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### International Change Management Expert Coming to Brisbane

Australia's fastest growing state is set to receive a visit from International change management expert, Malcolm Gladwell.

Gladwell, twice listed in the Top 50 Thinkers list and author of two New York Times bestsellers is coming to Brisbane for a special event held by the Institute of Public Administration Australia Queensland (IPAA QLD).

*Malcolm Gladwell: Exploring the Tipping Point Phenomenon* will be held at the Brisbane Convention and Exhibition Centre in February with an audience of more than 200 public administrators, academics and business people expected to attend.

IPAA QLD General Manager Mr David Brennan said the event played a big part in their role of championing excellence in public administration.

"Our goal as a professional association for the public sector is to champion excellence, that's why we're running this event, to give people in the sector access to high-level thinkers and innovators, like Malcolm Gladwell", said Mr Brennan.

The half-day seminar will examine how change works and how to influence it, as well as looking at leadership and effective decision making.

"Academics and public administrators are the key market for this event, but I also believe that the wider business community will have a lot to gain from this insightful speaker, his concepts are truly thought-provoking for any organisation", said Mr Brennan.

Gladwell took the world by storm with his two New York Times best sellers, *The Tipping Point* and *Blink*, embedding concepts such as *thin slicing*, *the intuitive manager* and the now famous *tipping point* into the minds of academics, business people and leaders around the world.

Concepts such as the levers of change, the new influencers, the stickiness factor and the intuitive manager will also be discussed at the seminar which will be held at the Brisbane Convention and Exhibition Centre on February 7.

More information and booking is available at [www.qld.ipaa.org.au](http://www.qld.ipaa.org.au) or by calling (07) 3228 2800.

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His res photo of Malcolm Gladwell available.

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