

JUNE 19 & 20, 2018 – AT WOLFSBURG CASTLE

2bAHEAD

17TH FUTURE CONGRESS

2028
**HOW MUCH HUMAN CAN
THE FUTURE TAKE?**

www.conference.future.consulting

DOMINIK SCHIENER | DE

CO-FOUNDER IOTA FOUNDATION

**In the connected city of the future,
artificial intelligences are building their
own parallel economies.**



SHEENA URWIN | UK

HEAD OF CRIMINAL JUSTICE AT DURHAM CONSTABULARY

**In the future, police will primarily operate
on the basis of AI-driven decisions.**



DR. NATHAN TREFF | US

CSO BEI GENOMIC PREDICTION INC.

**In 2028, we may think about choosing our
embryo as deeply as we think about choosing
our mate.**



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DEAR READER,

For the last 16 years, 300 international CEOs, heads of SMEs, and pioneering managers from the areas of innovation, digitalization, strategy, and marketing have gathered annually at my personal invitation. Together, we develop the future picture for the coming ten years and discuss opportunities for undiscovered business models.

In 2018, the 2b AHEAD Future Congress will once again rank among the most important, attractive, and ambitious business events in the European innovation scene. You can look forward to one of the most extraordinary gatherings of the powerful, the innovative, and the crazy from the world of business. At the heart of our congress is a question that is felt everywhere, but hardly ever openly addressed: How much “human” can the future take?

The human being as a customer, employee, expert, leader; as friend and lover, consumer and conversation partner... will live longer, do more, and know more than today. But only when we accept that improvements that take us beyond the human average will only become a reality when we entrust them to “superhuman” technology.

I even believe that the human being of 2028 will not only make more intelligent decisions, but will be better at seeing, feeling, and loving as well. Will this also make us “more human”? Do you believe that we can evolve beyond our current state – that today’s humans are only an intermediate stage in evolution? And concretely, what does this mean for your business model? For your growth strategy? For your sales team? Your marketing messages? Your HR processes? Your leadership culture?

These are precisely the questions I would like to discuss with you! Get ready for one of the most innovative future congresses in Europe! Together we will discover what our living and working environments will look like in 2028. Meet personalities and international drivers whose ideas will change our business models from the ground up! Join congress speakers, hosts, and participants as we discuss and shape the next ten years – intensely, deeply, and as equals.

It is my great pleasure to invite you to our 17th Future Congress on June 19-20 at Wolfsburg Castle. I look forward to greeting you at the 2b AHEAD ThinkTank!

SVEN GÁBOR JÁNSZKY

CHAIRMAN OF THE 2B AHEAD THINKTANK
PRESIDENT, RULEBREAKER® SOCIETY

EXPERIENCE ONE OF THE MOST ATTRACTIVE BUSINESS EVENTS IN THE EUROPEAN INNOVATION SCENE!



➤ Panel discussions in think tank format. Once again in 2018, top speakers collaborate eye-to-eye with participants. No canned stage lighting, no PowerPoint marathons, no product or company promotions! Hosts and presenters sit together with our guests and speak openly, precisely, and pointedly.

➤ Let yourself be fascinated by the keynotes and by the mind-blowing technologies previewed in our VisionTalks. Shifts in location disrupt inside-the-box thinking and constantly offer new perspectives.

IMPRESSIONS FROM THE 2017 FUTURE CONGRESS AT WOLFSBURG CASTLE



SPEAKER

We are pleased to present a selection of this year's speakers who will discuss the trends of the coming years with you.



TORSTEN KRIENING

PTSCIENTISTS | DE

Next exit moon – our path into the universe



EVA KAILI

EUROPEAN PARLIAMENT | GR

How blockchain will take the administration of the EU into the stratosphere.



MARKUS HERKERSDORF

TRICAT | DE

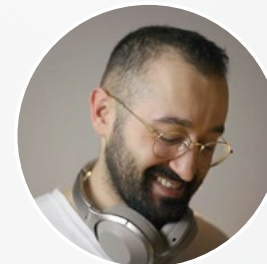
Deeply human - empathic AI and Mixed Reality



SHRUTI MALANI KRISHNAN

POWR OF YOU | IN/UK

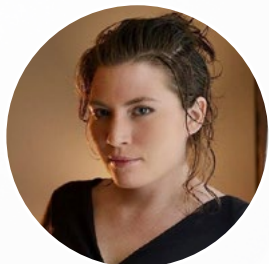
Data ownership now a universal right



MELIKSHAH ÜNVER

TALEDO | DE

I know your future and I can tell you how to make the most out of it.



SUSANNE TARKOWSKI TEMPELHOF

BITNATION | PANGAEA

About Blockchain's potential to annihilate today's concept of nation states



RAIMUND BAU

SO1 | DE

In 2028, the ecosystem of a product will become the most decisive sales factor in building a personal relationship with the customer.



TOBIAS DANZER

NOXROBOTS | DE

What will the world look like in 2050 when robots and algorithms outperform human intelligence?



CHRISTA KOENEN

DEUTSCHE BAHN AG | DE

Technological possibilities vs. society - drivers of visions or drivers of implementation?



SHEENA URWIN

DURHAM CONSTABULARY | UK

In the future, police will primarily operate on the basis of AI-driven decisions.



MICHIHITO MATSUDA

MAYORAL CANDIDATE | JP

In 2050, politicians will be replaced by artificial intelligences – and they will make the better decisions.



DR. PATRICK KRAMER

DIGIWELL | DE

Brains become collective clouds,
language will be superfluous.



ANDRÉ CHOULIKA

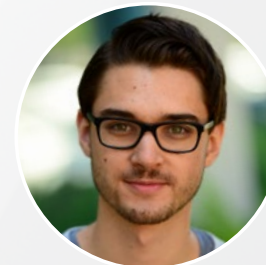
CELLECTIS | FR

Getting rid of bugs in our DNA.

DOMINIK SCHIENER

IOTA FOUNDATION | DE

In the connected city of the future, artificial
intelligences are building their own parallel
economies.



JULIAN RANGER

DIGI.ME | UK

The Internet of Me - Attack on the Big 5
with a revolutionary Privacy by Design.



DR. NATHAN TREFF

GENOMIC PREDICTION INC. | US

In 2028, we may think about choosing
our embryo as deeply as we think ab-
out choosing our mate.



RICK IFLAND

OMEGA OPHTHALMICS | US

He provides your customers with a networked iris, with chip and connectivity.



YUVAL MOR

BEYOND VERBAL | IL

On detecting real-time emotions for online sales, disease prevention and job interviews.



ZOLTAN ISTVAN

TRANSHUMANIST PARTY | US

In order not to be overrun by AI, we have to become part of the machine ourselves.

DR. SIMON KOS

MICROSOFT | US

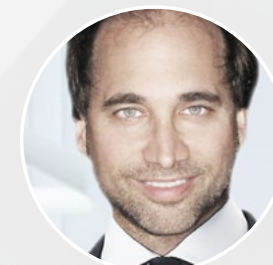
Robo-Docs and machine diagnosis for a world where we no longer get sick - The future of artificial intelligence in healthcare.



OLIVER VON AMELN

ADESSO INSURANCE SOLUTIONS | DE

In 10 years' time, no insurance company will talk to its customers anymore.



IRA PASTOR

BIOQUARK INC. | US

The revolution in biology: How brain death will be cured before cancer.

ELENA REIGNIER

MANAGING DIRECTOR,
IMELCO S.P.A.



"It was a very successful and extremely interesting event. I gained some very helpful inputs and new experiences! The hard-working team took great care of the participants: I felt very comfortable and cared for at all times. I also liked the fact that the participants were immediately greeted by your team on arrival."

ANDREA LACHNIK

PERSONNEL AND MANAGEMENT
DEVELOPMENT,
DB VERTRIEB GMBH



"What makes the 2b AHEAD ThinkTank special is the discussions about trends that are not yet on everybody's lips. I will recommend the 2b AHEAD ThinkTank because the topics are really innovative and I was able to make exciting new contacts."

Tuesday, June 19, 2018

Starting at 7:00 a.m. | Welcome lounge

FOR RED-EYE FLYERS AND EARLY BIRDS

Coffee and croissants

The early risers of the day can meet in the welcome lounge before the opening of the congress. Feel free to come directly to Wolfsburg Castle from the airport or train station! We will be here to welcome you with coffee and croissants.

For arrivals from the south, we recommend the morning flights to Hannover (6:55 a.m. from Munich, 6:50 from Stuttgart, or the 6:50 from Frankfurt). For arrivals from the east or west, we recommend the ICE directly to Wolfsburg (5:44 a.m. from Cologne, 5:52 from Düsseldorf, and 6:30 or 6:51 from Berlin). For arrivals from the north, the IC/ICE via Hannover (departing from Hamburg at 5:24 or 6:18 a.m.) is the best option.

9:30 – 10:45 a.m. | Tomorrowing yourself – The human-machine roadmap 2028

THE ROLE OF THE HUMAN BEING IN TECHNOLOGICAL EVOLUTION

Technological evolution is unfolding in increasingly faster development cycles. Every day we are presented with new apps, tools, services, and systems that will supposedly make our lives better, easier, or more efficient. We look forward to a future where trips to the doctor's can be replaced by real-time body analysis, where driving time is now work- or leisure time thanks to self-driving transportation, and even where our grocery shopping can be handled by our refrigerators. Generally speaking, we will live longer and healthier lives – but what will we do with all of this newly-gained time? What goals will we pursue? And how will we view ourselves then?

We will also ask the same kind of questions about machines, because by 2028 machines will be much more intelligent than today; they will require – and perhaps demand – a new status in society. What will life shared between humans and machines look like in ten years, and where will we (still) find differences between the two species?

Host and noted futurist Sven Gábor Jánosky will lead you through the theses of the day and exchange with you about the questions that will be most relevant for our living and working environments in the next ten years.

**DR. BIRGIT
SCHNEIDER-
BÖNNINGER**

DIRECTOR CULTURAL OFFICE,
CITY OF STUTTGART



"What makes the 2b AHEAD ThinkTank unique is that it is a pioneer regarding the topics of the future and provides a powerful impulse with its inspiring speakers, unique atmosphere, and dialogue. I will recommend the congress because it provides a spark for transformation plans and sustainable business models. The Future Congress is the ultimate incubator for innovation and makes you excited about the future!"

KLAUS WINKLER

CEO, IVV GMBH



"The Future Congress invites you to informal and very diverse discussions with high-level content and a great atmosphere. The look into the future, as well as the exchange between the participants in the "here and now" was made possible in a very exciting way."

Tuesday, June 19, 2018

10:45 – 11:30 a.m. | Business speed dating

In business speed dating, congress participants get to know each other in relaxed but compact conversations over coffee. In 30 minutes, you will get to know 15 interesting people, including potential customers and business partners. This short and intense conversation format will give you an overview of the congress participants that are of interest to you.

For optimal matching, four weeks in advance of the congress, the 2b AHEAD organizing team will speak with every participant. Based on the answers given concerning current questions, projects, and expertise, we will arrange the most promising constellations for business speed dating. Use these introductions as a foundation for deepening conversations later during the congress. Don't forget to bring plenty of business cards!

11:30 a.m. - 12:00 p.m. | Opening keynote

BIG PICTURE 2028

Welcome to the year 2028, a future that may well look like this: Chatbots or intelligent electronic customer service are now virtually indistinguishable from human beings. Companies evaluate real-time data in order to compile a precise personality profile of you as a customer. Headhunters and HR officers can do the same using only a small language sample. These systems are faster and more intelligent than ever before. Thanks to self-learning computers capable of conscious thought, it is now possible to develop even more intelligent products, services, and solutions. The massive problems facing humanity – food, water, and energy – will appear solvable to our ultraintelligent quantum computers. And: Computers will achieve general human intelligence around the year 2060.

Fortunately we have some time now to prepare ourselves in advance: enough time to ask the right questions, and to discover the business models of the future.

PETRA GROS

INNOVATION MANAGER,
HERAEUS HOLDING GMBH



"What makes the 2b AHEAD ThinkTank unique is the colorful mixture of speakers and participants from the most diverse areas of consulting, startups, and corporations, as well as the opportunity to enter into discussions with many different participants due to the many changes of location and formats, and above all the varied and thus entertaining program with top-class speakers."

DR. CHRISTIAN EBERT

HEAD OF BRANDING,
CD/CI AND BRAND PROJECTS,
DEUTSCHE BAHN AG



"What makes the 2b AHEAD ThinkTank unique is that it is refreshingly different: both thematically and concerning the diversity of industries represented by the participants. It enables you to look beyond your own horizons."

Tuesday, June 19, 2018

12:00 – 1:00 p.m. | Lunch, conversations, FutureLounge

Take an hour for conversations with your new contacts from business speed dating and other conversation partners over a buffet lunch. Venture a look inside our FutureLounge, where you can test the future technologies that are ready for presentation so far - with your own hands! If you have booked a VIP ticket, your Personal Networking Assistant will now ensure that you can converse with the five contacts that you requested to meet.

We wish you fruitful conversations and, of course, Bon appétit!

In parallel 12:15 – 12:45 p.m. | Press conference: The highlights of the 17th 2b AHEAD Future Congress

1:00 – 2:00 p.m. | Tomorrowing your customer – The human being as a consumer

CUSTOMER DIALOGUE 2028

Do you also notice time and again when companies are still working with Sinus-Milieus or age groups? Newlyweds are offered a mortgage discount because this should be the next step in their lives, the 60-year-olds are pitched denture cream and endless ginkgo tablets, the middle-aged manager a new luxury car ... Our real customer needs, however, cannot be derived from demographic characteristics, but our real-time data – and later from our faster-than-real-time data. The customer segmentation of the digital age orients itself in line with (and beyond) our digital affinities, identity preferences, and trust in technology. Segmentation arises as we are more active or more passive, whether we share our data or not, whether or not we are tech-savvy. Digitalization has led to the appearance of new perspectives, beliefs, and demands. Our call for truly suitable and adaptive solutions is likely to grow louder and louder in the coming years.

At the same time, companies have access to more data on us than ever before in history. This will enable them to offer us individualized and situationally appropriate products and services through the use of algorithms and data analysis. We will also possess considerably more data about ourselves and will use a combination of digital systems to help make our decisions. How will our living environments change when our decisions rest less and less on subjective feelings and increasingly on our own quantification of life? Will we lose our self-determination when the digital system knows us better than we know ourselves? Will we view our own predictability as threatening and rebel, or will we feel it is something useful – or even to be expected? In this future predictability, how can we still be surprised?

THORSTEN KLEMP

VICE PRESIDENT GROUP PROJECTS,
INTERNAL AUDITING & INHOUSE
SERVICES, BONPRIX GMBH



"What makes the 2b AHEAD ThinkTank unique is that the concept offered a wide variety of formats on this top subject. As a result, the suspense was repeatedly boosted by highlights over the two days – for me, Bo Ewald's presentation, but also the discussion on European strength in the field of quantum computer development with Georg Gesek and Winfried Hensinger, Julian Wheatland on predictive analytics, Dirk Reznik on the establishment of a new ecosystem around a product and the award ceremony on the first evening. A big compliment to the whole 2b AHEAD team!"

I'm going to recommend the 2b AHEAD ThinkTank because there you can make new contacts, broaden your perspective, get inspired, and be charged full of new ideas for your own business model."

Tuesday, June 19, 2018

2:00 – 2:45 p.m. | VisionTalk

BIG THINKING – THE BIG VISIONS

People who let AIs choose their friends aren't right in the head? A score that judges whether you are a good citizen can only work in China? And implanted contact lenses that make your eyes capable of constantly seeing in augmented reality – well, you find it somehow cool, but also scary? After these talks, you will question your prejudices. Here big visions aren't despised, but demanded! In short but striking talks, scientists, inventors, and startup founders explain how they plan to change the world. Lunatic... or visionary? You decide. Join us for a trip into the impossible. Think bigger!

2:45 – 3:15 p.m. | Keynote

THE DREAM OF IMMORTALITY

Aging is just another disease that can be defeated: In past years, our Future Congress has already gathered visionaries, cryonicists, and biotech experts who explored this thesis. But where do we stand today? Science and medicine are already able to expand our life spans faster than we are aging. Does this mean that the first human who will live to be over 1,000 has already been born? Will we all profit from this equally? Will aging even become reversible? And what will humanity do – what will we strive for – when the dream of eternal life has come true?

3:15 – 4:00 p.m. | Break, coffee, FutureLounge

One thing definitely belongs at the future congress: the XXL breaks! These give participants more time for conversation and making new contacts. If you have booked a VIP ticket, your Personal Networking Assistant will ensure that you get to meet your top five contact requests for personal conversation. If you would like to relax for a bit, take a look inside the Future Lounge! Do a live test of the future products that are ready for hands-on presentation today!

SUSANNE HÜSEMANN

CEO, QUEB - BUNDESVERBAND
EMPLOYER BRANDING,
PERSONALMARKETING,
RECRUITING E.V.



"It was an absolutely fantastic event. The setting was phenomenal. The weather was great. The formats were extremely varied and altogether very interactive. I found it very pleasant how they changed from English to German and back again. The contents were excellent, with great speakers and interesting projects throughout. The participants were all very friendly and the service providers were unobtrusive. Honestly, it wowed me!"

WOLFGANG DEMMERICH

CEO, MUNICH RE AUTOMATION
SOLUTIONS GMBH



"What makes the 2b AHEAD ThinkTank's Future Congress unique is the proximity to people whose visions will decisively shape our world of tomorrow. I will be recommending the 2b AHEAD ThinkTank's Future Congress, as it is probably the best event of a comparable format in Germany."

Tuesday, June 19, 2018

In parallel 3:30 – 3:45 p.m. | World Premiere

KOPERNIKUS AUTOMOTIVE

4:00 – 4:30 p.m. | Elevator Pitch

ENTREPRENEURSHIP – THE BUSINESS MODELS OF THE FUTURE

Five hand-picked founders of successful organizations will present their business ideas competitively at the elevator pitch. Each has exactly two minutes to convince the audience of the merits of his or her business model. An expert jury will rate the pitches. The winner will then be presented with the 2b AHEAD Future Award that evening. Additionally, congress participants and venture capitalists will be given the opportunity to meet with the presenters. The business models pitched at the congress are chosen using a nationwide invitation among entrepreneurial initiatives.

4:30 – 5:00 p.m. | Keynote

THE NEW ROLE OF THE HUMAN BEING

The 2018 Future Congress will discuss the effects of the new living and working environments on us humans in our various roles. How will we (have to) behave differently... as managers, employees, customers, business partners, experts, friends, spouses, parents? What will we former drivers do with all the extra time that the self-driving age will give us? As workers, how will we give meaning to our daily work when it no longer resembles 40-hour-a-week wage labor? What will we experts measure ourselves against when the computers can increasingly find the better answers? What will we be proud of as managers when the better strategies of our predictive enterprises are made by our quantum computers? And: What will your partner expect from you after they have shared their real-time emotional data?



NIKOLAUS REUTER

CEO, ETENGO (DEUTSCHLAND) AG

"What makes the 2b AHEAD ThinkTank unique is its excellent one-of-a-kind network of very interesting personalities, who as pioneers will have a decisive influence on our future. In this way, you learn first-hand and before everyone else what to look for in your future agenda. I will recommend the 2b AHEAD ThinkTank because there are great people with a „just do it“ attitude. This event inspires me tremendously, as it gives rise to tangible ideas and approaches for future strategic direction."



KARSTEN ROTH

HEAD OF QUALITY MANAGEMENT
AND SUSTAINABILITY,
HOCHLAND DEUTSCHLAND GMBH

"I would recommend the congress to thinkers and innovators, to interested people and networkers who want to concentrate on the topics that will most likely shape our future. What is already happening now that will challenge me as a person, as a manager, as well as our company in the future? This congress really opens your mind!"

Tuesday, June 19, 2018

5:00 – 6:00 p.m. | Tomorrowing your brand – The human being as identity seeker

BRAND 2028

What will our trip to the supermarket look like in ten years – assuming that supermarkets still exist? How and with what criteria will we decide on products and services? It is highly probable that we will no longer (have to) make our consumer decisions ourselves. Our digital assistant will evaluate our data and will know our preferences. Using this basis, it can then make decisions or filter suitable suggestions to us. In this scenario, „filter brands“ will then rise in relevance. Corporate marketing will be oriented towards either becoming a filter or being top-ranked by other filters.

The above scenario applies to the mass market. Roughly 90% of consumer decisions will be made there (either by consumers themselves or by filters or digital assistants). The remaining 10% will be made in the premium segment. Here decision making will follow an entirely different logic. As premium customers of 2028, we will very likely choose products and services that allow us to express to others – and ourselves – our uniqueness and identity. These brands then take on a new role as identity providers. Here we will no longer see advertising that highlights the quality or performance promise of products – everything will be image advertising. People who work in the B2B sector will increasingly make their strategic purchasing decisions according to which identity worlds the other companies inhabit and which other brand would make the best fit there. They will ask themselves: What service providers make these identity solutions authentic? Is a multibrand strategy necessary, or can a brand represent several identities at once?

6:00 p.m. | End of the first congress day

8:00 p.m. | Awards evening

Each year on the evening of the first day of the Future Congress, the pioneering innovators in attendance at the conference will meet together with businesspeople, politicians, and other prominent personalities from the host region of Wolfsburg for our annual awards evening. In a relaxed atmosphere, the Innovation Award 2018 will be presented to the recipient with the most outstanding innovative project of the past year, and the Future Award 2018 will be given for the best business model from the elevator pitch. Join us when your favorite is recognized, and use this further opportunity to deepen earlier conversations and make new contacts!

THOMAS RECHLIN

CEO, OEV ONLINE DIENSTE GMBH



"The Future Congress brings together a wide variety of industries. Curious and open-minded people show up and talk about inspiring topics. The congress is a must for entrepreneurs and designers to deal with developments that are taking place today and can change markets tomorrow."

ILIJANA SCHÄFFER

INNOVATION MANAGEMENT,
EVN AG



"What makes the 2b AHEAD ThinkTank unique is that it provides comprehensive knowledge of trends, new technologies, and global developments through different formats. Thank you for this valuable network that constantly expands innovation perspectives! I will recommend the 2b AHEAD ThinkTank because of the comprehensive expertise in various trend areas, and the broad portfolio of tailor-made innovation solutions for different industries it offers."

Wednesday, June 20, 2018

Starting at 8:00 a.m. | Coworking lounge

COFFEE AND CROISSANTS

Early risers can meet at the coworking lounge to have breakfast, plan joint projects, or make a few phone calls before the start of the congress.

9:00 – 9:45 a.m. | VisionTalk

THINK BIGGER – THE BIG VISIONS II

The second day of the congress begins with this year's big visions. Scientists, inventors, and founders of successful organizations will explain how they want to change the world in a series of short talks. They will again challenge your preconceptions of the doable and the possible. Once more, you will find yourself shaking your head — or getting swept up in the excitement! The second 2b AHEAD VisionTalk session is sure to broaden your horizons as well.

9:45 – 10:00 a.m. | Break, coffee, FutureLounge

VOLKER MAIBORN

CEO, MAIBORNWOLFF GMBH



"All in all, I am very satisfied with the 17th Future Congress. The 2b AHEAD team has thought of many attentive details, such as sunscreen during the day and mosquito repellent in the evening. Great location that didn't wear out at my fifth congress. I especially liked the quantum computing summit. That was the theme that was clearly the most inspiring and cutting-edge. With world-class speakers! The whole thing was an absolute hit and made the congress worth attending."

Wednesday, June 20, 2018

10:00 – 10:30 a.m. | Keynote

POLITICS 2028: WHY ARTIFICIAL INTELLIGENCE WILL REPLACE POLITICIANS

This year, for the first time in the world, an AI ran in an actual mayoral election in the Japanese city of Tama. The candidate was supported by influential executives from technology giants Softbank and Google. While the AI only achieved third place in this first attempt, its developer Michihito Matsuda is certain that by 2050 at the latest, all politicians will be replaced by artificial intelligences. And, because AI makes fair and balanced rational decisions – and is not motivated by power and influence like humans – these new leaders will make better decisions. According to Matsuda's forecasts, this will mean an end to discrimination against minorities, corruption, and the climate crisis, and other great challenges to humanity can also be tackled with a cool head. Will elections be superfluous? Will the concept of the separation of powers come to an end when data companies take over the legislature and the executive ... and the judiciary at the same time? Will there still be politicians?

At the Future Congress, Michihito Matsuda presents not only his mayor AI, but also his vision of a better society without human politicians.

10:30 – 11:30 a.m. | Enabling Transformation

TOMORROWING YOUR BUSINESS!

Our Future Congress is famous for raising just as many important questions as it answers! In this part of the congress, we give space for those questions that you would like to discuss in more detail. At topical round tables, guests have the opportunity to discuss the consequences of the future developments they have heard about so far with congress speakers and the future experts of the 2b AHEAD ThinkTank. What do these emerging changes mean for your products, business model, and processes? What opportunities might be waiting here, and how can you enable your team to recognize them? How can you take the inspiration you gained from the Future Congress back with you when you return to everyday life? To stimulate the discussions, we will provide a moderator and inspiring theses for debate at every table.

DR. KARL NOWAK

PRESIDENT, CORPORATE SECTOR
PURCHASING AND LOGISTICS,
ROBERT BOSCH GMBH



"What makes the 2b AHEAD ThinkTank unique is the substantial work with an excellent network to reflect on the topics of the future and ways to get there. I will recommend the 2b AHEAD ThinkTank because it provides good input for addressing the challenges and opportunities of the future in a more targeted way."

**DR. HOLGER
SCHUBERT**

HEAD OF HUMAN RESOURCES
AND PARTNER, ENVOLVED GMBH



"What makes the 2b AHEAD ThinkTank unique is that you meet many people who are looking forward to the future. Also, I keep wondering how the 2b AHEAD team manages to acquire such top-class speakers."

Wednesday, June 20, 2018

11:30 a.m. - 12:30 p.m. | Lunch, conversations, FutureLounge

Use the lunch break not only to feed your body, but your mind as well! Enjoy conversations with new contacts and potential customers directly at our lavish buffet! Talk about the craziest ideas of the day or discuss concrete applications for your business model.

Again we wish you successful conversations and: Bon appétit!

12:30 - 1:30 p.m. | Tomorrowing leadership - The human being in human-digital teams

LEADERSHIP STRATEGIES 2028

Today most of us accept artificial intelligence as an aid or assistant. Digitally preparing the latest info, entering appointments and giving reminders or forwarding messages – all of this is no problem for our digital helpers. Meanwhile, AI pioneers are already using self-learning algorithms that enable machines to make even complex decisions or to compile psychological profiles of applicants, employees, or customers. We now view AI as an interface – to other people, to our customers, to technological systems. Yet with everything that AI is learning and being entrusted with, we are approaching a future where we will no longer view AI as an interface, but as an entirely normal member of the team. AIs will have strengths and weaknesses, will be capable of professional development, and will communicate with colleagues and customers and request feedback.

Company leaders of the future will face the challenge of leading human-digital teams. This leads to questions about what the distribution of tasks in these teams will look like: What roles will humans take on, and which will machines handle? How will a culture of error and debate work in human-digital teams?

Alongside these new demands on team structures and mutual acceptance, questions we have asked about human staff in past years resurface again for digital team members: What will AIs strive for? What incentives will they react to? What will their career paths look like? How can passion and motivation be kindled in digital employees? How much striving for self-development and improvement be programmed into AIs? And how will we handle low performers? Will every marketing company have to become a community platform? Will AIs have to be programmed to badger humans into making better decisions?



TIM GOTTHARDT

DIGITAL BUSINESS, AUDI AG

"What makes the 2b AHEAD ThinkTank unique is still its status of being refreshingly different. Increased focus on networking makes the Future Congress one of the best events of the year. I will recommend the 2b AHEAD ThinkTank because I always take a lot of useful information home with me."



DR. DETLEV SEIDEL

MANAGING DIRECTOR OPERATIONS,
PILLER GROUP GMBH

"What made the Future Congress unique was the open format which, in addition to the varied input through lectures and discussions, really did leave a lot of room for interesting discussions. The prospects for the future were sometimes audacious but often sufficiently tangible."

Wednesday, June 20, 2018

1:30 – 2:00 p.m. | Keynote

THE TRANSHUMAN SOCIETY

We need to be clear: The performance of the human brain can only be improved to a limited extent. In the long run, it will not be able to win the battle of the intelligences against the computers. Here a new distribution of roles is emerging: Whereas machines enable us to make decisions today, in the future they will handle most decisions while we help them record all the relevant data. The question will no longer be what we ourselves still have to decide, but what we still want to decide and how. And even more: Where can we justify overruling machines with our human decisions? Shouldn't we rather become part of the machine?

The same dynamic will play out on the physical level: Prostheses will be more efficient than the originals they replace – or they enable human beings to have completely new abilities or additional sensory organs, and may even bring on the end of aging. Adaptivity has been a key success factor for the evolution of homo sapiens and human society. Does this also apply in view of the exponential acceleration of technological development? How will we shape progress to our benefit to overcome the limitations of the human body?

2:00 – 3:00 p.m. | Break, coffee, FutureLounge

If you haven't been to the FutureLounge yet – it's about time! Test the future prototypes that are ready for presentation so far – hands-on! If you have booked a VIP ticket, your Personal Network Assistant will now put you in touch with a few more exciting personalities.

Wednesday, June 20, 2018

MARTIN KREITER

DIVISION MANAGER,
HERMES EUROPE GMBH



"What makes the 2b AHEAD ThinkTank unique is, on the one hand, its format, which stands out positively from many other business conferences. We must also mention the thematic and temporal scope, which goes far beyond the priorities of the here and now. The Future Congress inspires, brings interesting people together, and gives a well-founded outlook on the trends and developments of the future."

3:00 – 4:00 p.m. | Tomorrowing your processes – The human being as employee

PROCESSES 2028

We are approaching a future where everything will be predictive: our daily performance ability, customer stress levels, the productivity and creativity of staff members, and the course of our emotions. This will enable us to steer these possible futures as we facilitate or avoid the predicted outcome. And we will not make these decisions alone. Machines will be capable of predicting and calculating the potential consequences and interdependencies of actions – and potentially also of making better decisions than any human being could. Analysis will come to replace experience and gut feeling. Here is where a new distribution of roles appears: Whereas machines today assist us in making decisions, in the future we will be helping decision-making machines to gather all the relevant data. We will gather data that is difficult for machines to acquire, such as in digitally inaccessible areas. The machines will need us to mount sensors on mountain peaks or to set up new measuring stations. Will this role as an enabler for the machines satisfy and motivate us? The question will no longer be what we will still have to decide ourselves, but what we will want to decide and how. What value will human experience have in times of predictive systems? How will qualities like empathy, responsibility, and humor – supposed areas of human supremacy – shape our career opportunities in the future?

At the same time, we need to keep in mind that the human brain has a limited boosting capacity. In the end, it will never be able to win the intelligence contest against the machines. What will happen then? At this point, jobs will pull away from "the production of rational products" and increasingly focus on the "production of identities." Those who earn their money as experts today – such as doctors, teachers, jurists, travel agents, consultants, brokers, sales reps, tax advisors, bankers, etc. – will experience a major paradigm shift. In the future, they will no longer be paid for massive knowledge and "passing just the right piece on to the customer." Rather all of these occupations will become coaches who accept that the computers know best. But they will add a human element to this electronic expertise: They will be paid to motivate, guide, and criticize other humans to take them to the next step in their development. What new business models will emerge from this new role for human beings? What will our 2028 notion of being human look like, and what picture of us will a machine have?

**DR. MATTHIAS
SCHLEMMER**

HEAD OF DATA AND
ADDRESS MANAGEMENT,
ÖSTERREICHISCHE POST AG



"What makes the 2b AHEAD ThinkTank unique is the top-class field of speakers and participants. In addition to the impressive location and excellent support, I am very impressed by the concept of the Future Congress. The focus is on networking and "what will be" instead of "state of the art"."

LEONHARD ZINTL

CHAIRMAN,
VOLKSBANK MITTWEIDA EG



"What makes the 2b AHEAD ThinkTank unique is its proximity to the topics of the future. Their forward-looking contents are transported very well to the present day. I will be recommending the 2b AHEAD ThinkTank because I've experienced few events so lively and fresh in recent years."

Wednesday, June 20, 2018

4:00 – 4:30 p.m. | Keynote

HOW WILL OUR CHILDREN LIVE IN THE NEXT 100 YEARS?

Have you ever found yourself looking at a child and asking yourself what its life will be like in 100 years and what journey it will take to get there? How will it be affected by political, social, and economic changes? Will AIs soon replace its teachers, colleagues, politicians and leaders? Will this child still have to work in 100 years? Will it have a robot for a life partner, a best friend, or a parent? What diseases will be treatable? And what changes will come for Germany, Europe, and the world?

At the 2b AHEAD ThinkTank, we typically look forward into the coming decade. Two years ago, however, we decided to take the risk on one of the most ambitious long-term projects in future studies: Using scientific methods, we examine the possible futures of ten children born in 2015, and narrate their first hundred years in various scenarios. We will accompany our ten protagonists on their way into various futures that extend to the year 2115.

Futurist Michael Carl will give you a sneak peek into the first results and scenarios from our long-term study. He will help you dive into a picture of the future of life and work in Germany and beyond for the next hundred years – and he will raise some unexpected questions for your company, your business model, and your own life plans.

4:30 – 4:45 p.m. | Farewell

At the conclusion of our congress, host Sven Gábor Jánszky will summarize the most exciting revelations from our discussions and conclude this year's congress.

4:45 p.m. | End of the 17th Future Congress

For departures to Frankfurt and the south, we recommend the evening flight from Hannover (6:50 p.m. to Frankfurt, 7:50 p.m. to Munich, and the 7:50 p.m. to Stuttgart via Munich). For departures to the east and west, we recommend the ICE leaving directly from Wolfsburg (6:19 p.m. to Berlin or 6:53 p.m. to Cologne and Düsseldorf). For departures heading north, the ICE via Hannover (6:53 p.m. departure toward Hamburg) is the best option.

Organizer

2b AHEAD ThinkTank GmbH
Spinnereistraße 7 | Halle 20
04179 Leipzig
www.future.consulting

Contact

Our congress team is gladly available at any time to receive your registration or to answer any questions you may have concerning travel or hotel booking. Please contact our Participant Manager Ulrike Wolf, directly at:

Tel.: +49 (0) 341 124 79 628
Fax: +49 (0) 341 124 79 611
E-Mail: ulrike.wolf@2bahead.com

Conditions of participation

Participation at the 2b AHEAD Future Congress is possible only upon personal invitation or through the official application process. The number of participants is limited. We ask your understanding of the fact that participation is generally limited to one representative per organization. Please send us the signed and completed registration form by e-mail or fax.

Hotels

We have arranged a selection of partner hotels for you. Use the keyword "2b AHEAD" to receive special conditions on your accommodations. We are happy to offer you any assistance you may need in handling your booking.

Leonardo Hotel Wolfsburg City Center****

Rathausstrasse 1, 38440 Wolfsburg
Phone: +49 (0) 5361 207-0
Single Room: 139 EUR
Hotel is located 4.9 km (3 miles) from the congress.

Brackstedter Mühle***

Zum Kühlen Grunde 2, 38448 Wolfsburg
Phone: +49 (0) 5366 900
Single Room: 89 EUR
Hotel is located 7 km (4.3 miles) from the congress.

BEST WESTERN Hotel Alte Mühle****

Wolfsburger Str. 72, 38554 Weyhausen
Phone: +49 (0) 5362 98000
Single Room: 139 EUR
Hotel is located 7.4 km (4.6 miles) from the congress.

Hotel Ludwig im Park****

Gifhorner Str. 25, 38442 Wolfsburg
Phone: +49 (0) 5362 9400
Single Room: 135 EUR
Hotel is located 9.3 km (5.8 miles) from the congress.

By train

In order to make travelling to the conference by train as comfortable as possible, we have entered into an agreement with Deutsche Bahn: for only €99.00 roundtrip, our guests can travel to the congress first-class from anywhere in Germany without being restricted to any routes or trains. This special ticket is valid from June 17-22, 2018. If this offer is of interest to you, you may book your trip easily online at conference.future.consulting/en/one-of-this-years-most-innovative-congresses-on-the-future/travel/.

Your destination is Wolfsburg Main Station (Wolfsburg Hbf). From there, you can take a taxi to Wolfsburg Castle. The congress venue is ten minutes from the station by taxi.

By plane

Your destination airport is Hannover Airport. From Hannover Airport, you can take a taxi to Wolfsburg. The distance is 105 km (65 miles). The drive takes approximately one hour. Alternatively, you can also travel to Wolfsburg from Hannover Airport by train. The trip takes 60-90 minutes depending on the type of connection. For all connections, you will first need to use the rapid transit system (S-Bahn) to travel to Hannover Main Station (Hannover Hbf), then you can transfer from there.

By car

Enter the following address into your navigation system: **Schloss Wolfsburg (Wolfsburg Castle), Schlossstrasse 6, 38448 Wolfsburg**. From the A2, take the "Wolfsburg Flechtorf" exit onto the A39, then stay on the A39 until the "Wolfsburg" exit. Take the "Wolfsburg" exit towards "Wolfsburg Zentrum," (Wolfsburg Center) and turn right onto "Siemensstraße". Follow the signs leading to "Wolfsburg Nord" and to the castle ("Schloss").

I hereby bindingly order my ticket for participation at the 2b AHEAD ThinkTank Future Congress on June 19-20, 2018 at Wolfsburg Castle:

E-Mail: ulrike.wolf@2bahead.com
Fax: +49 (0) 341 124 79 611
Web: www.conference.future.consulting/en/future-congress/application

ThinkTank – Ticket

ThinkTank – Package-Ticket

ThinkTank – VIP-Ticket

Title, Last Name, First Name

Full Name and Billing Address

Position

Postal Address

Phone

Email

Date

Signature

**ThinkTank
Ticket**

1,890 EUR
+ VAT

- access to all keynote speeches & panel sessions
- conference documentation
- catering
- participation to the awards ceremony (incl. catering)

**ThinkTank
Package – Ticket**

2,375 EUR
+ VAT

- access to all keynote speeches & panel sessions
- conference documentation
- catering
- participation to the awards ceremony (incl. catering)
- one overnight stay at a five-star partner hotel
- access to video documentation of all speeches following the conference

**ThinkTank
VIP – Ticket**

3,250 EUR
+ VAT

- access to all keynote speeches & panel sessions
- conference documentation
- catering
- participation to the awards ceremony (incl. catering)
- one overnight stay at a five-star partner hotel
- access to video documentation of all speeches following the conference
- Personal Networking Assistance
- shuttle service to and from the airport or train station

Upon receipt of your registration, you will receive an invoice. Please inform us in case of any possible changes in billing address. Cost-free cancellation of registration is possible in written form up to 12 weeks before the beginning of the event. After this period, half of the ticket price will be retained at cancellation. In cases of non-appearance or cancellation received less than eight weeks prior to the event, the entire ticket price will be due. A transfer of tickets to substitute participants is possible at any time. The event organizer reserves the right to make changes to the program as required by circumstances.

Notice regarding interaction with the press:

The 2b AHEAD Future Congress is open to journalists and photographers. The congress will be documented on the Internet by video. By signing any applicable registration form, you simultaneously give your consent to be cited using the words spoken during the panel sessions, and to be depicted in the static and moving images taken during that session. All rights of use for the online and offline documentation of the event lie with the event organizer.

Consent for the processing of personal data: By signing any applicable registration form, you simultaneously give your consent to the storage of the personal data you have voluntarily disclosed for all purposes related to the implementation of the 2018 2b AHEAD Future Congress, as well as for listing and publication in the directory of participants for the event in online and offline media. No sharing of data with uninvolved third parties shall occur. The data will be used solely by 2b AHEAD ThinkTank GmbH and its congress partners.

JUNE 19 & 20, 2018 – AT WOLFSBURG CASTLE

➤ 2bAHEAD

17TH FUTURE CONGRESS

2028
HOW MUCH HUMAN CAN
THE FUTURE TAKE?

www.conference.future.consulting

