



FOR IMMEDIATE RELEASE

## IdeaFestival® 2017 Announces Day Passes Now Available; Humana's Chief Innovation Officer Busy Burr Added to Agenda

Limited Number of [Festival Passes Still Available and Day Passes](#) (\$160) and [Thrivals Passes](#) (\$99) are Now Available.

Louisville, KY (September 5, 2017) - [IdeaFestival®](#) 2017, a leading live event for curious minds committed to the relentless pursuit of innovation, convergent thinking and discovery, announced today that Humana's Chief Innovation Officer and long-time improv performer [Busy Burr](#) will present at IdeaFestival on Thursday, September 28th.

Burr joins over [20 other IdeaFestival presenters](#)...CNN's John King; play expert Peter Gray, Delhi-based social entrepreneur Anshu Gupta, musician psychiatrist Richard Kogan, WIRED's Emily Dreyfuss and more...who will inspire, entertain and promote disruptive ideas from Sept. 27th - Sept. 28th, at The Kentucky Center for the Performing Arts.

In her session "[Preparing to Show Up...Unprepared](#)," Burr, a 30-year Silicon Valley veteran, will explore how being comfortable with being "unprepared" has changed how she lives and works. She will show how improv basics — such as extreme empathy, exquisite listening and the act of offering and giving — can enable a more curious, creative and rewarding life.

"The importance of staying relevant has emerged as a central theme of the 2017 IdeaFestival - how organizations, individuals and brands must move beyond many of the traditional measures of success and also be seen as important, meaningful and relevant to people's expectations, values and aspirations in the 21st century. You can be making money, have a strong brand history or be putting students in seats and still be increasingly irrelevant in the long-game. Think Kodak." said Kris Kimel, Founder of the IdeaFestival.

Visit [ideafestival.com](http://ideafestival.com) to learn more and register. Follow us [@ideafestival](#) and #IF17 to get the latest updates on presenters, sessions and events.

### About IdeaFestival®

Founded in 2000, IdeaFestival® is a celebration for the intellectually curious. It's an eclectic network of global thinkers and one-of-a-kind innovators bound together by an intense curiosity about what is impacting and shaping the future of the arts, business, technology, design, science, philosophy and education. The Festival is held every fall in Louisville, Kentucky at [The Kentucky Center](#). The setting, thought-provoking sessions, informal tone and accessibility make IdeaFestival a truly unique experience.

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