



ACRE 30 

Step Boldly into the Unknown

13–16 October 2026 • Klein Kariba Resort, Bela Bela, South Africa

ACRE30: Applied Creativity • Creating New Futures

ACRE30 is not just a conference—it's a creative catalyst. Join visionaries, rebels, dreamers, and doers from across the world to unlock new ways of thinking, leading, and imagining. Dive into four unforgettable days of bold exploration, play, and possibility.



ACRE is a globally recognised creativity and innovation conference rooted in African soil. Now in its 30th year, it has established a reputation as one of the world's top gatherings for applied creativity.

ACRE is a global gathering like no other. Born in South Africa in 1995, ACRE has become a beacon for those who believe creativity isn't a luxury, but a leadership necessity. ACRE has inspired thousands of thinkers, doers, educators, and innovators from over 50 countries.

What Makes ACRE Unique?

- **Purpose-driven:** ACRE explores how creativity fuels real-world transformation—across business, education, and society.
- **Deeply immersive:** This is not a sit-and-listen event. It's experiential, interactive, and alive with possibility.
- **Radically inclusive:** Whether you're a CEO, a teacher, an entrepreneur, or an artist—you belong here.
- **African-rooted, globally connected:** Grounded in African wisdom, enriched by international perspectives.





Who ACRE is For:

- Forward-thinking leaders and executives
- Innovators and intrapreneurs
- Educators, facilitators, and coaches
- Policymakers and development professionals
- Anyone ready to rethink how they work, lead, teach, or create

ACRE is where ideas ignite, connections deepen, and creativity becomes action.



Why Attend ACRE30?

ACRE30 is more than a conference—it's an awakening. It's where the world's most curious minds come together to challenge assumptions, unlock fresh thinking, and explore what's possible when creativity becomes a way of being. Whether you're leading a team, launching a venture, transforming a classroom or redefining yourself, ACRE is the spark you didn't know you needed.

Top Reasons to Join Us

Expand Your Thinking: Dive into rich, multi-disciplinary sessions that combine neuroscience, innovation, leadership, design thinking, systems change, and the arts

Get Practical Tools You Can Use: ACRE equips you with frameworks, models, and creative processes to solve real-world challenges—with confidence and clarity.

Be Part of a Global Creative Movement: Connect with a vibrant international community committed to reshaping how we work, teach, lead, and live.

Rediscover Your Creative Fire: Reignite your natural curiosity, energy, and sense of purpose in a space designed for personal and professional transformation.

Learn from Pioneers & Provocateurs: Hear from thought-leaders and practitioners doing bold, creative work across sectors—and join in peer-led sessions where you are the voice of experience.

Make Human-Centred Connections: Meet people who think differently, challenge you, support you—and stay in your circle long after the event ends.

Immerse yourself in transformative learning experiences: Discover powerful tools for creative leadership and innovation.

Come if you're ready to think bigger, act braver, and co-create a future worth living into.



Conference Themes & Sessions

Theme: Courageous Creativity for Challenging Times!

At ACRE30, we're not just talking about creativity—we're living it, applying it, and scaling it. This year's theme explores how creativity can be harnessed across every domain to spark transformation, ignite innovation, and shape the future. Our sessions are curated to balance bold ideas with hands-on experience, helping you turn insight into impact.

Sub-Themes:

Creating When Certainty Is Gone – creative tools for navigating ambiguity and complexity.

Creative Courage in Leadership – Discover how to take brave, values-based decisions, and champion ideas that matter.

Creativity Beyond Tools and Techniques – View creativity as a mindset, a discipline, and a way of being.

Reimagining Work, Learning and Leadership – Engage with fresh perspectives on the future of work and education, and what it means to lead and learn creatively in a changing world.

Building the Future – Shaping culture, education, and leadership for a more creative world



Session Formats:

- Keynotes
- Interactive workshops
- Peer-led "Night Flights"
- Hands-on demos

***Because the Future Belongs
to the Bold***

ACRE30

Programme

ACRE30 offers a carefully crafted flow of inspiration, exploration, and integration. Each day is designed to strike a balance between deep learning and playful experimentation, structured sessions and spontaneous moments, and individual reflection and meaningful connection.

Whether you're a morning thinker or a night owl, the programme is full of opportunities to stretch your mind, share your voice, and create something new.

Four Days of Immersion, Imagination, and Impact



Day-by-Day Flow:

- Deep dive creative sessions in the morning
- Thematic tracks in the afternoons
- Creative networking in the evenings
- Daily opportunities for reflection, nature, and connection

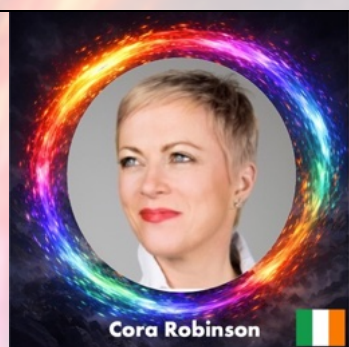
Featured Speakers



ACRESO

Tim Hurson

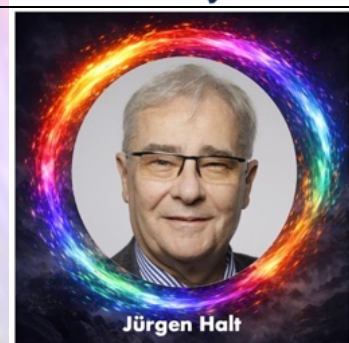
Tim is Disruptor in Residence for a wide range of institutions. He focuses on productive activities as a speaker, author and innovation facilitator for businesses and start-ups in 37 countries. He has guest lectured at universities in Canada, US, UK, Denmark, Chile, and Australia. His book, *Think Better*, is a McGraw-Hill Business Classic, available in ten languages.



ACRESO

Cora Robinson

Cora is CEO at Create. Express., a global leadership development boutique. She is a highly engaging facilitator and coach, working with executives and senior teams in blue-chip organisations. She has a strong track record in culture change and bespoke leadership development that drive executives and senior teams to the very top of their game.



ACRESO

Jürgen Halt

Jürgen is a lecturer, mentor, and innovation advisor working at the intersection of artificial intelligence, creativity, and real-world transformation. He teaches Applied Artificial Intelligence and Innovation at the University of Applied Sciences Ansbach and is the founder of HALT CONSULTING. He is interested in how human creativity and artificial intelligence can challenge thinking and co-create innovation in uncertain times.



ACRESO

Dr. Shankar Goenka

Shankar founded WOW Factors India Pvt. Ltd., driven by his vision to empower individuals and organisations to achieve extraordinary success. His work has impacted over 500,000 individuals, spanning schoolchildren from 300+ schools, university students across India and overseas, professionals, academicians, CEOs, judges, bureaucrats, business leaders, and members of 150+ corporations, PSUs, ministries, and NGOs.



Neil France

Neil crafts motivating learning experiences for business professionals, using innovative and established training approaches. He is a Master Practitioner for the NBI Whole Brain Thinking Profile for the UK & Ireland and demonstrates how it can empower personnel, regardless of their level of experience. By helping them understand how their dominant thinking preferences influence behaviour, they learn how this can impact their success rate.



Sjoerd de Waal

Sjoerd is the founder and owner of Trainovation. He guides, coach, train and advise people and companies in the processes to fulfil their respective personal and business goals. He is the author of two books on leadership and is a popular speaker at events highlighting applied creativity and innovation, and enjoys listening, sharing skills, knowledge and experiences to help business professionals succeed.



Dr Tara Gray Coste

Tara is a Professor of Leadership and Organizational Studies at the University of Southern Maine and teaches courses in communication, group dynamics, and deliberate creativity. Her research focuses on creativity and innovation in multicultural, multinational environments, particularly on work in larger corporate enterprises and communities in Africa and Asia.

And many more ... <https://acreconference.com/acre/presenters-acre/>

The ACRE Experience

ACRE30 isn't just something you attend—it's something you feel. It's an atmosphere, a rhythm, a spark that catches fire in unexpected ways. From the moment you arrive, you'll sense it: the energy, the openness, the possibility. It's a space that invites you to slow down, tune in, and fully show up—as a learner, a leader, and a creator.

A Place That Inspires

Set in the lush natural beauty of Klein Kariba Resort in Bela Bela, South Africa, ACRE is surrounded by hills, water, wildlife, and stillness. Nature is your co-facilitator here, creating the perfect environment for reflection, insight, and renewal.

A Community That Embraces

At ACRE, no one is a stranger. The environment is deliberately welcoming, diverse, and deeply human. Whether you're meeting for the first time or reconnecting after years, the relationships formed here are built on shared curiosity and mutual respect.

- Intimate circles, not crowded halls
- Conversations that matter
- Laughter, courage, and realness

An Experience That Moves You

You'll laugh, learn, dance, draw, debate, reflect, play, and maybe even cry. There's no one way to "do" ACRE—only your way. The experience is designed to awaken your senses and push your comfort zone to the limit in the best possible way.

- Embodied learning experiences
- Art, music, movement, and spontaneity
- Moments of magic you can't plan, but never forget



A Rhythm That Feeds the Soul

The days are designed with care—inviting a balance of intensity and ease. Morning activations spark focus, afternoons bring deep engagement, and evenings open space for expression, celebration, and wonder.

- Night Flights and starlit storytelling
- Campfires, barefoot walking, big ideas
- Time to breathe, reflect, and just be

Voices from Past Participants:

"It was like coming home to a part of myself I didn't know I'd forgotten."

"ACRE has more heart, soul, and substance than any event I've ever attended."

"I laughed, I learned, I left transformed."

The ACRE experience will stay with you—long after the notebooks are closed and the journey home begins. It's not just what you take away, but who you become while you're here.



ACRE30

Who Should Attend

If You're Ready to Think Differently, This Is Your Place

ACRE30 is designed for anyone who believes creativity is not just a skill, but a mindset for navigating complexity, sparking innovation, and shaping a better world. Whether you're leading a global organisation or reimagining your path, this conference offers you the space, tools, and community to grow.

You don't need a title to be creative—you need the courage to be curious.



At ACRE30, you'll find yourself among leaders, educators, artists, entrepreneurs, and change-makers who share a common thread: the desire to do things differently. It's a place where deep thinkers meet bold doers. A place where your perspective is valued, your voice is welcomed, and your ideas are given room to breathe.

If you're looking to break out of silos, stretch beyond old patterns, and connect with others who care as deeply as you do about what's possible, ACRE30 is for you.



ACRE30 is for You If You Are...

A Business Leader or Entrepreneur:

- Seeking fresh approaches to innovation, culture, and leadership
- Ready to foster creative problem-solving in teams and organisations
- Looking to future-proof your work in uncertain, fast-changing environments

An Educator, Facilitator, or Coach:

- Passionate about human-centred learning and transformation
- Looking for powerful new methods to inspire others
- Seeking to deepen your practice with fresh tools, techniques, and peer learning

A Social Innovator, Activist, or Policymaker:

- Working at the edge of change in systems, communities, or institutions
- Seeking creative strategies to engage people and solve complex challenges
- Committed to building inclusive, resilient, regenerative futures

A Creative, Artist, or Storyteller:

- Wanting to reconnect with the deeper purpose of your work
- Exploring how your voice and vision can drive meaningful change
- Ready to collaborate across disciplines and explore new territories

A Curious Human on a Journey

- In transition, reinvention, or searching for renewed purpose
- Open to self-discovery and new ways of seeing the world
- Drawn to community, creativity, and connection

A Global Community Rooted in Africa

ACRE welcomes participants from around the world, from all walks of life, and at every level of experience. What they share is an appetite for possibility, a willingness to explore, and a profound belief in the transformative power of creativity to change lives, work, and society.

You belong here—whether you're a seasoned leader or a first-time explorer. ACRE30 is not just for the experts. It's for the brave, the open, the generous, and the bold.



Takeaways & Impact

What You Leave With Is Bigger Than What You Came For

ACRE30 isn't just about what happens during four unforgettable days—it's about the ripple effect that follows. You'll leave equipped with practical tools, fresh perspectives, meaningful relationships, and renewed energy to create, lead, and live differently. Whether your goal is personal growth, professional transformation, or social impact, ACRE30 will give you what you need—and more than you expect.

Practical Takeaways

You'll return home with:

- **Creative Tools & Frameworks** – Learn how to apply design thinking, systems change models, and neuroscience-backed creativity practices in your work.
- **Leadership Skills for Uncertainty** – Strengthen your adaptability, emotional intelligence, and ability to lead through complexity.
- **Prototyping & Facilitation Techniques** – Hands-on methods you can use immediately in workshops, strategy sessions, or classrooms.
- **New Ways of Working & Thinking** – Shift from reactive to regenerative, from control to co-creation, from stuck to sparked.

Mindset Shifts

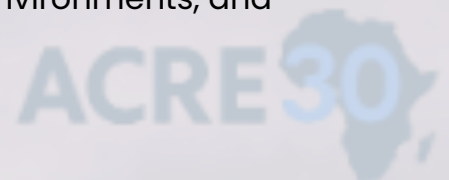
Expect to experience inner transformation, including:

- A deeper connection to your purpose
- A more playful, experimental approach to problem-solving
- Greater comfort with ambiguity and complexity
- The confidence to challenge norms and create new patterns

Organisational and Community Impact

Bring ACRE home to your team or community through:

- Culture-building ideas that promote innovation, inclusion, and resilience
- Strategies for designing meaningful experiences at work and beyond
- Renewed motivation to influence systems, shape environments, and lead creatively



Enduring Connections

You'll also gain:

- A global peer network of creative collaborators, mentors, and thought partners
- Real friendships built on shared curiosity and brave conversations
- Access to an ongoing community beyond the event—because ACRE doesn't end, it evolves

Participant Reflections:

"I've been to many conferences, but this one changed the way I see myself and my work."

"I came for ideas. I left with a new sense of who I want to be in the world."

"The tools are valuable—but the mindset shift? That's the real gold."

The most significant impact of ACRE30 isn't on your notebook. It's on your way of seeing, doing, and being. The future needs your creativity—and ACRE will help you bring it to life.



ACRE30

Are You Ready to Step Into What's Possible?

You've read the vision. You've felt the energy. Now's the time to say yes. ACRE30 is not just another event—it's a doorway into new ways of leading, learning, collaborating, and creating. The future doesn't wait. And neither should you.

How to Register

Secure your place today and join a powerful global community at the forefront of applied creativity.

Conference Fee: R9,999.00 excluding VAT (includes full programme, accommodation, and all meals)

Dates: 13–16 October 2026

Location: Klein Kariba Resort, Bela Bela, South Africa

Book and pay at: <https://acreconference.com>

Includes:

- Access to all keynotes, workshops, and sessions
- Comfortable on-site accommodation
- Delicious, nourishing meals
- Evening Night Flights and social experiences
- Participant resources and post-event community connection

Need Support?

Got questions? Need help making the case to your manager or team? We're happy to help with tailored invitations, group discounts, and sponsorship documentation.

Contact for questions: francois@acreconference.com

If you're seeking something real, resonant, and radically refreshing—ACRE30 is calling.

Come curious. Leave transformed.

Join us at ACRE30!

