



# 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 AEST

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](http://www.profuturists.org)



# V-GATHERING FUTURES FESTIVAL

## Preliminary Agenda: Europe Presentations

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



### Community Futures Design

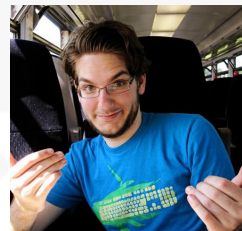
Emile Hooge

Partner, nova7 and teacher at EM Lyon Business School

The results of a series of community design workshops will be shared. 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. Lego dioramas were built with the participants of innovative services and behaviours wanted in the city (culture, transport, consumption,...). Then Lego models were designed of a city which would best support such services and behaviours (places, organisations, infrastructures...). That was how models of futures were built with hands before speaking about them and tried to bring in new ideas for urban planning. The presentation will conclude with a few thoughts about the relationship between participatory design and futures research.

### "My radio prefers bacon": Adventures in SpecCult

Justin Pickard  
Associate, Superflux



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.

### Other Sessions include:

- Why Culture Eats Strategy for Breakfast- Sohail Inayatullah
- Postcards as windows to visualization – Andrew Curry, Victoria Ward
- Crazy Futures – Dr. Wendy Schultz
- Crowd-sourced Collaborative Intelligence Platforms for Futures & Scenarios – Noah Raford
- Street Installations & public engagement in futures – Vahakn Matossian

# Preliminary Agenda: Americas Presentations

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

## The Future of Money, Sex, and Politics

Emily Empel, Heather Schlegel, Sara Robinson

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.



## Mega-Hacks: City, Region, Planet

Cindy Frewen Wuellner, FAIA, PhD  
Frewen Architects Inc and University of Houston

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 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.

## Virtual Implications Wheel Workshop

Joel Barker  
Independent Scholar and Futurist



This virtual implications wheel workshop is a quick training session. Afterwards, we will give access to those who took the training to an I-Wheel whose central topic has public significance globally. That way we would be producing relevant implications worth reading.

### Other Sessions include:

- Rigorous Foundations for Scenarios – Peter Bishop
- ConsumerShift: How Changing Values Are Reshaping the Consumer Landscape – Andy Hines
- Mental Mapping and Social Media: Maria Anderson
- Personal Futures Coaching – Verne Wheelwright
- Engaging Next Generation Futurists: Stories from Duke – Frank Spencer



# V-GATHERING FUTURES FESTIVAL

## Preliminary Agenda: Asia-Pacific Presentations

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



### **Integral Futures**

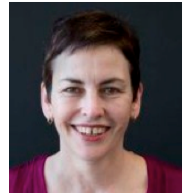
Dr. Richard A Slaughter  
Director of Foresight International, Brisbane

An overview of integral futures, what it is and how it can change the way you design futures/foresight projects.

### **Building Creative Business Strategy: Intersections between Design Thinking & Strategic Foresight**

Maree Conway, Thinking Futures :: Elizabeth Rudd, FutureNous

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. The session explores the intersections between design thinking and strategic foresight, both of which help us to think differently about the future and to think beyond the status quo.



### **Negotiating Skills for Better Business Outcomes**

Marcus Barber  
Director, Looking Up Feeling Good

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.

### **Other Sessions include:**

- Educational Futures Built – Scott Yim, Heather Frey
- Understanding how Spiral Dynamics influences Client decisions – Marcus Barber



## Registration

### **APF Member Registration - \$25.00 (USD)**

APF Full, Provisional and Organizational members

### **Public Registration - \$45.00 (USD)**

Non-APF members

### **APF Student/Associate Registration - Free**

**REGISTER AT THE APF WEBSITE:**

**[www.profuturists.org/events](http://www.profuturists.org/events)**

## Sponsors

The APF would like to thank the Futures Program at the University of Houston for providing the virtual gathering platform and technical support.



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# APF

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.

**FIND OUT MORE AT [WWW.PROFUTURISTS.ORG](http://WWW.PROFUTURISTS.ORG)**