

## **Economic Expert Richard Florida to Keynote NAB Show**

Bestselling author and urban theorist Richard Florida will present the opening keynote at 2009 NAB Show on Monday, April 20 in Las Vegas. A leading public intellectuals on economic competitiveness, demographic trends, and cultural and technological innovation, Florida is best known for his work in developing his concept of the "creative class."



During the keynote, Florida will discuss how creativity transforms business and how the broadcasting industry can grow significantly through innovations in content creation, distribution and interactivity.

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."

"We are pleased to welcome Richard Florida as our opening keynote speaker for the 2009 NAB Show," said NAB Executive VP/Conventions & 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." (03-18-09)