LAI Leading Authorities, Inc.

Amy Webb

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What's on the Horizon for Artificial Intelligence? AI is no longer an emerging technology—it's the engine of transformation across every sector of society. But what's next? And are we truly prepared? In this eye-opening keynote, Amy Webb—quantitative futurist and author of *The Big Nine*—uncovers what's really coming down the pipeline for artificial intelligence. From stunning breakthroughs in generative models to the quiet rise of artificial general intelligence (AGI), Webb connects today's innovations to a future far more profound than most leaders anticipate. You'll hear astonishing true stories and brand-new scenarios—both optimistic and catastrophic—that illustrate where AI could take us next. Whether it's reshaping business strategy, rethinking ethics, or reengineering entire industries, this session equips leaders with the insights and tools they need to not only understand the trajectory of AI, but to actively shape it. Expect to walk away challenged, inspired, and ready for a future that's arriving faster than anyone predicted.

Living Intelligence. Futurist Amy Webb introduced a radical new concept in a seminal paper that quickly went viral: Living Intelligence—systems that can sense, learn, adapt, and evolve. Powered by the convergence of artificial intelligence, advanced sensors, and biotechnology, Living Intelligence represents a profound shift in how machines interact with the world—and with us. In this mind-expanding keynote, Webb takes audiences deep into this emerging frontier, revealing how Living Intelligence is driving an exponential cycle of innovation, disrupting industries, and creating entirely new markets in its wake. This isn't just about AI—it's about a fusion of technologies that will reshape every sector, from healthcare to agriculture to energy. Leaders who focus solely on artificial intelligence, while ignoring its convergence with the physical and biological realms, risk being blindsided by a wave of disruption already forming. With breathtaking stories from the edge of science and industry, and never-before-seen insights, Webb challenges conventional thinking and offers a stunning preview of what's next. Audiences will leave with a transformed understanding of innovation—and a clear view of how to lead through the next era of intelligent systems.

Scenes from the Future: A 5, 10, 15 or 20-Year Forecast of Your Industry. Technology continues to intersect with our lives in new, weird, and wonderful ways. With tech's integration into our daily lives becoming second nature to so much of the world, we often overlook this intersection. And yet, emerging tech will play a key role in shaping the future of humanity. In this mind-bending session, world-renowned futurist Amy Webb takes audiences on a captivating journey as she provides a thought-provoking series of snapshots into the near and far future of business and society. Drawing from her work and research as founder and CEO of the Future Today Strategy Group, she will develop an original set of scenarios that describe your organization or industry's plausible futures in

your choice of the 5, 10, 15 or 20 year time range. She will offer crisp, practical insights for how your organization can achieve its preferred future, and will put forth probable answers to tomorrow's most pressing questions.

Emerging Tech Trends. Which tech trends should we be monitoring? How can businesses distinguish between "trend" and "trendy?" And most importantly, how can you prepare yourself and your organization for what's next in a world where constant disruption is the norm? In this custom speech, futurist Amy Webb taps into her research of your organization and industry and links it to curated, data-driven longitudinal tech trends to reveal the forces shaping the future of your business. She connects trends from within and outside of your field to illustrate a chain reaction of events, the potential outcomes of those events, and the ways they might shake up your business, as well as provide tools and strategies for adapting. This talk is always original and has been delivered on the world's largest and most prestigious stages, including the South by Southwest (SXSW) festival and World Economic Forum in Davos, to help organizations in any industry position themselves as the disruptors before being disrupted.

How to Think Like a Futurist. The world's most successful leaders are the ones with the ability to manage the present and innovate for the future. As Amy Webb shares, this requires a new kind of strategic thinking. Drawing from her bestselling, award-winning book, *The Signals Are Talking*, Webb demonstrates how leaders can harness a futurist's strategic tools to ignite future-focused creativity and innovation in support of their organization's strategic objectives. In this talk, she provides an adaptable framework for how to think like a futurist, rethink risk, and know when to take action. She shares future scenarios for emerging tech in your industry and those adjacent to it—from synthetic biotechnology and artificial intelligence to metaverses and blockchain—and helps you discover your own ability to forecast what's on the horizon and use that way of thinking to create your own preferred future today.