

Connect Marketplace 2010

Educational Sneak Preview

BILLY KIRSCH

President, Kidbilly Music

Personal Development

"Harnessing Your Creative Power for Innovation and Success"

Friday, Aug. 13, 2:00 – 3:15 p.m.

"Telling My Story/Telling Your Story"

Saturday, Aug. 14, 3:30 – 5:00 p.m.



Grammy-nominated, award-winning songwriter Billy Kirsch has harnessed his power of creativity to lead a successful life as an entertainer, songwriter and entrepreneur. "Holes In The Floor Of Heaven," recorded by Steve Wariner, won a Country Music Association Song of the Year award. He wrote the songs "Is It Over Yet" and "Come Some Rainy Day," both recorded by Wynonna Judd, which became Top 10 hits.

Artists who have recorded Kirsch's songs include Tim McGraw, Rodney Atkins, Kenny Rogers, Alabama, Englebert Humperdink, Lee Greenwood and Collin Raye. Kirsch's unique abilities as facilitator, leader and performer are the foundation of his successful event programs, "Team Building Through Song" and "KeyNotes."

The concept behind Kirsch's educational sessions is that creativity is vital to be innovative, to be successful and solve problems. All of us are creative, but a lot of us lose touch with our creative sides as we become adults, says Kirsch. He likes to help people rediscover their creative abilities and help them value who they are by giving voice to their

stories and personal visions. Kirsch's sessions are all about fun. His podium is his piano and he's very extemporaneous, making sure the group is an active part of the presentation. During the sessions, members share ideas and stories and create music together. In doing so, they learn to identify and trust their creative instincts and they tap into their hidden potential and increase contributions to their teams, says Kirsch.

Kirsch gained his expertise through years of music study, performance and writing. One of his secrets to success is that he always listens. He partnered with executive coaches and people with experience in organizational development and psychology to learn how to use music and creativity as a vehicle to motivate people to become better problem solvers and innovators. Planners need to be creative, be good at thinking on their feet, stay engaged and communicate enthusiasm, says Kirsch. His sessions focus on these attributes and help people rediscover their creativity and enthusiasm. They also help people apply a sense of humor and perspective to their work.

IN HIS WORDS:

What is the best tip you have learned from an attendee at a conference?

To think intentionally and take a moment before I respond to a challenging question.

How do you relax after a conference or show?

I usually have so much fun that I'm already relaxed by the time it's over. Other than that, chocolate!