



**September 15-18, 2021.  
The 16th MATRIZ Conference  
TRIZfest-2021**

**The main theme –TRIZ for Addressing Real Life Challenges**

**INFORMATION LETTER**

The 16<sup>th</sup> International Conference “**TRIZfest-2021**” will be held online on September 16-18, 2021, with the potential tutorials on September 15. The event is organized by the International TRIZ Association -(MATRIZ).

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;

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 Feygenson, TRIZ Master – MATRIZ President;

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

Dr. Elena Gredynarova, Level 3, founder and owner of school “Eidos” – The Chair of the Section on TRIZ-Pedagogy.

On September 15<sup>th</sup>, TRIZfest-2021 participants may 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 fee. We will make our decision on tutorials in the near future.

In the afternoon of the first day of the conference, September 16<sup>th</sup>, 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.

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**

Online, we will provide a connection link to all registered participants at least 3 days before the start of the conference.

### **CONFERENCE FEES**

We will announce the amount of the conference participation fee in the near future.

### **FURTHER INFORMATION**

With questions on organization, please contact Dr. Mark Barkan at [mbarkan@matriz.org](mailto:mbarkan@matriz.org)

Please continue to visit the MATRIZ website, [www.matriz.org](http://www.matriz.org), for latest information.

**TRIZfest-2021 Organizing Committee**