



Developing solutions thru creativity

--News Release for April 13, 2005--

Fournet Presents Winning and Wacky Ways to Kick-Start Creativity at International Conference of Creativity Association

Houston, TX – Advertising and creativity consultant Joe Fournet, President and Creative Director of Ideas & More, presented a session entitled "Winning and Wacky Ways to Kick-Start your Creativity" during the recent 2005 International Conference of the American Creativity Association (ACA) in Austin, Texas.

As Joe explains, "When's that next great idea going to hit you? Can't think clearly? In this session you get your brain rejuvenated, your imagination tingling and your creative juices flowing again. These techniques work regardless of what aspect of the creative process you're involved."

The ACA, with membership throughout the US and in more than 15 countries, has been a primary resource for learning and applying creativity, innovation, problem-solving, and ideation theory, tools, and techniques for more than a decade.

Based in Sugar Land, Texas, Ideas & More is an advertising and marketing consultancy specializing in creative strategy, concept development and copywriting.

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