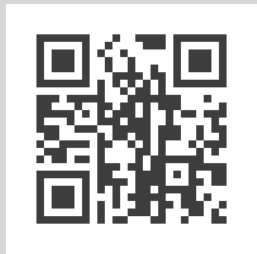




APF

Association of Professional Futurists



V-GATHERING FUTURES FESTIVAL

OCTOBER 26 & 27, 2011

A **global 18 hour** virtual conference

for the **practicing futurist, strategic planner or professional forecaster.**

Over **20 speakers** from Europe, the Americas, and Asia-Pacific.

Designed for professional futurists and people using strategic foresight approaches in their work, the **Virtual Gathering** will bring together leading thinkers from across the globe to share their insights, experiences and ideas about their work.

Presentations across four content areas:

- Futures/Foresight Methods
- Insights from Art/Design/Architecture
- Crazy Futures
- Building a Futures Career

And three regions (10:00 GMT Oct. 26 to 04:00 GMT Oct. 27)

Europe

October 26-27, 2011

11:00 - 05:00 BST

Americas

October 26, 2011

06:00 - midnight EDT

Asia-Pacific

October 26-27, 2011

21:00 - 15:00 AEDT

The V-Gathering Futures Festival is supported by the **Futures Studies program** at the University of Houston using their **e-learning platform** that provides easy and seamless audio, video, presentation, and chat functionality.

Preliminary Agenda and registration details inside



www.profuturists.org



V-GATHERING FUTURES FESTIVAL

Session 1: Europe

October 26, 2011 :: 10:00 -16:00 GMT :: 11:00 - 17:00 BST

UK (BST)	US (EDT)	AU (AEDT)		
Wed 10/26 11:00 AM	Wed 10/26 6:00 AM	Wed 10/26 9:00 PM	Hello From the UK Wendy Schultz	
11.15 AM	6:15 AM	9:15 PM	Adventures in Large-Scale Participatory Futures Systems Noah Raford	Methods
12:00 PM	7:00 AM	10:00 PM	Art Will Save the World Vahakn Matossian	Art/Design/ Architecture
12:30 PM	7:30 AM	10:30 PM	Does Culture Eat Strategy for Breakfast? Sohail Inayatullah	Methods
1:30 PM	8:30 AM	11:30 PM	Water Cooler Chats	
1:45 PM	8:45 AM	11:45 PM	Postcards as a Doorway to the Future Andrew Curry Victoria Ward	Methods
2:45 PM	9:45 AM	12:45 AM Thu 10/27	Building Lego Prototypes of the City to Challenge Urban Conventions Emile Hooge	Art/Design/ Architecture
3:30 PM	10:30 AM	1:30 AM	Crazy Futures: Why Plausibility is Maladaptive Wendy Schultz	Crazy Futures
4:15 PM	11:15 AM	2:15 AM	"My radio prefers bacon" Adventures in SpecCult Justin Pickard	Crazy Futures
4:45 PM	11:45 AM	2:45 AM	Water Cooler Chats	

Session 2: Americas

October 26, 2011 :: 16:00 -23:00 GMT :: 12:00 - 19:00 EDT

UK (BST)	US (EDT)	AU (AEDT)		
Wed 10/26 5:00 PM	Wed 10/26 12:00 PM	Thu 10/27 3:00 AM	Hello From the US Cindy Frewen	
5:15 PM	12:15 PM	3:15 AM	Mega-Hacks: City, Region, Planet Cindy Frewen	Art/Design/ Architecture
5:45 PM	12:45 PM	3:45 AM	Money, Sex, and Politics Emily Empel, Sara Robinson, Heather Schlegel	Crazy Futures
6:45 PM	1:45 PM	4:45 AM	Personal Futures Coaching Verne Wheelwright	Methods
7:30 PM	2:30 PM	5:30 AM	Water Cooler Chats	
7:45 PM	2:45 PM	5:45 AM	Rigorous Foundations for Scenarios Peter Bishop	Methods
8:30 PM	3:30 PM	6:30 AM	ConsumerShift: How Changing Values Are Reshaping the Consumer Landscape Andy Hines	Building a Futures Business
9:15 PM	4:15 PM	7:15 AM	Mental Mapping for Learning and Presenting Maria Anderson	Methods
9:45 PM	4:45 PM	7:45 AM	Water Cooler Chats	
10:00 PM	5:00 PM	8:00 AM	Futures for Futures Education Peter Bishop, Jim Dator, Jay Gary, Peter Hayward	Methods
11:30 PM	6:30 PM	9:30 AM	Educational Futures Built Heather Frey, Scott Yim	Art/Design/ Architecture
12:15 AM Thu 10/27	7:15 PM	10:15 AM	Creating Futurists of Tomorrow: HS Students at Duke University Frank Spencer	Methods
12:45 AM	7:45 PM	10:45 AM	Water Cooler Chats	



V-GATHERING FUTURES FESTIVAL

Session 3: Asia-Pacific

October 27, 2011 :: 23:00 -04:00 GMT :: 10:00 - 15:00 AEST

UK (BST)	US (EDT)	AU (AEDT)		
Thu 10/27 1:00 AM	Wed 10/26 8:00 PM	Thu 10/27 11:00 AM	Hello from Australia Maree Conway	
1:15 AM	8:15 PM	11:15 AM	Understanding how Spiral Dynamics Influences Client Decisions Marcus Barber	Building a Futures Business
2:00 AM	9:00 PM	12:00 PM	Building Creative Business Strategy: Intersections Between Design Thinking & Foresight Maree Conway, Elizabeth Rudd	Art/Design/Architecture
2:45 AM	9:45 PM	12:45 PM	Water Cooler Chats	
3:00 AM	10:00 PM	1:00 PM	Business Development: Negotiating Skills for Better Business Outcomes Marcus Barber	Building a Futures Business
3:45 AM	10:45 PM	1:45 PM	Integral Futures Richard Slaughter	Methods
4:45 AM	11:45 PM	2:45 PM	Closing Maree Conway	
5:00 AM	12:00 AM	3:00 PM	End of Program	

DETAILED AGENDA

Session 1: Europe

Adventures in Large-Scale Participatory Futures Systems

Noah Raford

UK (BST)

11.15 AM

US (EDT)

6:15 AM

AU (AEDT)

9:15 PM

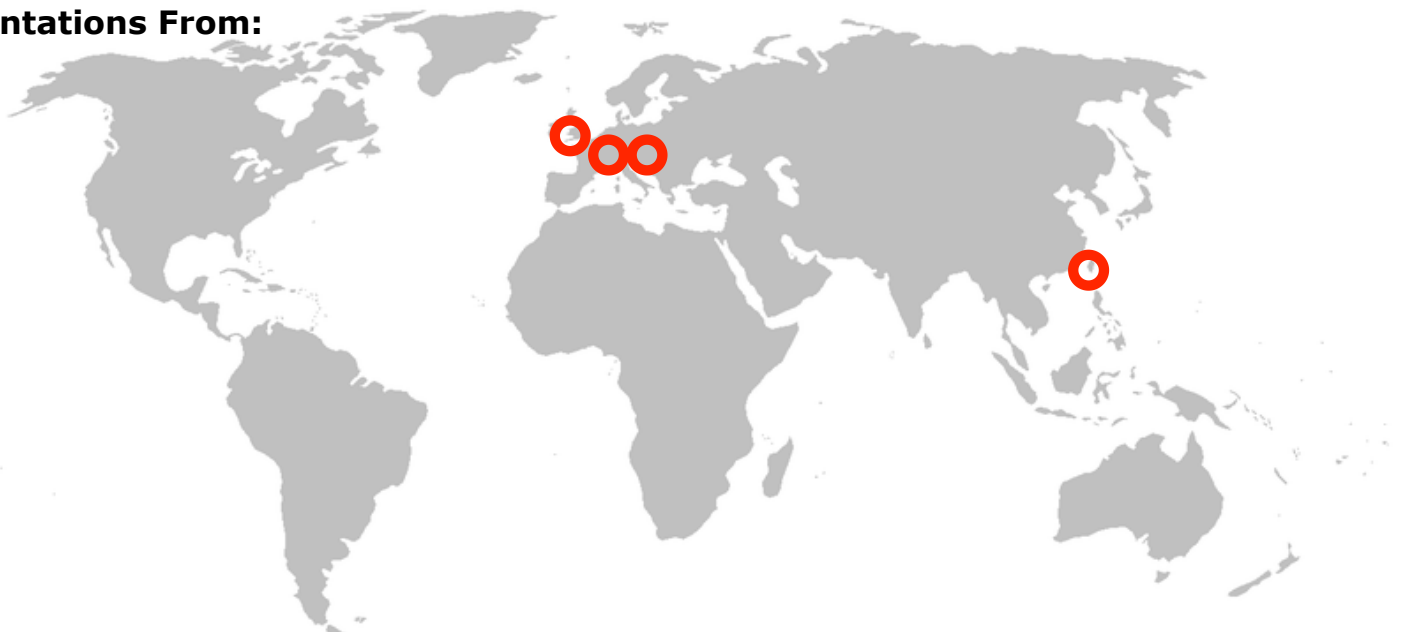
Methods

Noah explores the role of various crowdsourcing approaches in the public foresight process, drawing on empirical lessons from five prototypical online systems and extensive field analysis. He presents a view on where they appear to add value and augment the process, how they may continue to develop over time and where they may fall short of their intended potential or goal. He then describes ways they can be better integrated into the futures process through applied examples and case studies.



Noah Raford is an advisor and acting head of the scenario planning and horizon scanning unit at the Prime Minister's Office of the UAE. He has worked extensively in international public policy and strategy development and recently completed his PhD at MIT, focusing on crowdsourcing approaches in large-scale, multi-stakeholder public sector environments. He blogs occasionally at <http://news.noahraford.com/>

Presentations From:



Session 1: Europe

Art Will Save the World

Vahakn Matossian

12:00 PM

7:00 AM

10:00 PM

Art/Design/Architecture

A pre-edited video: Why sanctioned and un-sanctioned uses of public space in art and design are crucial to civilisation.



Vahakn Art & Design Studio was started by a British-Armenian-German designer **Vahakn Matossian**. He has been working in the realms of interactive art and design for a number of years. Son of digital music pioneer and interactive artist Rolf Gehlhaar, he graduated from the University of Brighton's Three Dimensional Design BA and then from the Design Products Masters at the Royal College of Art in London, 2009. He has worked with TROIKA, on the 'Cloud' and 'All the Time in the World' installations at Terminal 5, among other projects. Clients include, Yamaha, Hulger, Glastonbury Festival, British Film Institute, Innovation Labs and Cybersonica. Vahakn is currently design director at Superleggera.

Does Culture Eat Strategy for Breakfast?

Sohail Inayatullah

12:30 PM

7:30 AM

10:30 PM

Methods

In this presentation, following on the tradition of Sarkar's tantra, I take a praxis based approach instead of the more ideological, "that is fine in practice but does it work in theory". Case studies from policing (Dutch, Australia Federal Police, FBI, and RCMP), education (high school principals, Ministries of education, universities), cities (Asia pacific cities summit, Gold Coast 2037, Brisbane 2026), health (pharma, professional health organizations, and associations, ministries), corporate (insurance, cola, engineering, mining), non-government (spiritual, climate change) are used to illustrate what I've learned about what works and what does not, particularly in respect to which methods to apply in what situations - ie when the futures triangle, cla, macrohistory and scenarios - double cross, integrative, organizational - and meditative visioning). Double loop reflections (which self is learning?) and narrative foresight (how we story the future) help discern why scenarios and strategies can often fail and underlying worldviews and narratives overwhelm.



Professor Sohail Inayatullah, a political scientist, is at Tamkang University, Taipei (Graduate Institute of Futures Studies), Adjunct Professor, Centre for Policing, Intelligence and Counter-Terrorism, Macquarie University, Sydney; and Adjunct Professor at the University of the Sunshine Coast (Faculty of Social Sciences and the Arts). Professor Inayatullah is a Fellow of the World Futures Studies Federation and the World Academy of Art and Science and on the International Advisory Council of the World Future Society, the Darwin Project, and the Lifeboat Foundation. Inayatullah is editor-in-chief of the *Journal of Futures Studies* and on the editorial boards of *Futures*, *Prout Journal*, *Peace and Democracy in South Asia*, and *Foresight*. Inayatullah has conducted research, consulting, and workshops, or presented keynote addresses for a variety of organizations and conferences. web: www.metafuture.org, sinayatullah@hotmail.com.

Session 1: Europe

Postcards as a Doorway to the Future

Andrew Curry, Victoria Ward

1:45 PM

8:45 AM

11:45 PM

Methods

Postcards are common, widespread, and well-understood, even in a digital world. Used in futures processes, they can open up different types of discourse and let people talk about metaphors, stories, and worldviews in unselfconscious ways. In their presentation, Andrew Curry and Victoria Ward will talk about how, and why, postcards work as a tool to animate the visual self, how they connect the future to the past, and the types of conversations they can engender.



Andrew Curry: I work for the London-based consultancy The Futures Company (formerly Henley Centre HeadlightVision), where I specialise in futures and digital media. (Its blog is [here](#)). I started as a financial journalist for BBC Radio 4's Financial World Tonight, before moving to Channel 4 News during the 1980s. From there I spent some time in current affairs production and the independent sector, before being hired in 1993 by the cable company Videotron to launch Britain's first interactive television television channel. After Videotron was acquired by Cable and Wireless Communications I was assigned to the digital television development programme, and joined The Henley Centre (as it then was) in 1999.



Victoria Ward, founding partner of SparkNow, is responsible for SparkNow's change practice and has 16 years' experience in the finance sector (1981–1997) and 14 years in knowledge management strategy & implementation and narrative approaches to organisational strategy, research & development (1996–now).

Building Lego Prototypes of the City to Challenge Urban Conventions

Emile Hooge

2:45 PM

9:45 AM

12:45 AM
Thu 10/27

Art/Design/Architecture

I will share the results of a series of community design workshops that I have run. The goal was to build prototypes of a city and to use a bottom-up / hands-on approach to challenge the more conventional visions that urban planning produces. With the participants, we started by building Lego dioramas of innovative services and behaviours that we would like to see more of in the city (culture, transport, consumption,...). Then we designed Lego models of a city which would best support such services and behaviours (places, organisations, infrastructures...). That is how we built models of futures with our hands before speaking about them and tried to bring in new ideas for urban planning. I will conclude my presentations with a few thoughts about the relationship between participatory design and futures research.



Emile Hooge is an innovation consultant and partner at nova7 in France and teaches at EM Lyon Business School. His work combines futures research, user research and services design for different types of clients in France or Europe with a focus on cities and public services. He is a member of Millenaire3 Futures research network and publishes many reports on www.millenaire3.com. He is also member of La Fing (think-tank researching social and digital innovation) and is regularly invited to speak at conferences or facilitate workshops about cities and social innovation in a digital age. To keep up to date on those topics, follow his tweets: @ehooge

Session 1: Europe

Crazy Futures: Why Plausibility is Maladaptive

Wendy Schultz

3:30 PM

10:30 AM

If "any useful idea about the future should appear to be ridiculous," then futurists must always seek out that oh-so-cutting edge between reasonable and crazy. So what is crazy as applied to futures? How does that relate to 'plausibility' - and just what is 'plausibility,' anyway? Does crazy process necessarily mean crazy output? Which provides a better competitive edge in a complex, evolving world subject to bouts of chaos and unexpected events: plausibility, or craziness? Which most effectively reduces our individual and collective blind spots?



As Director of *Infinite Futures: Foresight Research and Training*, **Dr. Schultz** has over twenty-five years of foresight practice worldwide. She recently completed an integrated foresight project with a Fortune 500 food-and-beverage company; a strategic change management project with Boehringer-Ingelheim Pharmaceuticals; and a scenario project focused on England's natural environment to 2060. Her writing covers not only futures research methods and applying futures in public policy, but also topics ranging from futures of space habitation to futures of philanthropy. Dr. Schultz holds an M.A. and Ph.D. in Alternative Futures from the University of Hawai'i at Manoa. She has taught futures studies at the graduate level in Houston, Turku, Lisbon, and Singapore. A Principal of SAMI Consulting (UK), she is also Director of Training for Vision Foresight Strategy (USA), and collaborates with The Futures Company, Lasa Development, and AndSpace Consulting. She is a Fellow of the World Futures Studies Federation; a Fellow of the Royal Society for the encouragement of Arts, Manufactures, and Commerce; and a member of the Association of Professional Futurists. She lives in Oxford, England.

"My radio prefers bacon" Adventures in SpecCult

Justin Pickard

4:15 PM

11:15 AM

A rollercoaster designed to kill you. A carnivorous radio. The full moon, as seen through an infrared camera.

This session focuses on the relationship between design, gonzo, and foresight, interleaving snapshots and headlines from the past year, projects from the Superflux archive (and further afield), and profiles of current designers and practitioners. Blending index and anecdote, we'll begin charting a course between #collapsonomics and the singularitarian tendency, with one eye fixed on the oceans of speculative culture.



Justin Pickard is a writer, researcher, and gonzo futurist. As an associate at Superflux, Justin has helped map a possible future for retinal prostheses and the 'cyborg sensorium'. In prior incarnations, he's helped re-imagine video capture as a team sport, hunted traces of economic collapse in Iceland and Ireland, gamed the future of security, and probed the role of internet-mediated activism in the global garment industry.

Justin received an M.A. from Goldsmiths, University of London, and holds a B.A. in International Relations and Anthropology from the University of Sussex. At the time of writing, he is sitting – rather uncomfortably – on 30,000 words of fiction about post-disaster politics, network infrastructure and the future of the United States.

Session 2: Americas

Mega-Hacks: City, Region, Planet

Cindy Frewen

UK (BST)
5:15 PM

US (EDT)
12:15 PM

AU (AEDT)
3:15 AM

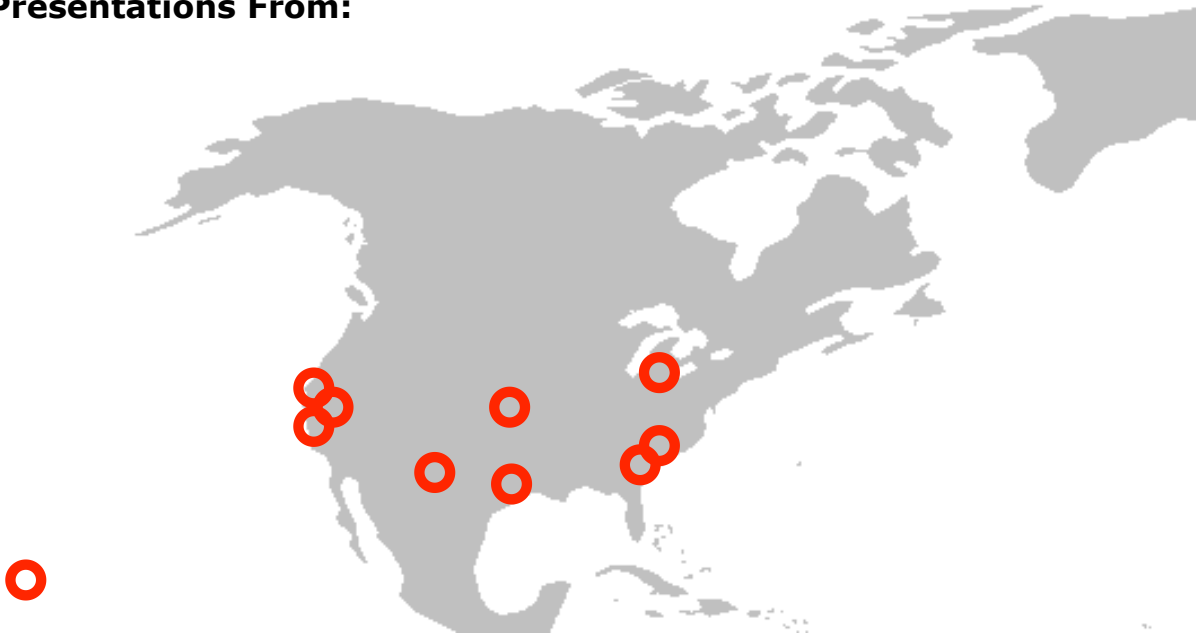
Art/Design/Architecture

Cindy explores the realm of big, bigger and biggest in design and identifies where you can see the future today. Designing cities, regions, and even the planet has gotten short shrift among experts, allowing planning and politics to rule decisions instead of systems and whole thinking. In the increasing "urban divide," With the onslaught of technological innovations, differences between the have and have-not cities are growing exponentially. Every move we make creates an environmental hack; people collectively shape urban progress. In this session, you will see emerging ideas about co-creating districts, augmented urban/digital spaces, growing mega-opolises, virtual communities, living buildings and cities, geo-engineering, and environmental hacking that may restore the planet.



Dr. Cindy Frewen Wuellner, FAIA, LEED AP, founded and operated an architecture firm for 20 years before merging it with another design firm in order to shift her focus to long-term strategies for designing and building cities. Example projects are Kansas City Downtown Civic Mall Master Plan for 60 blocks of the central business district; Kansas City, Missouri Police Department Facilities Master Plan; Charles E. Whittaker United States Courthouse Interiors; and the Ilus W. Davis Park, a civic park in downtown Kansas City. She teaches in the Graduate Program in Futures Studies at the University of Houston as an adjunct professor and at the University of Kansas. Frewen Wuellner is currently writing a book on how social technologies are transforming the ways we use and build cities. Web site: <http://urbanverse.posterous.com>; Connect at [Twitter](#) and [LinkedIn](#).

Presentations From:



Session 2: Americas

Money, Sex, and Politics

Emily Empel, Sara Robinson, Heather Schlegel

5:45 PM

12:45 PM

3:45 AM

Crazy Futures

Three University of Houston Future Studies master's students explore the future of currency, the commercial sex industry, and American progressive politics. *The Future of Currency* will look at technological and cultural changes in financial money lending, alternate and virtual currencies and how money will be exchanged in 2025. *The Future of the Commercial Sex Industry*, presents how the world could be different in 2030 in regards to the commercial and cultural implications of the sex industry. The Future of the Progressive Movement in the United States is based on insights from a futures research study performed through interviews of experts in politics, culture, sustainability and related areas. This panel addresses cutting-edge futures domain work in three provocative domains – money, sex, and politics.



Emily Empel is currently enrolled in the University of Houston Future Studies Program with an expected graduation date of December 2011. She graduated from Villanova University School of Business and her creative out-of-the-box thinking helped create the initial concept for a start-up venture during her junior and senior years. In addition, Empel worked at Random House Publishing where she started the company's first in-house Generation Y survey and focus group. She recently completed a summer associateship at Hasset Willis and Company in Washington, DC working with their foresight team. You can follow her on twitter @localrat and read more about her research areas and interests at www.localrat.com.



Heather Schlegel is a futurist, technologist, and cacophonist. She has helped build and launch over 50 Internet products in Silicon Valley and Los Angeles since 1996. Her research projects include alternate/virtual currencies and transactions; the impact of technology on identity creation and positive wildcards. Schlegel is primarily known by her online moniker, *heathervescent*, where she explores the intersection of technology, culture and identity.



Sara Robinson is a social futurist, writer, and consultant with a special interest in the dialectics of change. Her research focuses on the patterns and evolution of change resistance movements. She is an Associate Senior Fellow at the Campaign for America's Future, and has written for *The New Republic*, *New York Magazine*, *Alternet*, and many other publications. She holds an MS in Futures Studies from the University of Houston, as well as a BA in Journalism from the USC Annenberg School of Communication. A 20-year veteran of Silicon Valley, Sara now lives in Seattle.

Session 2: Americas

Personal Futures Coaching

Verne Wheelwright

6:45 PM

1:45 PM

4:45 AM

Methods

"Personal Futures" is about the application of futures methods to individual lives. Because of that description, many professional futurists have seen little connection between personal futures and their own work.

Yet there are definite areas where personal futures can be of significant benefit to professional futurists. For example, personal futuring is a very effective way to teach people (clients) how futures methods work. People learn about futures methods quickly when they apply them to the small scale of their personal lives, but once they have learned the methods and interactions, it is relatively simple to scale that knowledge to the corporate or government level. A few discussion points will include:

- Executive education - Long term perspective, leadership, understanding futures methods and tools, personal development.
- Staff and employees who collect and organize information, participate on teams in preparation for scenario development or strategic planning will benefit from understanding futures methods.
- Staff and employees who participate in the development of scenarios and or plans will benefit from understanding futures methods.
- Staff and employees who are responsible for implementing and informing others about scenarios, plans and strategies will benefit from an understanding of futures methods.
- Individuals at every level in an organization will benefit from an awareness and understanding of futures methods. That understanding will lead to stronger alignment and support within the organization



Verne Wheelwright, PhD. is an internationally recognized professional in the field of Foresight and Futures Studies. He is the author of *It's YOUR Future...Make it a Good One!*, *The Personal Futures Workbook*, and *Foresight for Small Business*. He has published articles about personal foresight in a number of professional journals and other publications. Wheelwright conducts workshops and addresses audiences in the U.S. and internationally.

Wheelwright is a professional member of the World Future Society, an active member of the Association of Professional Futurists, and a member of the World Future Studies Federation. Wheelwright earned a degree in Studies of the Future from the University of Houston Clear Lake and was awarded a PhD from Leeds Metropolitan University for his research and dissertation, *Personal Futures: Foresight and Futures Studies for Individuals*. His business and personal travels have taken him to over fifty different countries, offering him insights and an awareness of worldwide cultures and trends. He and his wife live in the Rio Grande Valley of Texas.

Session 2: Americas

Rigorous Foundations for Scenarios

Peter Bishop

7:45 PM

2:45 PM

5:45 AM

Methods

This session presents a method for identifying the reasoning and empirical support for statements of possibility (scenarios). The support for predictive statements can be evaluated using standard inferential analysis, but statements of possibility are true as long as they do not violate known laws. As a result, futurists do not have an accepted method for evaluating the support for scenario statements, particularly for whether some scenarios are quite plausible versus being just possible. The proposed method is based on the inferential analysis of predictions. Predictions are declarative inferences about the future that require evidence to be accepted. Each piece of evidence used to support a prediction requires at least one assumption (a warrant) that allows that piece of evidence to be used in support of the prediction. Some assumptions have plausible alternatives that might be true instead of the original. Plausible alternative assumptions not only weaken the support for the prediction; they concurrently create paths to alternative futures (scenarios). So the process of identifying and justifying alternative assumptions is also the process for supporting the alternative futures that they create.



Dr. Peter Bishop is an Associate Professor of Strategic Foresight and Coordinator of the graduate program in Futures Studies at the University of Houston. Dr. Bishop specializes in techniques for long term forecasting and planning. He delivers keynote addresses and conducts seminars on the future for business, government and not-for-profit organizations. He also facilitates groups in developing scenarios, visions and strategic plans for the future. Dr. Bishop's clients include IBM, the NASA Johnson Space Center, Nestle USA, the Texas Department of Transportation, Tetra Pak, the Shell Pipeline Corporation, the Defense and Central Intelligence Agencies, the Lawrence Livermore National Laboratory, the W.K. Kellogg Foundation, the Waitt Family Foundation, the California Environmental Protection Agency, and the Center for Houston's Future. Dr. Bishop is also a founding board member of the new Association of Professional Futurists, and he is President of his own firm, Strategic Foresight and Development, which offers education and training in futures thinking and techniques to the corporate market.

Dr. Bishop came to the University of Houston in 2005, having taught futures studies at the Clear Lake campus since 1982. Dr. Bishop started teaching at Georgia Southern College in 1973 where he specialized in social problems and political sociology. He received his doctoral degree in sociology from Michigan State University in 1974. Dr. Bishop received a bachelor's degree in philosophy from St. Louis University where he also studied mathematics and physics.

Session 2: Americas

ConsumerShift: How Changing Values Are Reshaping the Consumer Landscape

Andy Hines

8:30 PM

3:30 PM

6:30 AM

Building a Futures Business

The old approaches to consumer understanding no longer work. This presentation explores broad-scale patterns in changing values that will reshape the consumer landscape over the next decade. It introduces the New Dimensions of Consumer Life model to help systematically sort out and categorize the myriad influences on consumer decision-making and behavior. It concludes that values, defined as *an individual view about what is most important in life that in turn guides decision-making and behavior*, is the single best predictor for gaining insight into how consumers may change in the future.

The irony of ConsumerShift is that consumers increasingly don't want to be thought of as consumers. They don't want to be pushed, marketed, spun, or hard-sold; rather they are looking for authentic connections with those they choose to give their valuable time and attention to. They increasingly want to be understood and heard. It is important to understand their motivation, as they will be turned off by organizations trying to fake it. This presentation will help you make sense of rapidly changing consumer behavior – where your customers are coming from, where they are going, and what they are looking for.



Andy Hines is Lecturer and Executive-in-Residence at the University of Houston's Graduate Program in Futures Studies and is also speaking, workshopping, and consulting through his new firm *Hinesight*. His 20 plus years of professional futurist experience includes a decade's experience working inside first the Kellogg Company and later Dow Chemical, and consulting work with Coates & Jarratt, Inc. and Social Technologies. His books include *Thinking About the Future, 2025: Science and Technology Reshapes US and Global Society*, and a new one coming soon on the future of consumer values. Recent media appearances include Coast to Coast radio, KUHT-8 Public Television on the Future of Jobs, and KRIV-26 News talking about the future of libraries. In his spare time, he is working on a PhD on "Integrating Foresight into Organizations."

Mental Mapping for Learning and Presenting

Maria Anderson

9:15 PM

4:15 PM

7:15 AM

Methods

Digital mindmaps can be very useful for organizing projects and resources and making them easily sharable. When I begin a new project, I often start with a blank mindmap and fill in the branches as I find resources and organize my thoughts. Eventually these mindmaps become presentation and sharing tools. In this session I will share examples of mindmaps and walk through the basics of how to use digital mindmaps. It's easier than you might think.



Maria Anderson is a Professor of Mathematics and the Learning Futurist for the LIFT Institute at Muskegon Community College in Michigan. She is an author, teacher, blogger, and futurist. She is the CEO of Edge of Learning LLC, an educational consulting business. Her contracts include work with textbook companies, educational software companies, and speaking engagements at conferences and workshops. Maria holds bachelors degrees in chemistry, mathematics, and environmental biology, an MBA and an MS in mathematics from University of Wyoming, and a PhD in Higher Education Leadership from Western Michigan University.

Session 2: Americas

Futures for Futures Education

Peter Bishop, Jim Dator, Jay Gary, Peter Hayward

10:00 PM

5:00 PM

8:00 AM

Methods

Expect a wide ranging conversation between four brilliant educators who lead prominent Futures Studies/Foresight graduate programs in the US and Australia. We have asked them to give the state of the art of their individual programs, particularly as it relates to preparing students for careers in professional futures work, whether consulting, corporate, research, or scholarship. They will also provide a forward view of the next decade and beyond. Where is FS heading? What do they see as the Future of Futures Studies? Informally constructed, look for a great deal of animated conversation among the panelists.



Panelists:

Dr. Peter Bishop is an Associate Professor of Strategic Foresight and Coordinator of the graduate program in Futures Studies at the University of Houston. See more about Dr. Bishop under his presentation: Rigorous Foundations for Scenarios.



Dr. Jim Dator is Professor and Director of the Hawaii Research Center for Futures Studies, Department of Political Science, and Adjunct Professor in the Program in Public Administration, the College of Architecture, and the Center for Japanese Studies, of the University of Hawaii at Manoa; Co-Chair, Space and Society Division, International Space University, Strasbourg, France; former President, World Futures Studies Federation; Fellow and former member of the Executive Council, World Academy of Art and Science.



Dr. Jay Gary is an assistant professor at Regent University's School of Global Leadership & Entrepreneurship. He directs the Strategic Foresight program, which helps students from the MBA to doctoral level master the art of foresight in both business and community contexts. He also serves as the program director of the M.A. in Strategic Foresight and directs the Christian Futures network. Before coming to Regent, Dr. Gary served more than two decades as a strategy consultant to nonprofit, public and private enterprises. In addition, throughout the '90s, he worked as a "millennial consultant" helping communities mark their passage into the 21st century.



Dr. Peter Hayward is a trained accountant and economist with over 25 years experience in taxation and public policy. He is also experienced in the use of systems thinking and modeling tools with regards to public policy initiatives. He completed a Graduate Certificate of Science in Strategic Foresight in 2001 as part of the first cohort of students undertaking the program. In 2002 he commenced doctoral research into the development of individual and social foresight. He has consulted to a range of organisations in the use of foresight methods, and is the author of the inaugural monograph in the School's Monograph Series, *Foresight in Everyday Life*. In addition to his doctoral research, he teaches in the Masters program and specialises in the use of systems thinking and applying foresight in organisational environments. He is the author of the journal articles "Facilitating Foresight", "The Moral Impediments to Foresight Action" and "Futures Thinking as a Catalyst for Change".

Session 2: Americas

Educational Futures Built

Heather Frey, Scott Yim

11:30 PM

6:30 PM

9:30 AM

Art/Design/Architecture

Kauai Pacific School (KPS) project was brought about with the desired goal of developing a co-creative (students, administration/teachers, community members, and parents) new campus design for a hands-on, multi-disciplinary, country-private school, located on Kauai's North-shore. Architectural graduate students and Futures graduate students from the University of Hawaii at Manoa worked together as consultants for KPS. This presentation will give a summary of the advantages, struggles, and nuances experienced by these students while working together, as well as a look at the final documents and materials prepared for the new design of the KPS site.



After completing a fellowship with The Public Interest Research Group (PIRG), **Heather Frey** decided to pursue her Masters degree in long range planning with the Political Science department at the University of Hawai'i at Manoa (Graduated 2010). Participating in two Futures of Education projects, hosted an International Conference on the Futures of Architecture and Higher Education, as well being on scholarship as a Graduate Assistant with the Hawaii Research Center for Future Studies (HRCFS). Her research areas include the future of k-12/higher education, development of urban centers, specifically their poorer populations, and Patent law and the Human Genome



Born and raised in geographically isolated but culturally cosmopolitan Honolulu, Hawai'i, **Scott Yim** has spent most of his life trying to understand the world from a global perspective. An avid gamer and self-avowed technophile, his research focuses on how technology drives social change, primarily in the field of education and space studies. His specialties include long term trend analysis, cycle theories, scenario writing, cross-generational analysis, and four futures

Session 2: Americas

Creating Futurists of Tomorrow: High School Students Learning Futures at the Duke University TIP Program

Frank Spencer

12:15 AM
Thu 10/27

7:15 PM

10:15 AM

Methods

If we want to solve the "wicked problems" facing the world today, we need to employ the creative minds of tomorrow! Frank Spencer has been the lead instructor of "The Futures Institute" at the Duke University Talent Identification Program since summer 2010, training some of the brightest high school students in futures thinking and methods, emerging issues, and creating grand solutions for our grand challenges. In this session, Frank will talk about how the course is set up, the passion of secondary-level students in engaging ideas about the future, and some of the amazing concepts that they are producing during the course.



Prior to founding Kedge (www.kedgelabs.com), **Frank Spencer** worked for 15 years as a leadership coach and developer with entrepreneurs, social communities, networking initiatives and SMEs, helping them to advance human development, local and global innovation, and open-source collaboration. He holds a Master of Arts in Strategic Foresight from Regent University, serves as a director with the Foresight Education and Research Network, and is a member of the Association of Professional Futurists and the World Futures Studies Federation. With a strong background in both business and academic foresight, Frank teaches a course on futures and foresight for developing solutions to wicked problems at the Duke TIP Institutes, is on the organizing team that is developing an MSc in Foresight and Innovation at ISTIA/The University of Angers in France, will be teaching Advanced Design Futures at The Savannah College of Art and Design in 2012, and has spoken to various groups and conferences over the last 20 years on topics such as leadership development, the importance of developing the skill of futures thinking, creating environments of foresight in businesses & organizations, recognizing emerging trends and issues, identifying unseen opportunities, reaching aspirations and preferred futures, community development, and social innovation.

Session 3: Asia-Pacific

Understanding how Spiral Dynamics Influences Client Decisions

Marcus Barber

UK (BST)
1:15 AM

US (EDT)
8:15 PM

AU (AEDT)
11:15 AM

Building a Futures Business

Dynamics (broadly discussed as Value Systems theory) is a way for identifying the framing by which an individual or company operates in their worldview. In this session I'll be explaining how to pitch your business offering to clients based on their central Values System, what their buying preferences will likely be, and how to ensure you cover multiple systems when you're meeting with a client for the first time.



Marcus Barber had been practising futures work part time in the corporate sector for nearly a decade before discovering a label for what he'd been doing. With certification in both Neuro Linguistic Programming and Spiral Dynamics, he added an M.Sc in Strategic Foresight to his vast experience and decided to go full time into futures work, leaving a highly paid job in the corporate arena for half pay with a University - but that's what you do when you plan your future well. As Director of Looking Up Feeling Good, Marcus headed back into the world of consulting in 2004 and has built up a solid list of clients in multiple sectors and across countries. His full bio can be found at www.lufg.com.au/marcusbio

Presentations From:



Session 3: Asia-Pacific

Building Creative Business Strategy: Intersections Between Design Thinking & Foresight

Maree Conway, Elizabeth Rudd

2:00 AM

9:00 PM

12:00 PM

Art/Design/Architecture

Building effective strategy in today's complex and uncertain environment is increasingly challenging. The global financial crisis showed us the way we work today can be disrupted overnight - suddenly the future seems a lot less certain. To build robust strategies for your organisation in this environment, you have to change the way you think about the future and how you develop strategy and manage innovation.

Design thinking is a way of thinking that balances innovation with efficiency. Two recent books, *Change by Design* and *The Design of Business*, have influenced the cross-over of design thinking from design organisations into business.

Strategic foresight focuses on creating the space to explore what's possible before making strategic decisions- questioning the value of just continuing with business-as-usual. Without actively seeking to identify alternative future outcomes, strategy is usually superficial, uninspiring and ultimately ineffective.

This session will explore how design thinking and strategic foresight can help to build business strategy that works. Strategy which balances the needs of today with those of tomorrow. Strategy which allows us to better prepare for the future challenges organisations must navigate to be successful.



Maree Conway runs Thinking Futures, a strategic futures practice based in Melbourne, Australia. Maree works primarily with people in organisations who are ready to move beyond business-as-usual thinking to build robust and sustainable strategy for the future. Her expertise is focused around strategy development and strategic thinking, and the use of futures approaches to strengthen strategic planning. Maree helps people challenge their current thinking paradigms and see beyond the constraints of today to build strong futures for themselves and their organisations.



Elizabeth Rudd runs FutureNous, a foresight and strategy consultancy. Elizabeth works with organisations to improve the ability to look into the future and effectively anticipate change. Elizabeth's expertise is in identifying new opportunities and assisting organisations to build robust strategy to develop new products, markets or business ventures. Using strategic foresight, Elizabeth helps organisations harness their awareness of their external environment and challenge their current assumptions to build resilient, sustainable organisations.

Session 3: Asia-Pacific

Business Development: Negotiating Skills for Better Business Outcomes

Marcus Barber

3:00 AM

10:00 PM

1:00 PM

Building a Futures Business

This session is designed for those futurists running their own businesses or needing to negotiate deals with clients. It will provide some of the simple approaches used by quality negotiators as well as identifying why successful futures consultancies are very often built on the ability to negotiate effectively with your clients.



Marcus Barber had been practising futures work part time in the corporate sector for nearly a decade before discovering a label for what he'd been doing. With certification in both Neuro Linguistic Programming and Spiral Dynamics, he added an M.Sc in Strategic Foresight to his vast experience and decided to go full time into futures work, leaving a highly paid job in the corporate arena for half pay with a University - but that's what you do when you plan your future well. As Director of Looking Up Feeling Good, Marcus headed back into the world of consulting in 2004 and has built up a solid list of clients in multiple sectors and across countries. His full bio can be found at www.lufg.com.au/marcusbio

Integral Futures

Richard Slaughter

3:45 AM

10:45 PM

1:45 PM

Methods

This presentation briefly reviews the background to the emergence of Integral Futures (IF) from earlier work on Critical Futures Studies (CFS) which the presenter developed during doctoral studies during 1978-82 at Lancaster University in the UK. It identifies some of the major consequences of IF in relation to two topics:

- increased breadth / depth of understanding; and,
- communicative power.
-

It touches on some of examples of work produced by those working in this newly-emerging area. It outlines some of the wider implications for practitioners and also covers some of the possible pitfalls. It concludes with brief reference to the 'global emergency' and how IF can be part of collective efforts to 'find ways forward during impossible times.' A selection of links to on-line resources are also made available.



Richard A Slaughter completed one of the first PhDs in futures studies at the University of Lancaster in 1982. He is an internally recognised futurist/foresight practitioner, author, editor, teacher and innovator who has worked with a wide range of organisations in many countries and at all educational levels. He has built a reputation through futures scholarship, educational innovation, strategic and social foresight and the identification of a knowledge base for futures studies. Currently he is Director of Foresight International, Brisbane.



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Association of Professional Futurists

About the Association of Professional Futurists

Who We Are

The Association of Professional Futurists is a growing community of professional futurists dedicated to promoting professional excellence and demonstrating the value of futures thinking.

Futurists work in global corporations, small businesses, consultancies, education, non-profits and governments. The APF was founded in 2002 and now includes 260 members from twenty-five countries.

Vision and Mission

The vision of the APF is to be: the leading global organization of professional futurists.

The mission of the APF is to:

- lead international discussion about professional futures practice,
- encourage the use of futures and foresight in strategic decision making, and
- offer services, resources and training for foresight professionals to advance their skills and knowledge.

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