

European
Futurists
Conference
Lucerne

www.european-futurists.org



Making Sense of the Future

Practical approaches, critical insights, emerging business models
Preliminary programme

November 22 – 24, 2006

Culture and Convention Centre KKL Lucerne, Switzerland

Making Sense of the Future

Welcome to the 2nd European Futurists Conference Lucerne.

You are invited to an unique European conference during which innovators, change agents, and heads of strategy, innovation, and business development will discuss practical approaches, critical insights, and emerging business models with professional futurists – in short, Making Sense of the Future!

We again have scheduled the Pre-Conference with a focus on new practical approaches. It is meant for all practitioners who aim to update their toolbox to look into future challenges and opportunities. The Main Conference delivers critical insights and presents business models of the emerging new world. It is for decision makers, change agents, innovators, strategists, and future experts in business and public administration.

For the first time, we created an opportunity for marketers, innovators and strategists to have in-depth alternative seminars to the Pre-Conference. Future Seminars are selected by us but presented and set up by private partners.

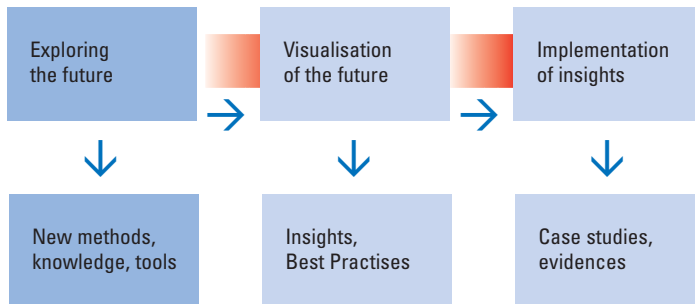
Do you want an extra reason to attend? Take your time to stay together with your partner a few days longer in the marvelous city of Lucerne. The world leading Lucerne Festival Piano will present top interpreters of today's generation of pianists for a full week.

Looking forward to seeing you in Lucerne.


Georges T. Roos

Director European Futurists Conference Lucerne

3 steps for Making Sense of the Future



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The Pre-Conference is aimed at futurists, researchers, and academics interested in exploring the latest research in the futures field. A total of eight workshops will offer participants the opportunity to hear about new issues futurists will be exploring, innovative tools, techniques for undertaking futures work, and the latest views on how future research and practice are evolving.

The Main Conference is aimed at innovators, change agents, heads of corporate planning, strategy, and innovation, and futures experts interested in the futures impacts. The world-leading futurists will share their cutting-edge arguments and views on emerging uncertainties and paradoxes. Practical examples will demonstrate how different organisations visualise the future with regards to strategy, innovation, and development. Case studies of emerging business models and social practices proclaim a future that has already begun.

Hot topic of the Main Conference: "Upgrading Humans" – a realistic approach to how mental enhancement through implants will make thought communication possible in the near future – a tremendous commercial potential.

Future Seminars

The Future Seminars are aimed at marketers, innovators and strategists to have in-depth alternative seminars to the Pre-Conference.

How to see more of the future with a practical toolset

Objective: Learn how to design and manage a fully integrated process for foresight and future management. Visit www.FutureManagementGroup.com/EFCL to learn more.

Who should attend: By invitation only. Apply for invitation at www.FutureManagementGroup.com/EFCL

Presented by: FutureManagementGroup, Eltville

Future-Based Innovation & The MeWe Generation

Objective: Where is the next generation heading? What does is mean to your business? How could you turn consumer and social trends into profits and growth?

Who should attend: Those who wish to stay in tune with contemporary and future consumer trends and need to expand their toolbox.

Presented by: Kairos Future AB, Stockholm

Programme Highlights

Wednesday, November 22, 2006

13.00 h – 18.15 h

Pre-Conference
Practical Approaches

Introduction

New Explorative Approaches

Prof. **John S. Ratcliffe**, Dublin Institute of Technology
Dr. **Wendy Schultz**, Infinite Futures, Oxford

8 Workshops

Innovative Futuring Tools and Techniques

Knowing, Making and Minding Futures
Prof. **Barbara Adams**, Cardiff University
Learning from National German Foresight Processes – Tools for including different stakeholders
Dr. **Kerstin Cuhls**, Fraunhofer Institute, Karlsruhe
New socio-cultural theories in futurism
Matthias Horx, Zukunftsinstitut, Kelkheim/Wien
Bioeconomy 2030: Designing a Policy Agenda
Pierre-Alain Schieb, Head of Future Projects OECD, Paris
The Evolution of meme machines
Dr. **Susan Blackmore**, Bristol
3 more to come...

Keynote

Can Science predict human behaviour?

Prof. **John L. Casti**, Technical University of Vienna, former faculty member of Santa Fe Institute

Alternative Programme

Future Seminars

How to see more of the future with a practical toolset
FutureManagementGroup, Eltville (prior to Pre-Conference) 08.30 h – 12.30 h

Future-Based Innovation & The MeWe Generation
Kairos Future AB, Stockholm 14.00 h – 17.30 h

Thursday/Friday November 23 – 24, 2006

10.00 h – 18.00 h / 9.00 h – 13.00 h

Main Conference
Critical Insights & Emerging Business Models

Keynotes

New Uncertainties, New Paradoxes

Penny Power, Founder and CEO Ecademy
Stefan Bergheim, Senior Research Deutsche Bank Research, author of Global Growth Centres 2020

Best practice

Mapping the Future

Design led innovation by Philips
Josephine Green, Director Trends & Strategy Philips Design, Eindhoven
Strategy development by Mibelle AG Cosmetics
Dr. **Sven Strunk**, former CEO of Mibelle
More to come...

Networking

Future Salons

Seize the opportunity for in-depth discussion with the speakers in small groups

Case studies

New Business Models & Social Practises

OSCAR – the open car project
Markus Merz, initiator
ZOPA – Banking but no bank
Richard Duval, CEO (enquired)
BBC – Open Innovation at the BBC
Matt Locke, Head of Innovation, BBC New Media
More to come...

Hot topic

Upgrading Humans – Mental Enhancements via Implants

Prof. **Kevin Warwick**, University of Reading, Dept. of Cybernetics

Early booking registration rates

Pre & Main Conference	regular	CHF 1500.–	(after July 31, 2006: CHF 1750.–)
	NGO / University	CHF 750.–	(after July 31, 2006: CHF 850.–)
	Student*	CHF 300.–	
Pre-Conference (only)	regular	CHF 450.–	(after July 31, 2006: CHF 500.–)
	NGO / University	CHF 350.–	(after July 31, 2006: CHF 400.–)
	Student*	CHF 150.–	
Main Conference (only)	regular	CHF 1300.–	(after July 31, 2006: CHF 1500.–)
	NGO / University	CHF 550.–	(after July 31, 2006: CHF 600.–)
	Student *	CHF 150.–	
Future Seminar			
How to see more of the future with a practical toolset presented by FutureManagementGroup AG, Eltville	CHF 450.–	(after July 31, 2006: CHF 500.–)	
The MeWe Generation presented by Kairos Future AB, Stockholm	CHF 450.–	(after July 31, 2006: CHF 500.–)	

If you book a Future Seminar together with the Main Conference, you will get a discount of CHF 150.– on the regular Main Conference fee.

Early booking discounts apply until July 31, 2006.

After that date, normal rate apply for every incoming registration. For registration please use the registration form. Registration can also be done online www.european-futurists.org.

The main programme will be available in June 2006.

For programme updates, please refer to www.european-futurists.org.

Cancellation Policy

Registration refunds can only be made upon receipt of a written request, until August 31, 2006 free of charge. Registration refunds until October 22, 2006 will be subject to a CHF 100.– administration fee. No refunds will be given after October 22, 2006. Substitutions are welcome any time. Please send your request to the EUROPEAN FUTURISTS CONFERENCE by e-mail to: willi@european-futurists.org or by fax to +41 (0)41 240 63 38.

Our Partners and Sponsors:



FutureManagement Group AG, Germany
Infinite Futures – Foresight Training and Facilitation, United Kingdom
Finland Futures Research Centre, Finland
ROOS, Office for Cultural Innovation, Switzerland
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Venue

Culture and Convention Centre Lucerne, Switzerland
Europaplatz 1
CH-6000 Luzern
Switzerland
www.kkl-luzern.ch

Accommodation

For accommodation you may profit from special rates at recommended hotels in Lucerne, Switzerland. For more info: www.european-futurists.org.

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LUCERNE FESTIVAL, PIANO – November 20-26, 2006 in Lucerne, Switzerland

During the EUROPEAN FUTURISTS CONFERENCE, PIANO will present top interpreters of today's generation of pianists for a full week. This festival dedicated to keyboard instruments with its compact offer of classical as well as jazz piano music on modern as well as historical instruments is unique in Europe. For more info: www.lucernefestival.ch