally to change the way regions and nations do business and transform their economies. His holistic approach to problem-solving and strategy development is relevant to everyone from international diplomats to documentary filmmakers, and Fortune 100 businesses to community organizers.

In the last 5 years, Florida has penned two national bestsellers, *The Rise of the Creative Class* and *The Flight of the Creative Class*. His new book, *Who's Your City?* takes a look at the way that people choose the places they live and how that affects everything from their real estate to their families. His previous books, especially *The Breakthrough Illusion* and *Beyond Mass Production*, paved the way for his provocative looks at how creativity is revolutionizing the global economy.

Florida has authored pieces for *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Boston Globe*, *The Economist*, *The Harvard Business Review*, *The Atlantic Monthly*, *The Chronicle for Higher Education*, *U.S. News and World Report* and more.

Prof. Florida received a PhD from Columbia University in 1986. Prior to joining George Mason University's School of Public Policy where he spent two years, he taught at Carnegie Mellon University's Heinz School from 1987 to 2005.

"Professor Florida is one of the most innovative thinkers of his generation, and we are thrilled to be able to offer our delegates this opportunity," commented BANFF Executive Director, Jennifer Harkness. "BANFF promotes the exchange of progressive philosophies that are relevant to a cross section of industries and art forms, and there will be a lot to learn from Professor Florida in this regard."

The Banff World Television Festival is a not-for-profit event produced by Achilles Media Ltd., an international events management company serving the television and digital media industries. Achilles Media Ltd. events include: History Makers: International Summit of History & Current Affairs Producers, nextMEDIA events, Canadian Innovation Exchange (CIX) and NATPE Mobile++. For more information, visit <http://www.achillesmedia.com>. The Banff World Television Festival takes place June 8-11 amid the spectacular Canadian Rockies at the Fairmont Banff Springs in Alberta, Canada. To register, please visit [www.banff2008.com](http://www.banff2008.com)

For further information: Nuria Bronfman, Nuria\_Bronfman@rogers.com,  
(416) 434-7431

### **BANFF WORLD TELEVISION FESTIVAL - More on this organization**



News Releases

(7)



Photo Archive

---

© 2005 CNW Group Ltd.