

# B|I

## BRILLIANT IRONY

WORKSHOP

**MONDAY /**  
**JUNE 10<sup>th</sup> / 2019**  
**08.30 - 13.30 HRS**

**INTERCONTINENTAL /**  
**FORTUNA BALLROOM**  
4<sup>th</sup> NICOLAE BALCESCU STREET /  
21<sup>st</sup> FLOOR

## ARE YOU READY FOR EXPONENTIAL CHANGE:

## HOW TO BE SUCCESSFUL IN THE FUTURE

- / How will work look like in the future:  
awesome humans and amazing machines
- / What is the role of learning,  
education and training, in the future?
- / How will the society and the  
economics of tomorrow look like?
- / Y Gen and Z:  
The power of the ones who are coming
- / Ethical dilemmas:  
progress vs humanity?

**Join us and listen from**  
**Gerd how we can get**  
**new eyes so that we**  
**can enter this new –**  
**and full of possibilities**  
**– era and lead it**

■ **Gerd Leonhard**  
Futurist, Humanist, Keynote  
Speaker, Author, Film-Maker



■ **Peter Vander Auwera**  
Thinker, Creator, and Sensemaker



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The future is coming faster than ever before.

Many scientific breakthroughs and technological game changers are gathering steam and will change our society, our businesses and even our very existence gradually, then suddenly, such as big data and the cloud, thinking machines (AI), the Internet of Things, Virtual Reality and the Blockchain. Everywhere around us, things are being connected, digitized, automated and virtualized - what impact will this have on our business models, our work and jobs, our education and our society? What are the opportunities and what are the challenges?

The future is not something that just happens to us - it's something we create every single day.



### BIO: GERD LEONHARD

FUTURIST, HUMANIST, KEYNOTE SPEAKER, AUTHOR, FILM-MAKER

**Gerd Leonhard** is a widely-known and top-rated futurist, with over 1500 engagements in 50+ countries since 2004 and a combined audience of over 1 million people. Gerd focusses on near-future, 'nowist' observations and actionable foresights in the sectors of humanity, society, business and commerce, media, technology and communications. Gerd is also an influential author, a sought-after executive 'future trainer' and a trusted strategic advisor. He is the co-author of the best-selling book *The Future of Music* and the author of 5 other books including *'The Humanity Challenge'* (June 2016). Gerd is also the host of the web-TV series *TheFutureShow* and the CEO of *TheFuturesAgency*, a global network of over 30 leading futurists. Gerd is considered a leading voice on a wide range of topics including digital transformation and the opportunity-challenges of the coming exponential society, a sustainable business and cultural ecology, social media and communications, TV / film, radio and broadcasting futures, mobile content and commerce, innovation, leadership and entrepreneurship, 'hard-future' consumer trends, human-machine futures and AI, cognitive computing, the IoT, big data and automation, next-generation advertising, marketing and branding, as well as sustainability and related 'green future' topics. In 2006, *The Wall Street Journal* called Gerd 'one of the leading Media Futurists in the World'. In 2015, *Wired Magazine* listed Gerd as #88 of the top 100 influencers in Europe. He's #21 on the global list of futurists. Gerd's keynotes, speeches and presentations are renowned for their hard-hitting and provocative yet inspiring, often humorous and always personal motivational style. Gerd is highly regarded as a global influencer and has advised many business leaders and government officials around the globe. His diverse client list of over 300 companies includes UBS, Mastercard, Unilever, Lloyds Bank, WWF, Nokia, The Guardian, Google, Sony, Telkom Indonesia, Siemens, RTL, ITV, BBC, France Telecom, Orange, Deutsche Telekom, MTN, The Financial Times, DDB, Ogilvy, Omnicom, IPG, The EU Commission, Mandarin Oriental Hotel Group, VISA, and many others.

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### BIO: PETER VANDER AUWERA

THINKER, CREATOR, AND SENSEMAKER

Peter Vander Auwera is an internationally experienced Innovation Lead and Architect & Curator of events and immersive learning experiences. Passionate about technology and its impact on society, his ambition is to inspire other people to dream: he creates interventions, interruptions and provocations that lead to higher states of alertness and aliveness.

Before joining The Futures Agency, Peter worked as Innovation Lead and Events Curator for SWIFT. He was the co-founder of Innotribe (SWIFT's Innovation Initiative). During his tenure at Microsoft, he won the 2005 Bill Gates Award for his work on Digital Identity.

Peter is a Top-100 Futurist Influencer 2018, and member of the WEF Personal Data Expert Group. Peter is studying painting at the Academy of Arts in Ghent.

## AGENDA

08:30	-	09:00	> WELCOME RECEPTION
09:00	-	09:15	> WORKSHOP OPENING
09:15	-	10:45	> KEYNOTE / EXPONENTIAL CHANGE: HOW TO BE SUCCESSFUL IN THE FUTURE
10:45	-	11:15	> Q&A SESSION WITH PETER VANDER AUWERA
11:15	-	11:45	> COFFEE BREAK
11:45	-	12:45	> ROUNDTABLE WORKING GROUPS
12:45	-	13:15	> ROUNDTABLE FEEDBACK PRESENTATION & REALISATIONS OPEN DISCUSSION
13:15	-	13:30	> WHAT TO DO AFTER THIS WORKSHOP!

- ONLY 160 seats, roundtable formation!
- The Workshop will take place in English, no translation can be provided.

NO OF PARTICIPANTS	PRICING LIST	EARLY BIRD - UNTIL MAY 15 <sup>th</sup> 20% DISCOUNT
1 to 3	€350 + VAT	€280 + VAT
4 to 7	€320 + VAT	€256 + VAT
Table of 8	€2,320 + VAT(€290 +VAT per person)	€1,856 + VAT(€232 + VAT per person)