



Best-Selling Author and Economic Expert Richard Florida to Keynote NAB Show



-- 'The Rise of the Creative Class' and 'Who's Your City' Author Recently named to Esquire Magazine's 'Best and Brightest' --

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WASHINGTON, Mar. 18 /[Standard Newswire](#)/ -- Bestselling author and renowned business leader Richard Florida will present the 2009 NAB Show opening keynote address, sponsored by Accenture, on Monday, April 20 in Las Vegas. As demonstrated in his numerous widely-acclaimed books, Florida is an innovative and recognized expert in examining how creativity is revolutionizing the global economy.

[Download hi-resolution photo of Richard Florida](#)

Florida is one of the world's leading public intellectuals on economic competitiveness, demographic trends, and cultural and technological innovation. International diplomats, government leaders, filmmakers, economic development organizations and leading Fortune 100 businesses have benefited from his global approach to problem-solving and strategy development.

Florida's ideas on the "creative class," commercial innovation, and regional development have been featured in major ad campaigns including BMW and Apple, and are being

used globally to change the way regions and nations do business and transform their economies.

"The broadcasting industry has a truly unique opportunity to demonstrate the transformational capacity of creativity in business," said Florida. "I am honored and thrilled to participate in the NAB Show, and look forward to talking with attendees about how the industry can grow significantly through innovations in content creation, distribution and interactivity."

Florida is a regular columnist for *The Globe and Mail* and has written for *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Boston Globe*, *The Economist*, *The Harvard Business Review*, and *The Atlantic Monthly*. He has been featured as an expert on MSNBC, CNN, BBC, NPR and CBS, among many others.

"We are pleased to welcome Richard Florida as our opening keynote speaker for the 2009 NAB Show," said NAB Executive Vice President of Conventions and Business Operations Chris Brown. "Given the NAB Show's focus on the continued evolution of the content lifecycle, his insights will be of particular relevance to our attendees. We look forward to hearing his unique perspective on how creativity transforms business."

Florida is director of the Martin Prosperity Institute, founder of the Creative Class Group and professor of business and creativity at the Rotman School of Management, University of Toronto. Previously, Florida has held professorships at George Mason University and Carnegie Mellon University and taught as a visiting professor at Harvard and MIT. Florida earned his Bachelor's degree from Rutgers College and his Ph.D. from Columbia University. His research provides unique, data-driven insight into the social, economic and demographic factors that drive the 21st century world economy.

About the 2009 NAB Show

The NAB Show will take place April 18 - 23, 2009 in Las Vegas (exhibits open April 20). It is the world's largest electronic media show covering filmed entertainment and the development, management and delivery of content across all mediums. Complete details are available at www.nabshow.com.

Online registration [is now available](#) for news media reporters interested in covering the NAB Show.

About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. As the voice of more than 8,300 radio and television stations, NAB advances their interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.