

The Future of Childhood, Learning, and Play

What will the next generation be like?



Join us for a special online conversation about the future of
childhood, learning, and play.

Guest speaker **Joana Lenkova**, **Futurology Director** of the Creative Play Lab at the **LEGO Group**, will present immersive scenarios designed to stimulate new insights about the future.

Friday, February 18th 10:00 – 11:00 am CST

[Click here to join this event](#)

Registration is not required—all are welcome!
For more information contact Alexandra Whittington
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[Joana Lenkova](#) is a strategist and futurist with 15+ years of international experience in the field of Innovation, Strategy, and Strategic Foresight, across FMCG, Finance and Entertainment blue-chip companies (AB InBev, Societe Generale, Disney), as well as start-ups.

In 2019 she founded Futures Forward – a London based strategic foresight consultancy and in 2021, Joana joined Creative Play Lab at The LEGO Group as a Futurology Director. Prior to that, she held a Consumer Strategy role at The Walt Disney Company, where she also led the Strategic Foresight team of Futurists in the UK. Joana is a graduate of Saïd Business School, University of Oxford in Strategy and Innovation. She holds a Professional Certification in Foresight. She is a founding member of the Global Foresight Advisory Council of The Futures School, a member of the Association of Professional Futurists and The Oxford Union. Joana is currently writing an interactive book on strategic foresight tools and practices, pending publication in 2022.