

# SESSIONS

TUESDAY, OCTOBER 12TH

Future Trends World Summit

October 12-14, 2021

Online Event

EST Time Zone

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## KEYNOTE // CREATE THE FUTURE: How to Win The New Roaring 20s & Innovate in Times of Chaos

11:00am - 11:30am

Get inspired about CHAOS & OPPORTUNITY with Jeremy Gutsche, one of the world's top innovation keynote speakers, CEO of Trend Hunter & New York Times Bestselling Author. In this new keynote about post-pandemic opportunity, he'll dive into the history of how post-crisis opportunity works, leveraging insights from his latest award-winning book: Create The Future - Tactics for Disruptive Thinking.

### Participants

**Jeremy Gutsche** - CEO, TrendHunter, New York Times Best-Selling Author, Better and Faster

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## PANEL // The Future of Insights

11:30am - 12:00pm

The Future of INSIGHTS

The events of the past year+ have certainly taught us that the consumer have changed, perhaps due to Covid trauma or perhaps just from simply the world changing rapidly. This panel will evaluate the insight in what the new consumer will look like, what industry trends we're seeing and how insight is now re-imagined.

### Participants

**Billy Fletcher** - Global Director of Human Insights for Emerging Categories, Coca Cola

**Gabriela McCoy** - Director of Grey Goose, Patron & Agave Portfolio, Strategy, Insights and Analytics, Bacardi North America

**Michelle Gansle** - VP, McDonald's Global Strategic Insights, McDonald's

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## PANEL // How Future Trends are Being Shaped by Youth Culture

11:30am - 12:00pm

The Future of YOUTH CULTURE

This panel will concentrate on what are the forces shaping the youth culture today and we will debate how these influences are looking to change the future customer including discussion around what they care about, how they like to interact with brands and what we can learn from them now.

### Participants

**Mitch Sava** - VP of Innovation & Engagement, Museum of Life & Science NC

**April Rivera** - Marketing Strategy Manager-Youth/Community Development (NY Knicks & Rangers), The Madison Square Garden Company

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## Opening Session Delivered by Robert Rose, Chief Strategy Advisor, Content Marketing Institute

1:15pm - 1:45pm

The Future of MARKETING

### Participants

**Robert Rose** - Chief Strategy Advisor, Content Marketing Institute

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11:00AM	<p><b>11:00am</b> - KEYNOTE // CREATE THE FUTURE: How to Win The New Roaring 20s &amp; Innovate in Times of Chaos</p> <p><b>11:30am</b> - PANEL // The Future of Insights</p>	<p><b>11:00am</b> - KEYNOTE // CREATE THE FUTURE: How to Win The New Roaring 20s &amp; Innovate in Times of Chaos</p>	<p><b>11:00am</b> - KEYNOTE // CREATE THE FUTURE: How to Win The New Roaring 20s &amp; Innovate in Times of Chaos</p> <p><b>11:30am</b> - PANEL // How Future Trends are Being Shaped by Youth Culture</p>
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## KEYNOTE // The Future of Work

11:30am - 12:00pm

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## Panel // The Future of Innovation

12:00pm - 12:30pm

The Future of INNOVATION

2021 will redefine the 21st century and now more than ever is the time to focus on what that will mean.

Panelists will each take turn and share their views on what they think the innovation trends are shaping and share advice on what we should focus on as an industry.

This panel will cover a short presentation on the personalization for the masses, digital transformation and the empathetic consumer, sustainability and diversity.

### Participants

**Xavi Cortadellas** - Head of Innovation and Design, Gatorade

**Dax Grant** - CIO of Global Operations, HSBC

**Navin Kunde** - Clorox R&D, Open Innovation Team, The Clorox Company

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## Opening Session Delivered by Marcus Collins, Head of Planning, Wieden-Kennedy NYC

12:00pm - 12:30pm

The Future of CONTENT

### Participants

**Marcus Collins** - Head of Planning, Wieden+Kennedy New York

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## Panel // Future Trends in Data

1:15pm - 1:45pm

The Future of DATA

Bridging the gap between data, analytics and insights to unlock never-before-seen opportunities is the now, but what's next for revealing granular consumer behavior? Data is a treasure trove of information. This panel is will discuss future trends in distilling data, working together and discovery.

### Participants

**Michelle Ballen-Griffin** - Principal, Business Intelligence Analyst, YouTube

**Dominique Batiste** - Director Ad Sales Research & Insights, ViacomCBS

**Ling Cui** - Head of Marketing Analytics and Customer Insights, MassMutual

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## Panel // The Future of Retail

1:15pm - 1:45pm

The Future of RETAIL

In the era where shopping have been completely re-defined and the rise of a contactless consumer is predominant, we will look for the new trends in how we like to shop in the future, what retail is going to look like post-COVID and what trends and opportunities we're seeing.

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11:00AM	11:30am - KEYNOTE // The Future of Work	11:30am - KEYNOTE // The Future of Work	11:30am - KEYNOTE // The Future of Work	11:30am - KEYNOTE // The Future of Work
12:00PM	12:00pm - Opening Session Delivered by Marcus Collins, Head of Planning, Wieden-Kennedy NYC		12:00pm - Panel // The Future of Innovation	
1:00PM		1:15pm - Panel // Future Trends in Data		1:15pm - Panel // The Future of Retail

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## Keynote // The Game That Predicted the Future, and How to Play It

11:00am - 11:30am

In 2010, world-renowned game designer Jane McGonigal led a future simulation for more than 20,000 participants, set in the year 2020. She asked the global community of players to predict how they would adapt to a series of cascading future crises: a respiratory pandemic that started in China, a conspiracy group called Citizen X spreading dangerous misinformation on social media, and historic wildfires on the West Coast of the United States. When the real year 2020 unfolded in uncannily similar ways, she followed up with players and found that they were able to adapt faster, and felt less shock and anxiety. Moreover, the surprising things players predicted they would do, the whole world actually did when a real pandemic hit. In this session, find out how she made her super-accurate forecast ten years in advance, why social simulations are the best way to prepare for the future, and what McGonigal encourages you to start simulating now, to get ready for the next decade.

### Participants

**Jane McGonigal** - NYT Best-Selling Author, Reality is Broken, SuperBetter: The Power of Living Gamefully, Inventor, SuperBetter

## Panel // Future Trends in Media

11:30am - 12:00pm

The Future of MEDIA

Streamers being major disruptors to the media space is nothing new, but what's the next big disruptor? Is it a new content type? A completely rebundled package of familiar platforms? This panel will offer a bird's eye view of emerging technologies, offerings and the ideal content future.

### Participants

**Laura Martin** - Managing Director, Entertainment & Internet, Needham & Company, LLC

**Jason Matthews** - Vice President of Research and Digital Marketing, Game Show Network

**Derek Turk** - VP of Ratings and Research, Lionsgate

## Panel // Future of CX/UX

1:15pm - 2:15pm

The Future of CX/UX

Sharing experiences in the most revolutionary UX practices implemented but also seen. Panelists will share their viewpoint on what they see shaping how in the UX world and practices they see will be the future of the industry.

### Participants

**Krys Blackwood** - Senior UX Lead Researcher and Designer, NASA

**Kelly Wald** - UX Design Lead, User Experience, Walt Disney Studios

**Shilpi Sinha** - UX Researcher, Pandora

## I Predicted Marketing Automation and It Changed Everything - Here's What's Next

1:15pm - 1:45pm

The Future of DEMAND GENERATION

As cofounder of Marketo and founder of Engagio, Jon Miller predicted the rise of marketing automation and account-based marketing — and now he's setting out new predictions for the next generation of B2B go-to-market. He'll discuss how traditional go-to-market has failed and how companies can focus on the experiences they deliver to prospect and customer accounts to set themselves apart from the competition.

At the end of this session you will be able to:

- Implement account-based best practices like the experts at Demandbase
- Recognize what works — and doesn't — for engaging accounts in conjunction with sales
- Know what's in store for B2B marketing in the next 10 years

### Participants

**Jon Miller** - CMO, Demandbase

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12:00PM			
1:00PM	1:15pm - Panel // Future of CX/UX	1:15pm - I Predicted Marketing Automation and It Changed Everything - Here's What's Next	