Future Tools for Growth

10-12 July 2005

Culture and Convention Centre KKL

The world is constantly changing, forcing companies and governments to be flexible and adaptive. Yet, in order to shorten the reaction time to the changing

world a long term perspective is inevitable, because there are underlying trends and developments, which can be understood and taken into question on

There is also a need for a compass on our journey toward sustainable growth, so one does not get lost in the noise of stormy signals: An adequate picture of futures, which is simultaneously realistic and visionary.

futures studies institutes from different European countries. We want to set the pace for advanced future thinking in Europe. It will be an annual conference, starting with its first edition this year. It addresses both: Future experts

(scientists, strategists, planners, corporate-foresight managers) and decision makers. Its objectives are to foster futures studies in Europe, to support decision makers in their long-term orientation, to promote future thinking in

European societies, and last but not least to build a strong network among

The european futurists conference lucerne is an initiative of ten foremost

Lucerne, Switzerland

Programme

Future Tools for Growth

how they will affect businesses and politics.

To put it short: Foresight forms better decisions!

the ultimate future think tank in europe with a never before seen assembly of future intelligence in one place

Participants: The conference is for all future experts in Europe and decision makers in the public and private sector, who want to achieve a better long-term fit for their strategies and innovation policy with the changing environment and to improve their forsight strengths.

Objectives:

The pre-conference will

- improve the quality of "futuring" of future experts in futures studies centres, corporate foresight, strategic planning, and consulting;
 - strengthen the network among future experts all over Europe

The main conference will

- · foster better decisions formed by foresight;
 - · bounce out-of-the-box ideas off the most lateral thinkers, masterminds and
 - future experts; give the unique opportunity to discuss with leading futurists and decision makers
- the decisive trends which will shape Europe's future in a globalised world.

- Advancment of future skills & business gains from future thinking
 Analysis of key trends affecting the future of business and personal lives
- · Insight into cutting edge methods of forecasting
- Critical evaluation forecast
- Best cases in trend analysis, simulation, scenario planning, horizon scanning

Registration: Please use enclosed registration card or register online at www.european-futurists.org

Organization: Association of European Futurists Conference Lucerne P.O. Box 7738 / CH-6000 Lucerne 7 / Switzerland Phone: +41 41 240 63 60 / Fax +41 41 240 63 38 www.european-futurists.org / roos@european-futurists.org

with support of the foremost future institutes of Europe (see Advisory Board on the back page).

Day 1: Sunday 10 July 2005

13.00 Opening

pre-conference: advancing future skills

13.45 What We Need to Know About the Future

14.05 How does Forecasting Influence Business, Politics and Minds?

14.40 Potentials and Limits of Futuring

Roundtable

15.30 How Futurists Actually Tell the Future

Applying System Theory in Scenario Planning

17.00 Empowering Organisations with Future Intelligence (I) Workshops:

- Horizon Scanning for Liechtenstein
 Vision for an Entire Industry
 Future of Agriculture
 Future of Infrastructure Risk Perception of Next Generations

18.30 End of Day 1

Day 2: Monday 11 July 2005

8.20 Opening

8.30 Empowering Organisations with Future Intelligence (II)

11.00 Cutting Edge Methods of Foresight in the Futures

11.45 End of pre-conference

future experts in Europe. Therefore, we are sure that our conference will become a strong and influential temporary think tank for the future of Europe and for futures studies in Europe.

I am looking forward of welcoming you in Lucerne.

Georges T. Roos

georges T. Zoos Futurist, Managing Director

Pero Micic, Advisory Board President

Patrik Sallner, Nokia Insight & Foresight Matthias Horx, Zukunftsinstitut

Hughes de Jouvenel, Futuribles; Johan Peter Paludan, Copenhagen Institute of Futures Studies; Markku Wilenius, Finland Futures Research Centre; Matthias Horx and Patrick Sallner

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Continuation of the Workshops

Erzsébet Nováky, Corvinus University Budapest Philippe Durance, CNAM, Paris Markku Wilenius, Turku School of Economics and Business Eleonora Barbieri Masini, Gregorian University Rome

Programme due to changes

main conference: business gains from future thinking

Day 1: Monday 11 July 2005

14.15 Opening

14.30 Future Vision: Key Trends Affecting the Future of Your Business

Organisational Intelligence in a Digital Age

Critically Evaluating Forecast **17.00** Futures Literacy for the 21st Century

How Europe can Prosper from a Global Demographic Dividend

18.30 End of Day 1

19.30 Dinner Hotel Schweizerhof -

dinner speech: Science Fiction- lab of the Future

Day 2: Tuesday 12 July 2005

8.30 Introduction to Day 2

FUTURE TOOLS FOR GROWTH: Foresight Forming Better Decisions

• UK Government: Horizion Scanning - Improving the Anticipatory Capability

• Siemens Technology: Managing Innovation in High Technology

10:30 • Ethnographic Trend Analysis: The Six Trends in the Future of Consumption
 11:05 • Simulation: Dynamic Simulations ("War Games")
 HIV in India + Market Entry Strategy into UMTS

11:45 Lunch Break

14.15 Future Action: What We Need to Do Today for Tomorrow

15.45 Future Declaration 16.00 End of main Conference

registration

Registration rates

Pre-conference & Main Conference Pre-conference Main Conference 1750 CHF **500 CHF** 1500 CHF Registration (about 1200 €) (about 350 €) (about 1000 €) NGO/university 850 CHF **400 CHF 600 CHF** registration (about 600 €) (about 280 €) (about 400 €) **300 CHF** 150 CHF **150 CHF** Student (about 200 €) (about 100 €) (about 100 €) registration* Student registration requires a sent copy of the student ID by e-mail to roos rists.org

or by fax to +41 (0)41 240 63 38, or non-student registration rate will apply. Please use enclosed registration card or register online at www.european-futurists.org

Accommodation: Special rates apply to conference participants at hotels close to the Culture and Convention Centre Lucerne. Please contact www.european-futurists.org.

Culture and Convention Centre KKL Lucerne Europaplatz 1 CH-6002 Lucerne / Switzerland www.kkl-luzern.ch

Cancellation policy: Registration refunds can only be made upon receipt of a written request, dated no later than 1 June 2005. Refunds will be subject to a CHF 100 administration fee. No refunds will be given after 1 June 2005. Substitute welcome any time. Please send your request to the European Futurists Conference Lucerne by e-mail to roos@european-futurists.org or by fax to +41 (0)41 240 63 38

Georges T. Roos, Managing Director Urs W. Studer, Mayor of Lucerne

Patrick Dixon. Futurist

Michael Jackson, Shaping Tomorrow

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Programme due to changes

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