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What Matters Next: Better Tech Decisions in a Fast-Paced World Move Forward Confidently: Making future-ready decisions that acknowledge the impact of technology and respect human needs and values can be a challenge. Identifying the tools you need to gain strategic clarity and make better choices is an important step to secure the future of your organization. Discover how the right framework can help you harness the benefits of modern technology while prioritizing humanity. **Align Business Objectives with Human Experience**: Improve business outcomes and learn how to make ethical tech decisions that benefit your business and the people it serves. This presentation can help you uncover how to make better strategic decisions by moving from questions to insights and foresights. We can also discuss creating a model that aligns focus, purpose, values, and resources across your organization and much more—all to ensure that digital transformation and innovation efforts frame the future in human terms.

A Future So Bright: Strategic Optimism for an Uncertain Future The world seems more complex and uncertain every day — and the problems of the future are getting more urgent: We're already living through a global pandemic of unprecedented scale, and the next few years are critical to make the best decisions about climate, geopolitics, labor economies, and more to set in place the best possible future for most people, or at a minimum, the least damaging future for most people. So how should we think about navigating the future? How do we make strategic decisions in a time of constant change? **Solving human problems at scale:** While emerging technology is often cited as a problem we face, it also offers tremendous opportunities to facilitate solving human problems at scale more efficiently than ever, while offering better human connectedness. But rather than lead with technology as a solution, it starts with understanding what humanity is, what makes it special, and then using technology to amplify those characteristics.

Tech Humanism: How Data and Technology Shape the Future of Meaningful Human Experiences A human-centric perspective: At a time when every business in every industry faces digital transformation or disruption due to emerging technologies, new business models, fickle platforms, and evolving customer expectations, how can you be sure you're making the right decisions and investments to secure your company's future? What's more, with everything changing so fast, what can you do to prevent ending up on the wrong side of data breaches and overreaches, ethics and regulatory missteps, and PR nightmares? **The future of human experience:** As relevant to non-profits as to financial services, to high tech, hospitality, or healthcare, in this keynote, Kate O'Neill pulls it all together and puts it in context. She surveys the ups and downs of the emerging technology and cultural trends landscape and demonstrates how the decisions companies make have far-reaching impact both to their bottom line — and to the future of human experience as a

whole.

Pixels and Places: Human Experience in the Metaverse, and What it Means for Digital Strategy and Placemaking Welcome to life as a digital avatar: On one hand, there is no “online” and “offline” anymore. On the virtual hand: welcome to life as a digital avatar. Whether you’re offering a product for purchase, a travel destination, a healthcare service, an education, or just about anything else, what you’re really offering is an experience — and wherever it’s happening, your customers increasingly expect these experiences to be integrated, contextually relevant, and meaningful.