

TECHONOMY

2011 Agenda

As of November 13, 2011

Saturday, November 12

3:00pm – 6:00pm **Registration desk opens**

4:00pm – 5.30pm **Recreational activities:**
Guided eco walks and cycling

Sunday, November 13

8:00am **Recreational activities:**
Guided eco walks and cycling

10:00am **Registration desk opens**

11:30am - 1:00pm **Brunch**

1:00pm – 2:45pm **Pre-conference sessions:**
• Why Every Successful Company Will Be a Social Enterprise
Presented by Ashoka
Speakers: Sanjeev Arora, Project ECHO; Bright Simons, mPedigree
Network; Lazaro Cunha, Founder, OGUNTEC
Led by: William Drayton and Gretchen Zucker, Ashoka

• Surviving and Thriving in a Hyper-connected World
Presented by the World Economic Forum
Moderator: Jerry Wind, SEI Center for Advanced Studies in
Management

3:00pm – 5:15pm **Opening sessions**

3:00pm • Welcome – David Kirkpatrick

3:05pm • Revolutions in Progress: The Case for Optimism
Panelists: Marc Benioff, Salesforce.com; Scott Cook, Intuit; Gary Hamel,
Management Lab
Moderator: Roger McNamee, Elevation Partners

3:50pm • 180° Shifts – The first in our series of 3 minute talks about how
speakers have shifted someone else's thinking – or had their own
perspective upended and transformed.

	<p>“From Bricks and Mortar to Networks” Rosanne Haggerty, Community Solutions</p> <p>“Today's Cyber Threat: Hidden Armies, Exposed Targets” Bret Hartman, RSA</p>
3:55pm	<p>• 21st Century Individuals vs. 20th Century Organizations A conversation with Jack Dorsey, Twitter/Square <i>Interviewer:</i> David Kirkpatrick</p> <p>Capitalism in the Age of the Individual <i>Speaker:</i> Shoshana Zuboff, Harvard Business School</p>
4:35pm	<p>• 180° Shifts “Can Social Technology Democratize Capital Markets?” Barry Schneider, LOYAL3 “Educating Russia in the Art of Online Buying” Maelle Gavet, OZON.ru</p>
4:40pm	<p>• Global Regulation in an Age of Empowerment An interview with Hamadoun Touré, Secretary General, International Telecommunication Union <i>Interviewer:</i> Randall Lane, <i>Forbes</i></p>
5:00pm	<p>• 180° Shifts “The Visionary Watchmaker” Andrew Hessel, Singularity University</p>
5:03pm	<p>• The Brain and the Data: How Accurately Can We Predict? A Conversation with Vivek Ranadivé, TIBCO Software, Inc. <i>Interviewer:</i> David Kirkpatrick</p>
5:20 – 5:30pm	Break
5:30 – 6:30pm	Opening reception <i>hosted by HP</i>
6:30 – 7:00pm	Break
7:00pm	Dinner
9:00pm	<p>Evening program</p> <p>• Creativity in the Digital Age A Conversation and music with Lyle Lovett <i>Interviewer:</i> Roger McNamee, Elevation Partners</p>

Monday, November 14

- 6:45 – 8:30am** **Breakfast**
- 7:00am – 8:00am** **Morning activities:**
Guided eco walks and cycling
- 8:30 – 10:00am** **Plenary sessions**
- 8:30am • Four Young Innovators Changing the World from the Ground Up
Select the winner of the Staples/ Ashoka Youth Social Entrepreneur Competition
- 8:45am • Every Company Is a Software Company
Panelists: Deborah Hopkins, Citi; K. Venkatesh Prasad, Ford; Hugo Sarrazin, McKinsey & Company; David Zanca, FedEx
Moderator: David Kirkpatrick
- 9:30am • Why Consumers Call the Shots
Speaker: Greg Gianforte, RightNow
- 9:35am • Entertainment and the Cutting Edge of Technology
A conversation with Jeffrey Katzenberg, DreamWorks Animation
SKG
Interviewer: David Kirkpatrick
- 10:00am – 10:20am** **Break**
- 10:20am – 12:05pm** **Plenary sessions – *Jobs and the Digital Economy***
- 10:20am • Can Technology Be Society’s Economic Engine?
A debate between Tyler Cowen, George Mason University, and Erik Brynjolfsson, MIT Center for Digital Business
Moderator: Erick Schonfeld, TechCrunch
- 11:00am • Where Are the Jobs in a Digital Age?
Panelists: Steve Case, Revolution LLC; Steve Forbes, Forbes Media
Moderator: James Manyika, McKinsey Global Institute
- 11:30am • 180° Shifts
“A Robotic McDonald’s Is Just Around the Corner”
Jacqueline Leo, *The Fiscal Times*
“From Silicone to Silicon”
Miles Beckett, EQAL
- 11:35am • What Does It Mean to Be Educated in the 21st Century?
Panelists: Ángel Cabrera, Thunderbird School of Global Management; Andrew Rosen, Kaplan, Inc.; Maria M. Klawe, Harvey Mudd College
Moderator: Justin Fox, *Harvard Business Review*

12:05pm – 1:15pm Lunch

1:30pm – 2:30pm Techonomy Labs

1. Know Thyself: Self-Tracking in an Era of Bespoke Healthcare
Catalysts: Dan Shine, Welch Allyn Inc.; Esther Dyson, EDventure;
Gregory Lucier, Life Technologies
Moderator: Tara Lemmey, Net Power and Light

2. Mutation Not Innovation: Capitalism in the Age of the Individual
Catalyst: Shoshana Zuboff, Harvard Business School

3. Computer Science or Data Science? Panning for Gold in the
Information Stream
Catalysts: Francis deSouza, Symantec; Marissa Mayer, Google; Doug
Merritt, Baynote Systems; Heidi Messer, Cross Commerce Media
Moderator: James Manyika, McKinsey Global Institute

4. Digitally Denominated: Thoughts on the Future of Cash, Value,
Vaults and Flow
Catalysts: Maelle Gavet, OZON.ru; Jeremy Liew, Lightspeed Venture
Partners; William M. Sheedy, Visa Inc; Peter Vander Auwera, SWIFT
Moderator: Eric Savitz, *Forbes*

5. Transportation, Technology and Retrofitting Cities
Catalysts: Christopher Borroni-Bird, GM; Doug Eberhard, Autodesk;
Matt Grob, Qualcomm; Zia Yusuf, Streetline, Inc.
Moderator: Rik Kirkland, McKinsey & Company

2:30pm – 2:45pm Break

2:45pm – 4:30pm Plenary Sessions

2:45pm • The Global Innovation Agenda
Speaker: John Kao, Institute for Large Scale Innovation

3:00pm • Decoding the Metrics: The Shift Index
Speaker: John Hagel, Center for the Edge

3:05pm • China: The New Techonomic Power
Panelists: Ned Hooper, Cisco; Doreen Lorenzo, frog; Guo Xiao,
ThoughtWorks
Moderator: Gary Rieschel, Qiming Venture Partners

- 3:45pm • 180° Shifts
 “Atoms Are the New Bits”
 Ping Fu, GeoMagic
 “Instant Global: Berlin’s New Start-ups”
 Lukasz Gadowski, Team Europe Ventures
- 3:50pm • A conversation with Craig Mundie, Microsoft Corporation
Interviewer: David Kirkpatrick
- 4:10pm • A conversation with Mike Lynch, Autonomy
Interviewer: David Kirkpatrick
- 4:30pm – 4:45pm Break**
- 4:45pm – 6:00pm Techonomy Labs**
1. The City Never Sleeps
Catalysts: Geoff West, Santa Fe Institute, and Jeff Stein, Cosanti Foundation
 2. Insecurity: Are Hackers the Soldiers of the Future?
Catalysts: Bret Hartman, RSA; Mohd Noor Amin, IMPACT; Jody Westby, Global Cyber Risk LLC
Moderator: Mark Anderson, Strategic News Service
 3. Off-Planet Commerce: Towards an Intergalactic Techonomy
Catalysts: Eric Anderson, Intentional Software; John Kohut, Planetary Power; Chris Lewicki, Arkyd Astronautics; Bob Smith, Honeywell Aerospace; George Whitesides, Virgin Galactic LLC
Moderator: Esther Dyson, EDventure
 4. Democratizing DNA and the BioPunk Revolution
Catalysts: Mac Cowell, Cofactor and DIYbio; Stephen Hoover, PARC
Moderator: Marcus Wohlsen, Author, *BioPunk: DIY Scientists Hack the Software of Life*
 5. The Social Path to Productivity and Corporate Transformation
Catalysts: Kendall Collins, Salesforce Chatter; Daniel Debow, Rypple; Deborah Hopkins, Citi
Moderator: Adam Ludwig, Techonomy Media
- 6:00pm – 6:45pm Break & transport to Golf Club**
- 6:45pm Reception**
- 7:30pm Dinner & announcement of the Staples/Ashoka Youth Social Entrepreneur Competition winner**
Hosts: William Drayton, Ashoka and David Kirkpatrick

- Stargazing, *Hosted by Forbes*

9:00pm

Evening session

- Information Beyond Control: Is Worship of the Net Jeopardizing Life and Liberty?

Panelists: Andrew Keen, Author, *Digital Vertigo*; Michael Fertik, Reputation.com; Dave Morgan, Simulmedia; Eli Pariser, Moveon.org and Accessnow.org

Moderator: David Kirkpatrick

Tuesday, November 15

8:00am – 9:15am

Breakfast Roundtables

1. Decoding the Metrics: How to Reverse the Decline in Business Performance

Led by: John Hagel, Center for the Edge

2. Global Innovation Jam Session: Forget About Nationalism

Led by: John Kao, Institute for Large Scale Innovation

3. Personal Information in a Public Age: Can There Be Protection and Monetization?

Panelists: Mark S. Bonchek, Sears; Dan Elron, Accenture; Michael Fertik, Reputation.com

Moderator: John Clippinger, ID3

4. Race Against the Machine: How the Digital Revolution Is Transforming Employment and the Economy

Led by: Erik Brynjolfsson, MIT Center for Digital Business and Andrew McAfee, MIT

5. Figuring Out Facebook: The New Landscape for Social Life, Commerce, Politics and Media

Panelists: Tom Bedecarré, AKQA; Dave Morin, Path Inc; Seth Sternberg, Meebo

Moderator: David Kirkpatrick

9:30am- 12:00pm

Plenary sessions

9:30am

- Techonomy 2011 Thus Far – David Kirkpatrick

9:40am

- Understanding the iConsumer: The Latest Data
Speaker: Bertil Chappuis, McKinsey & Company

9:50am	<ul style="list-style-type: none"> • 180° Shifts <p>“How Toilets Changed Kenyan Education Policy” David Kuria, Ecotact</p> <p>“Hide-and-Seek is Over for Polluters and Regulators” Michael Woelk, Picarro</p>
9:55am	<ul style="list-style-type: none"> • From Business Empire to Individual Empowerment: Thriving in the New Paradigm <p><i>Panelists:</i> Dan Hesse, Sprint Nextel; Kevin Johnson, Juniper Networks; Marissa Mayer, Google</p> <p><i>Moderator:</i> David Kirkpatrick</p>
10:35am	<ul style="list-style-type: none"> • 180° Shifts <p>“Tackling Our Own Sweatshops”</p> <p>Pamela Passman, Center for Responsible Enterprise and Trade</p> <p>“What I Had to Unlearn to Innovate in Nepal”</p> <p>Anil Chitrakar, Conservation Camps for Children</p>
10:40am	<ul style="list-style-type: none"> • How Technological Progress Will Transform Environmentalism <p><i>Speaker:</i> Fred Krupp, Environmental Defense Fund</p> <p><i>Interviewer:</i> Jeff Goodell, Rolling Stone</p>
11:00am	<ul style="list-style-type: none"> • A History of Citizen Empowerment <p><i>Speaker:</i> Jared Cohen, Google Ideas</p>
11:15am	<ul style="list-style-type: none"> • What Comes After the Revolution? <p><i>Panelists:</i> Jim Breyer, Accel Partners & Sean Parker, Founders Fund</p> <p><i>Moderator:</i> David Kirkpatrick</p>
12:00pm	Conference ends
12:30pm	Buffet lunch and to-go box lunches