

REGISTER TODAY



**A CONFERENCE ON
MAKING WINTER
WAY COOLER**

**January 28 - 30, 2015
Edmonton, Alberta, Canada**

Let's shake up preconceptions about the winter season and share new approaches to urban design, business, and the enjoyment of winter life in winter cities.

SHAKE-UP HIGHLIGHTS

Three internationally-acclaimed keynote speakers. Three different approaches to real change and positive impact.

Helen Marriage, Director & Co-Founder, Artichoke:

creating extraordinary, large-scale, and ambitious events, bringing people together to be part of something out of the ordinary

Check out The Sultan's Elephant (42 tonnes of elephant and a 20 foot girl) cruising the streets of London....

Mikael Colville-Andersen, CEO, Copenhagenize Design Company:

rebuilding liveable cities with a focus on two wheels

"You make the bicycle the quickest way from A to B in a city, any city doesn't matter how hot or cold, and citizen cyclists will ride, seduced by the good design, the convenience and the safety."

Terry O'Reilly, founder Pirate Radio & Television, author, radio host: how doing marketing right can lead to social change

Really good, big ideas are powerful enough to change not only how we think, but what we do, and the choices we make.

Presentations, panel discussions and field trips into the community on topics including:



Winter
Business



Winter
Design



Winter
Fun

Winter Cities Shake-Up 2015

A conference with something for everyone interested in celebrating winter life.

For more information:

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