



## Ignite your ideas

### Smart Talk

Smart Talk is series of master classes, lectures and workshops with the aim of giving the Chinese public an insight into the essence of UK education, with a particular focus on how, via educational experience, inspiration and innovation we can encourage creative thinking and active participation. Since 2009, over 25,000 Chinese young people have experienced the marvel of Smart Talk.

Smart Talk is not just about demonstrating the UK's education excellence, it is also about empowering a young generation to tackle life in an innovative way and be an inspiration to others.

Smart Talk has invited UK alumni from all walks of life, including entrepreneurs, artists, creative thinkers, scientists, athletes, sports stars and adventurers. Speakers such as scientist and leading embryologist Professor Sir Ian Wilmut, modernist architect and innovator Mark Dytham, star of the X-Men movie trilogy Sir Patrick Stewart as well as many other noted individuals have all joined Smart Talk.

Over the past three years, there have been 73 sessions covering major cities such as Beijing, Shenyang, Dalian, Wuhan, Xi'an, Zhengzhou, Shanghai, Hangzhou, Suzhou, Chongqing, Chengdu, Guangzhou and Shenzhen. Passionate speakers and exciting stories add tremendous media value to Smart Talk, helping it to generate over 630 media reports and a media value of more than RMB 43 million. Since 2011, Smart Talk's pro-active and diverse online promotions have attracted the attention of around 1.4 million internet users and generated more than 3,000 comments.

Record breaking British cyclist Mark Beaumont, one of Smart Talk's speakers, found the events thoroughly rewarding:

"They gave me the opportunity to share my story with thousands of students and allowed me to travel and explore China, a country which has long fascinated me. I would highly recommend Smart Talk as a challenging and worthwhile forum for entrepreneurs and achievers from all walks of life to engage with a very diverse audience."

From September to December 2012, Smart Talk is ready to inspire more Chinese young people with fascinating speakers including graphic designer Neville Brody, Marketing guru Lee Daly, royal wedding dress designer Elizabeth Emanuel, young British fashion designer Henry Holland, and the Dream Lab judges.

## Upcoming Smart Talk speakers (Sep – Nov 2012)

| Speaker           | Short Bio                                 | Coming dates | Cities                                   |
|-------------------|---|--------------|--|
| Neville Brody     | Internationally renowned graphic designer | 11 - 13 Sept | Guangzhou & Shanghai                     |
| Lee Daly          | Businessman, marketing expert             | 15 - 20 Sept | Beijing & Shanghai                       |
| Elisabeth Emanuel | Royal wedding dress designer              | 20 - 25 Oct  | Shanghai, Chengdu & Guangzhou            |
| Dream Lab judges  | Experts in design and curation            | 20 - 22 Nov  | Guangzhou, Shanghai, Chongqing & Beijing |
| Henry Holland     | British young fashion designer            | 23 - 29 Nov  | Beijing, Shanghai & Guangzhou            |

## Event photos

Smart Talk with footwear designer Jimmy Choo OBE



Smart Talk with vehicle designer Peter Stevens





Smart Talk with Hollywood legend Sir Patrick Stewart



Smart Talk with founder of *Time Out* magazine Tony Elliott



Smart Talk with adventurer and world record breaker Mark Beaumont



Smart Talk with celebrity photographer Andy Gotts

