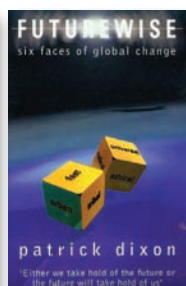
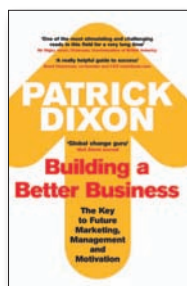


Patrick Dixon

□ *Futurist: Manage risk & seize opportunity – future trends & strategy.* □

Dynamic speaker with a gift for helping organisations further their strategic goals by understanding future trends. Truly customised presentations—deep and tailored research, valuable insights, exciting multi-media. Ranked as one of the world’s 20 most influential business thinkers alive by Thinkers 50. Successful entrepreneur.

Coauthor, SustainAgility. Author, Futurewise and Building A Better Business.



**Take hold of the future
or the future will
take hold of you**

Ahead of the Curve

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Futurist

Patrick Dixon is often described in the media as Europe's leading futurist. He is a dynamic, provocative and entertaining speaker who advises many of the world's largest corporations on key trends, managing uncertainty, identifying risk and developing opportunities. He digs deep into the strategy of each organization, and creates a unique presentation for each event. He has successfully identified hundreds of future business innovations.

Dr. Dixon's new book with coauthor Johan Gorecki is titled *SustainAgility: How Smart Innovation and Agile Companies Will Help Protect Our Future*.

Independent trend-watcher, author, media guru and web broadcaster

Ranked as one of the world's 20 most influential business thinkers alive by Thinkers 50 (2005). Successful entrepreneur and physician by first training. Author of 12 books in 24 languages including *Futurewise* and *Building A Better Business*. His websites have had 11 million unique visitors and over 700,000 have watched his videos.

Energetic, interactive, down-to-earth speaker

His approach is highly energetic, informal and interactive, and engages full attention of large and small audiences from the first moment. He raises profound and sometimes disturbing issues, with warmth, passion and humour as he walks the stage and amongst participants. He brings a reality check to multi-year business plans, with sharp consumer insights and amusing stories about life and how it will change.

3D Journey to the Future

This extraordinary 3D audience experience uses a Musion system—a transparent screen 3m to 100m wide and up to 20m high (no special glasses required). Solid-looking objects, stage scenery, video and images appear in front or behind Patrick Dixon, manipulated by him as part of a story about the future's impact on your corporation. Ask for details.



Unique content for each event

Every multimedia presentation is unique, created in close consultation with event organizers, adapted to audience, language, culture, theme, programme and strategic priorities of the sponsor. He is often involved at an early stage in event planning and pays close attention to detail. He is also a gifted event chairman and group moderator. He is a very experienced broadcaster and totally committed to working with event organizers to secure maximum media coverage, working in every way to make the event a world-class success.

Presentations with practical insights

Around half of Patrick Dixon's presentations are in-house events for senior leaders, and include detailed research into company priorities, strategy and wider environment. He delivers vitally important insights, specific to each corporation. Patrick Dixon has worked with hundreds of multinationals in over 50 nations, across every industry. For example he has:

- Helped identify next-generation blockbuster drugs with potential sales of over \$50bn a year
- Assisted a global telecom company to develop better customer focus
- Identified significant sustainability initiatives for the European Chemical Industry
- Advised on online banking strategy for one of the world's premier banks

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