Terry Jones

Founder of two billion dollar startups-- Kayak & Travelocity, Author, and Venture Capitalist

AI is the New UI Terry's talk AI is the New UI focuses on the importance of total user experience which is really the combination of Customer and Employee experience across digital touchpoints using a combination of modalities like voice, touch, vision, motion…and how the coordination and improvement of all these drive business success today. Utilizing examples of better UIs revolutionizing businesses from Uber, Airbnb, Travelocity and Kayak, he shows how improved UX causes business disruption and can create new category leaders. Through the use of disruptive technologies he shows how they are changing our approach to UX (like Digital Twins, Voice Response and others). Generative AI and Conversational experiences are dramatically changing the UI and companies need to know how it will change the interaction with their customers and how they can implement it. What is contextual UX and how do you implement it? How will connected products with the right UX create connected offers? How to you build 'anticipatory UX?' Why is employee UX as important as customer UX? Terry brings the audience into the process of understanding why it is important, how they can implement and utilize these new technologies in their own companies and create a way to deepen the relationships with their customers.

Disruption Off Leaders are worried. Businesses are being disrupted at an ever increasing pace and technological advances are converging to create unprecedented dislocation. Identify what these are and how you can turn them to your advantage. Terry reviews the top 10 technical forces of disruption and more importantly shows the new business models that result. Utilizing technical forces of disruption, Terry shows our current business models that are created from disruption and how startups are shedding old concepts to create simple models that "own the edge". The Edge – where the customer is – where we HAVE to be. As Terry says, "My innovation is YOUR disruption. It is only disruption because YOU didn't do it!" Drawing from his experiences with several start-ups and as the founder of Travelocity.com and founding Chairman of Kayak.com, Jones helps audiences turn disruption into innovation. This fast paced presentation can help you avoid disruption and become the innovator! Terry can also address the implications of these technologies on the work force and the future of work. Additionally, they can also be combined with his ON Innovation speech and Disruption topic.

ON Innovation Every business needs to innovate, but where do you start? In this presentation, Terry Jones explores the fundamentals of innovation and gives leaders simple but powerful ideas they can use to create a more innovative organization. Drawing from his experiences as the founder of Travelocity.com and founding Chairman of Kayak.com, and now his new venture Wayblazer.com, Jones helps audiences turn innovation from an academic exercise into an everyday skill. The stories from his career and personal experiences not only provide well- chosen real world illustrations of how

challenging, and ultimately rewarding it can be to gather a team and establish a culture that is open to change, he gives audiences step-by-step plans to create it. In addition to this presentation 45 – 60 minute presentation, Terry can also do a breakout session to follow it up. This innovation breakout session builds on the key points of his speech. The group splits into round tables and each selects an innovation topic on which to focus (topics such as; Culture, Team, idea generation, idea selection, idea implementation….these can be any of the 73 topics in Terry's book). They spend 20-30 minutes discussing how Terry's key points apply to their industry and their specific businesses. Terry will circulate and spend time with each team coaching. Then each team (if there is time) or a selection of teams, present their findings to the entire group and Terry facilitates this discussion.

Building Digital Relationships How will your customer contact you today? In the store, via the phone, on your web site, read a tweet, friend you on Facebook? There is no way to know. In this presentation, e-commerce pioneer Terry Jones gives your audience the keys to unlock the mystery of how to deal with today's omnichannel customer. While face-to-face contact isn't going away, companies that lack an effective online relationship strategy are being left behind. Jones vast online experience can educate your audience in all phases of the digital conversation from search to social media, using real-world examples in creating Travelocity, Kayak and helping dozens of other companies. Keeping up with today's omnichannel customer is a daunting task. Terry's long experience in the on line world (Travelocity, Kayak, Wayblazer and the boards of ten digital companies) can show your audience how to succeed in this complex digital world. From search to social, mobile to big data, local to logistics, Terry will cover what you need to know now to keep 21st century customers satisfied.

The Impact of AI In Healthcare Robots caring for our elderly? Printing ears that hear? IBM's Watson diagnosing our maladies? What are the impacts of AI and other technologies in our healthcare and how can we take these disruptions and use them to innovate to our advantage? Terry Jones is an expert on disruption. He disrupted travel with Travelocity, then disrupted Travelocity.com with Kayak.com. An expert on AI and the future of technology, Jones has consulted with health care and other industries worldwide on disruption and innovation. He encourages them to take risks testing new business models and that to change the world disruptions don't have to change everything, many times it's just one thing. UBER and Travelocity didn't change a product, just how your purchase it.