

CSA SPEAKER BULLETIN

ISSUE 9 / MAY 2013

Leading Women Deliver
at **TED**

CSA Exclusive Interview
with Bruno Giussani

José María Figueres Chair
of the Sustainable Ocean
Summit 2013

Ray Hammond: The Internet
In Front Of Our Eyes

TEDGlobal 2013

TEDGlobal 2013 will bring together those who venture to change our perspective, who ask different questions, illuminate old problems with a new light in order to find better answers, cope with ambiguity, detect the weak signals pointing to a different future, and challenge us to pause for an instant, and Think Again.

Starting on June 10, **TEDGlobal** will convene for 5 days of discussions and TED Keynotes by some of the globe's leading thinkers, leaders and game changers.

This year's attendees will include the likes of global economist **Dambisa Moyo**.

CSA Celebrity Speakers has been well represented at the TED conferences worldwide. In recent years, **Eddie Obeng** and **Pankaj Ghemawat** graced the stage along with luminaries such as **Niall Ferguson**, **Alain de Botton** and **Noreena Hertz**. ■

Leading Women Deliver at TED



In 1984, TED started bringing together leaders from the worlds of Entertainment, Technology and Design to share their view, ideas and creations. For 29 years some of the world's most fascinating thinkers and doers share what it is that makes them who they are.

Including the two major annual conferences on the West Coast of the United States as well as in Edinburgh, Scotland, TED has grown to include Ted Talks, Ted Fellows, and TEDx, bringing world-changing innovators from around the world to regional and local levels.

Of the many contributors at TED we focus here on just two powerhouse women who constantly have an impact on the world around them.

Professor Noreena Hertz is a bestselling author, academic and thinker whose economic predictions over the past 15 years have proven to be visionary. She addressed the TEDSalon in London, on the topic of How To Use Experts, where she called for the audience to rely not purely on CEOs and surgeons for advice, but to 'democratise expertise' - listen to the 'shop staff' who can have differing but just as valid advice.

International renowned economist and NY Times Best Selling Author of *'Winner Take All'*, **Dr Dambisa Moyo** has established herself as an international thought leader on the political and macroeconomic landscape. She is set to speak at this year's TEDGlobal conference in Edinburgh, Scotland in a session dedicated to Forces of Change on Thursday June 13. ■

To find out more about **TEDGlobal** 2013 please visit www.ted.com. ■



CSA Exclusive Interview

Bruno Giussani

Bruno Giussani spoke to CSA about his role as European Director of the TED conferences and what he sees for the future of this 'ultimate brain spa' for the world's leading thinkers and doers.

You had a couple of career shifts, which have included journalism (among others for the New York Times), a few years at the World Economic Forum, and technology-related roles in small and big companies. How does this benefit your position as European Director of TED, the global innovative body sharing ideas around the world?

At TED we try to surface great ideas, and make them accessible. In many ways, this is not that different from what I used to do as a reporter and editor, or in my role at the WEF, or at the Internet companies that I co-founded. I curate the program of our annual TEDGlobal conference, and at the same time I'm part of the senior team developing and implementing TED's overall strategy. That's a role that draws on all of my past experiences: editorial and curation, online and mobile platforms, conferences and communities.

How do you manage to get the most creative people from around the globe to speak on this platform?

In many ways TED -- both our conferences, online presence and other projects such as the educational initiative TED-Ed -- is a celebration of the boundless inventiveness and ingenuity of the human mind. We are on a journey together, a journey towards a

better understanding of the world. And the word "journey" is important, because the way forward is not always a straight line. There is no prescribed route that we should take -- and that's why we aren't prescriptive. We look at the future as the object of a constant, collective, open brainstorming. That's an attractive forum for enquiring and curious minds who want to share their insights, learnings and ideas and gain access to those of others.

Can you describe any particular person who had a great impact speaking at TED?

It's not about any individual talk: it's about the principle that the world is going to be a better place if more people are better informed and inspired.

We have some 1200 talks available (for free) as videos on TED.com -- and we add a new one every day. On average each has been seen almost one million times. Each of them has been impactful in its own way. There have been talks that have been watched by governments and have influenced policy, others that have inspired new designs or social innovations, and others that have impacted people individually, inspiring them or changing their mind on something. TEDTalks like Ken Robinson's classic "Schools kill creativity" have been hugely

influential, but the same can be said for instance of the talks about vulnerability and about how we see ourselves by, respectively, Brené Brown and Amy Cuddy, which of course hit a diverse, more personal chord.

Your audiences are known to range from the innovative and creative young to the most established business leaders. What do you see as the next trend they have to watch out for?

We live at a very interesting juncture in time, with an explosion in data, information, scientific advances and innovation. So there are a lot of new things coming at us. Just to mention a few that are very interesting to me right now: regenerative medicine, 3D printing, autonomous drones, new materials, frugal design, shared value, open governance. And of course the "neuro race" taking place around the world to figure out how the brain works.

Known as a great speaker yourself, what are your favourite topics to address?

Thank you. Lately I tend to focus my efforts more on helping other speakers to shape their ideas into great talks than on my own speaking. But I do put a lot of thinking into how ideas spread, their impact and their "social life". ■

All Eyes on Latin America

While Europe and the US have been struggling to find their feet during the financial crisis, South America has done well to keep a firm footing during the past few years. Much of this has been due to the increase in global prices for commodities as well as active monetary policy. But what now? Commodity prices cannot continue the climb, gold having hit a two year low; new leadership will soon take hold in Venezuela, which has further implications on the rest of Latin America, and new studies indicate that 56% of the Latin American workforce functions outside any formal economy.

Latin America's economic face is changing. The IADB's forecast calls for an annual growth of only 3.9% over the next five years. This, along with the rate of growth for investment projected to fall from 10% to 5% annually is not the best prospect one could hope for.

One obstacle in particular, has plagued Latin America for decades: poor infrastructure. Lower investment means that this obstacle will not go away easily either.

But, the times are changing. Brazil is set to host two of the largest sporting events in

the world - The Summer Olympic Games and the FIFA World Cup. The economic impact that the Olympic Games alone can have on an economy is staggering. Not only for short and long term economic gains made but also the investment brought to the infrastructure of the host nation.

Looking at prior Games, Atlanta spent US\$1.58 billion on the 1996 Olympics and created over 24,000 jobs. This investment brought not only a short-term economic impact of ca. US\$5.1 billion, but also an estimated 30% rise in trade. An increase such as this is a game changer for Latin America.

If one country has the potential to have the most effect on Latin America in the near future, it is Venezuela. After the death of Hugo Chavez, it is uncertain where the new leadership will take the country. After the election results were publicised, the opposition vowed to contest the results, a process which could be lengthy.

As a member of OPEC and the country with the largest reserves of crude oil in the world, Venezuela is easily amongst the largest oil producers. In 1973, Venezuela nationalised the oil industry outright.

The passing of Hugo Chavez could have a ripple effect across Latin America. Cuba for example, receives over 60% of its domestic oil consumption from Venezuelan oil subsidies. If Caracas were to halt these, it could, with the turning of a valve, drive Cuba into an economic void.

This is of course the worst-case scenario. But with Chavez out of the picture, who himself has been a constant critic of the United States, it might further open up ongoing discussions between the US and Cuba to lift the embargo that has been in place since 1960 as well as open discussions between the US and Venezuela.

There are many what-if's and open questions concerning that which will only be answered as time goes on but one thing is for sure: All eyes are on Latin America.

CSA Celebrity Speakers is proud to represent many great leaders from South America and great minds in the commodities field including former Chilean President **Ricardo Lagos**, Former Costa Rica President **José María Figueres** and international economist **Dambisa Moyo**. ■

Ricardo Lagos

Ricardo Lagos served as President of Chile from 2000 to 2006. He is one of South America's most influential and successful economists and is a Special Envoy on Climate Change for the United Nations. He has in-depth insights into South American politics and economics as well as in-depth knowledge of the global effects of climate change on the world's leading economies.



José María Figueres

Having served as President of Costa Rica, CEO of the World Economic Forum and now Chair of the Carbon War Room, José María offers a truly unique perspective into the world of business and international affairs and development. As President he led Costa Rica's emergence as a world leader in environmental protection and he provides perspectives on future trends in an informative and thought provoking manner.



Dambisa Moyo

Dr Dambisa Moyo is an international economist and author with an established international reputation as a thought leader on the political and macroeconomic landscape across developing countries and frontier economies, including South America. She utilises her comprehensive economic understanding to realise opportunities and manage risks across emerging economies.

Marco Montemagno is a digital entrepreneur, public speaker and broadcaster. He is Founder of Reboot Italy, which promotes new media and technologies to politicians, connecting the political world with digital innovation and opportunity. He spoke exclusively to CSA about his work and what drives him to bring technical topics alive to business audiences.



One way you describe yourself is that of 'Tech Alchemist'. What exactly do you mean by this and how do you think you have benefited businesses over the years by sharing your knowledge?

The Digital world changes so fast and it's too complicated even for tech people who live in it 24/7! Can you imagine how difficult it is for a company that is not in the tech sector to understand all the trends, decipher and decide what to do? It's like learning a new language: it can take 10 years or 1 month it depends on the system that you decide to use. What you often need is a sort of "translator", a human bridge that helps you to connect what you already know with what you need to know – someone who can help you get that secret sauce used by the best digital people and businesses.

Without geek speak and in an actionable way. That's what I do.

Do you feel that working with and interviewing so many top technical gurus and founders over the years has given you more of an insight into global technical trends and has this

knowledge shaped any of your own business decisions?

Absolutely. I've been lucky to meet, interview or share the stage with so many amazing people – from Jeff Bezos to Al Gore, Steve Ballmer, Nicholas Negroponte and hundreds of digital entrepreneurs. It's a unique opportunity to have direct access to original, pure talent! Most of all after a while you can clearly understand the habits of the most successful ones and you start instinctively to recognize patterns that really work and that you can adopt in your business.

Talking of business decisions - you are a serial tech entrepreneur. Is it important to be a practitioner as well as just having technical knowledge and how does this benefit your audiences?

It's fundamental; let me give you an example. I'm often asked to talk about how to expand your online presence, how to reach millions of users. On one side it's good to provide best guidelines learned by consistently studying and meeting top notch people. On the other side it would be very difficult to convince an audience if I haven't done it

myself. In this case having built an editorial network with more than 3 million unique monthly visitors helps to really know first hand what it means (and how difficult it is!).

There are many people who are technical gurus and there are many people who can bring topics to life, but not many can combine the two successfully. What qualities do you have that enable you to bring 'technical speak' to life and to engage audiences?

My journey... I have spent the last 15 years of my life "divulging" the opportunities offered by the Internet and technology by doing presentations. For every type of audience. On every medium. In-almost-any situation. However, I had the misfortune (later revealed as good fortune) of having to speak about a topic like the Web and technology, where the audience (in a non-technological country like mine, Italy) is not interested in the subject, does not want to listen to you and has no intention of changing their beliefs/habits (can you imagine anything worse than a complete stranger sent to talk to you about technology?).

I went through every type of medium (TV, Radio, Web, Newspapers) doing presentations in the most desperate conditions, from town squares to castles (to an audience seated at dining tables, starving before dinner), from mega conventions of 5,000 people to hotel rooms with 2 people, from meetings at nursing homes with eighty-year-olds to face-to-face meetings with sixteen-year-olds behind school desks.



I had to do theatrical monologues of 90 minutes and 10 minutes pitches on trains for the entire 3-and-a-half hour journey (rotating between 11 wagons, talking to 6 people at a time), as well as summarizing my messages in 12 second clips for radio interviews, right through to 21 minute live television transmissions on my own program (with guests like Jeff Bezos).

Lastly, I had the chance to interview thousands of guests, ranging from one-to-one interviews with well-known figures such as Steve Ballmer in front of 1,500 people, to live interviews with Al Gore on TV including accepting live questions from the audience (while defending myself in the meantime from physical attack by a fanatic...). Above all, out of sheer necessity, I had to invent different and unconventional methods of presenting, in order to be able to survive in situations that you cannot overcome just by showing some simple slides. I brought ping-pong tables on the stage to explain and play at the same time, I gave out rings to marry

the Internet, I used sensors to transform the audience into a single joystick, I folded T-shirts in 5 seconds, I gave out sheets of paper to make portraits and I brought tennis balls to throw on the stage.

What do you think are the hot technical topics and trends for business today and what do you feel is or are most important and urgent for any company to address?

The internet is not virtual anymore and the whole internet of things/makers movement is going to be big. How do you run your business in a 100% connected world? How do you stay visible and relevant when trillions of objects and people produce content every second? How do you adapt your business in a mobile first environment?

There are huge opportunities coming out of the digital layer that will be ubiquitous if you just get the right approach and knowledge. ■

José María Figueres

Chair of the Sustainable Ocean Summit 2013



Jose Maria Figueres, Chairman of The Carbon War Room and Former CEO of the World Economic Forum, chaired the Sustainable Ocean Summit 2013 (SOS 2013) the only international, cross-sectoral ocean sustainability conference designed by and for the private sector.

SOS 2013 was recently held in Washington D.C. (22nd-24th April) to further advance leadership and collaboration among the diverse ocean business community in addressing marine environment and sustainability challenges.

The SOS 2013 event built on the highly successful SOS 2010, held in Belfast,

Northern Ireland, which drew together more than 150 representatives from a wide range of ocean industries.

The SOS is an unprecedented gathering of the ocean business community that catalyzes the growing interest among ocean businesses for more effective leadership, collaboration and business value in addressing shared ocean environmental challenges.

The SOS brings together the wide range of industries involved in the use of marine space and resources, including shipping, oil and gas, fisheries, aquaculture, ports, mining, renewable energy, tourism, dredging, marine science/technology, maritime law, insurance, finance, and others.

The SOS is organized by the World Ocean Council (WOC) - the only international business leadership alliance on Corporate Ocean Responsibility.

A steadily growing number of companies from the wide range of ocean industries

worldwide are distinguishing themselves as leaders in ocean stewardship and sustainability by becoming WOC Members.

The SOS Organizing Committee includes a diverse mix of leadership companies who are engaged in design and development of the event.

The conference addressed priorities for cross-sectoral industry leadership and collaboration in ocean sustainability, including: ocean policy, regulations and governance; marine spatial planning; the role of industries in ocean and climate observations; biofouling and invasive species; fisheries and aquaculture interaction with other industries; cross-sectoral collaboration in responsible use of the Arctic; sound and marine life; cargo issues, port waste reception facilities and marine debris; marine mammal interactions; the role of finance, insurance and legal sectors in ocean sustainability.

For more information on the SOS 2013, please www.oceancouncil.org. ■

A View TO THE FUTURE

Ray Hammond is Europe's most experienced and most widely published Futurist. For over 30 years he has researched, written and spoken about how future trends will affect society and business.



The Internet In Front Of Our Eyes

If a futurist lives long enough, he finds himself living in the future he described long ago. What's about to happen sometimes seems like old news.

In my 1999 novel "Emergence" (set in the year 2015) I imagined that people would, in that year, be wearing spectacles that were connected to the Internet. Describing a scene in which one of my characters negotiates a busy Manhattan sidewalk I wrote:

"Almost everybody else on the sidewalk was wearing personal viewpers of one brand or another. Most of them, Joe guessed, were watching the news, talking to someone, gambling, scanning emails and vmails or, like him, going over their work. Many of them were 'attending' meetings in different time zones, different climates, different seasons: some of them would be involved in more than one. All of them walked more slowly, more absently,

than people had when he was a kid in Manhattan and all of them seemed to be talking to themselves. Once again Joe realised that while their bodies were on the streets, their minds were in the networks."

Next year Google Glass – the world's first internet-connected eyewear – will go on sale and my prediction about internet data eyewear will become a reality – one year ahead of my estimate.

Software developers already have prototype versions of Google Glass and they are busy creating apps and dreaming up functions for the virtual world that will seem as if it is "hanging" in front of our eyes (when wearing Google Glass it will appear as if we are seeing a screen about five feet in front of us).

The impact of having internet information displayed in front of our eyes all the time that we are wearing our groovy Armani or Gucci internet specs (Google is already seeking fashion partners to launch their own stylised versions of Glass) will not be trivial. If humans take to data specs the way I think they will, the world will soon seem very different.

In the near future every building, every vehicle and every person will transmit information via the internet which wearers of "viewpers" will be able to see. (It's too soon yet to know what we will call data-enabled eyewear. When I invented the term "viewpers" in 1999 I knew that would not be the word we would use. Neither will we use "Glass", whether Google likes it or not. The term for the internet in front of our eyes will emerge organically, from its users. As I tell all of my audiences, we never have language for new technology when it first arrives.)

In tomorrow's conferences, name badges will no longer be needed. When I meet someone during the coffee break my "viewpers" (or my Armani Google Glass) will tell me who they are. The information will appear as a semi-transparent overlay hanging in space in front of their face. I will also be able to see as much information about them as they choose to make public: for example, their company, their role and their private interests. I may even be able to see their Facebook or Twitter feeds if they so choose.

When I was writing "Emergence" 14 years ago I also imagined that "viewpers" would soon be able to do even more. Describing a party scene I wrote:

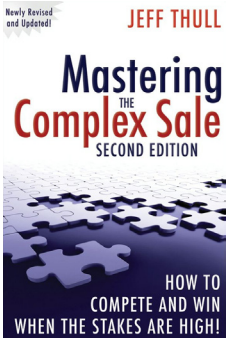
"Everyone was enjoying the experience of attending a social gathering at which they were automatically provided with all necessary information about the other guests. Each one's system provided a complete database of all those present, complete with their biographies and most recent activities and achievements."

"As any guest scanned the other faces on the lawn, the InfoStem used a combination of ident-outputs and facial pattern-recognition to provide an overlay projection identifying the person on whom the wearer was focusing his or her eyes. Simultaneously in the users' earpieces, the system provided the correct pronunciation of that person's name and at least one item of recent interest that might make an opening gambit for conversation."

It's fun predicting the future – especially when you live long enough to see it come true. ■

Featured Books

Mastering the Complex Sale: How to Compete and Win When the Stakes are High!



Key strategies for long-term, sustainable customer relationships. With nearly every sector of the marketplace challenged like never before, sales professionals are under pressure now more than ever. Success demands superior strategies and precise execution.

This Second Edition of Jeff Thull's bestselling **'Mastering the Complex Sale'** gives you the edge you've been looking for. Continuing to create game-changing strategies and how-to's, Thull has updated the Prime Process, a diagnostic, customer-centered approach that clearly sets you apart from your competition and positions you with respect and credibility as a valued and trusted advisor. A proven business paradigm that Mastering the Complex raises the bar for all sales methodologies.

'Mastering the Complex Sale', Second Edition redefines the strategy of the complex sale, showing you how to Gain access to and connect with the highest levels of power and influence Differentiate yourself from competitors early in the sales process Dramatically reduce the sales cycle time Create questions that bring unrestricted flows of information Separate real business from resource drains Translate your market strategy into sales results Giving you a solid system, along with the unique skills and mental discipline you need to execute it, this new edition of a classic guide will show you how to compete and win when the stakes are high. ■

Jeff Thull Keynote Speaker, Author and Leading-Edge Strategist

Jeff Thull is a leading-edge strategist and valued advisor for executive teams of major companies worldwide. As President and CEO of Prime Resource Group, he has designed and implemented business transformation and professional development programs for companies like Shell, Siemens, HP, Honeywell, 3M, Microsoft, Siemens as well as many fast-track, start-up companies. Jeff is a compelling, entertaining and thought-provoking keynote speaker with a track record of over 2,500 speeches and seminars delivered to corporations and professional associations worldwide.

Jaron Lanier Pioneer in the Field of Visual Programming, Computer Scientist, Composer, Visual Artist & Author

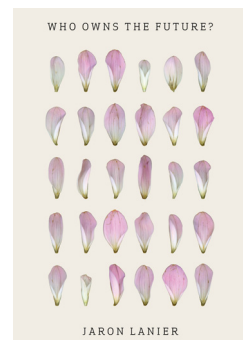
Jaron Lanier is many things - composer, performer, computer scientist, philosopher - but one thing he is not is a machine. He is probably best known for his work in Virtual Reality having himself coined and popularized the term 'Virtual Reality'. He has proposed and implemented a variety of technologies that have since spawned industries in their own right. He is also a pianist, a specialist in unusual musical instruments and a visual artist.

Who Owns the Future?

Jaron Lanier is the bestselling author of *You Are Not a Gadget*, the father of virtual reality, and one of the most influential thinkers of our time. For decades, Lanier has drawn on his expertise and experience as a computer scientist, musician, and digital media pioneer to predict the revolutionary ways in which technology is transforming our culture.

'Who Owns the Future?' is a visionary reckoning with the effects network technologies have had on our economy. Lanier asserts that the rise of digital networks led our economy into recession and decimated the middle class. Now, as technology flattens more and more industries - from media to medicine to manufacturing - we are facing even greater challenges to employment and personal wealth.

But there is an alternative to allowing technology to own our future. In this ambitious and deeply humane book, Lanier charts the path toward a new information economy that will stabilize the middle class and allow it to grow. It is time for ordinary people to be rewarded for what they do and share on the web. ■



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Ray Hammond, Pierluigi Collina, Sir Bob Geldof, Sir Tim Berners-Lee

**For more information on this issue's contributors
or booking them for any of your events please contact:**

CSA Celebrity Speakers Ltd
90 High Street, Burnham, Buckinghamshire SL1 7JT. United Kingdom

tel: +44(0)845 216 0100

email: info@csaspeakers.com

web: www.csaspeakers.com

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