

TRIZfest-2021

**Odessa, Ukraine
May 12-15, 2021**

**May 12-15, 2021. Odessa, Ukraine
The 16th MATRIZ Conference**

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The main theme –TRIZ for Addressing Real Life Challenges

INFORMATION LETTER

The 16th International Conference “**TRIZfest-2021**” will be held in Odessa, Ukraine on May 12-15, 2021, with May 12th date reserved for pre-conference tutorials. The event is organized by the International TRIZ Association (MATRIZ) and UA TRIZ

We invite everybody, who is engaged in TRIZ research and development, who uses TRIZ, as well as those who are interested in TRIZ and desire to meet TRIZ professionals and learn more about TRIZ, to the TRIZfest-2021.

The Organizing Committee is now being formed. The currently appointed members are:

Dr. Mark Barkan, TRIZ Master, MATRIZ Executive Director – The Organizing Committee Chair;

Dr. Elena Gredynarova, Level 3, founder and owner of school “Eidos” – The Organizing Committee Co-Chair.

The Organizing Committee members:

Dr. Oliver Mayer, TRIZ Master – Co-Chair of the Program Management Committee;

Mr. Valery Souchkov, TRIZ Master – Co-Chair of the Program Management Committee;

Dr. Oleg Feygensov, TRIZ Master – MATRIZ President;

Dr. Simon Litvin, TRIZ Master – Chairman of the TRIZ Master Certification Council (TMCC);

On May 12th, TRIZfest-2021 participants will have an opportunity to attend one or two tutorials. We are in the process of scheduling 4 tutorials. The tutorials are free for the participants, who paid the standard or student conference fee. Those, who only want to attend tutorials, should pay **\$75US**. We will publish tutorials' content in the near future.

In the afternoon of the first day of the conference, May 13th, we will conduct a session on TRIZ-Pedagogy. In this session, leading developers and practitioners of TRIZ-Pedagogy will discuss the modern methods of developing creative and critical thinking skills in grade school and university students. Interestingly, these same methods are very effective when working with adults in various fields of human activity. We will discuss the reasons the existing educational system is not compatible with today's world, as well as the modern methods for the development of the vital skills, required for succeeding in the dynamic world we live in today. We invite all people, interested in the subject, to sign up for this session. The fee for this session is \$50US, free if you participate in the entire conference.

On the last day of the conference a session of TRIZ Master Certification Committee will take place.

OFFICIAL LANGUAGE

The official language of the conference is English. All abstracts and papers must be submitted in English. Submissions in all other languages will not be considered. All the papers and presentation slides must be in English.

CONFERENCE VENUE

The conference home is Londonskaya Hotel –

<https://londonskaya-hotel.com.ua/en/>

We negotiated deeply discounted room rates at Londonskaya Hotel and Bristol Hotel - <http://www.bristolhotel-odessa.com/>, just a short walk from Hotel Londonskaya, for conference participants.

Hotel Londonskaya is about 15 minutes walk away from the nearest beach on Black Sea. And 3-5 minutes walk to many famous landmarks, such as Potemkin's stairs, Odessa opera, Deribasovskaya street, Primorsky Boulevard and some others.

In order to secure discounted room rates, you need to enter **matriz2021** as a promocode. In addition, there are a number of other hotels within walking distance from Londonskaya Hotel. Any questions concerning hotel reservations, please write to Mark Barkan – mbarkan@matriz.org.

CONFERENCE FEES

The full conference fee is **\$400US**, which includes conference materials, lunches, refreshments, tutorials and the conference cocktail party and dinner. Students' conference only fee is **\$175US**. Students, who would like to participate in social activities, should pay the full conference fee. Retirees' conference only fee is **\$175US**. Retirees, who would like to participate in social activities, should pay the full conference fee. Accompanying persons should pay **\$200US** for social activities only. If you like to attend the tutorials only, the fee is **\$75US** for the entire day.

FURTHER INFORMATION

With questions, please contact Dr. Mark Barkan at mbarkan@matriz.org

Please continue to visit the MATRIZ website, www.matriz.org, for latest information.

TRIZfest-2021 Organizing Committee