

# TECHONOMY

## 2011 Agenda

As of November 12, 2011

*Subject to change!*

### 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	<ul style="list-style-type: none"> <li>• 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.</li> </ul> <p>“From Bricks and Mortar to Networks” Rosanne Haggerty, Community Solutions  “Today’s Cyber Threat: Hidden Armies, Exposed Targets”  Bret Hartman, RSA</p>
3:55pm	<ul style="list-style-type: none"> <li>• 21<sup>st</sup> Century Individuals vs. 20<sup>th</sup> Century Organizations</li> </ul> <p>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	<ul style="list-style-type: none"> <li>• 180° Shifts</li> </ul> <p>“Can Social Technology Democratize Capital Markets?”  Barry Schneider, LOYAL3  “Educating Russia in the Art of Online Buying”  Maelle Gavet, OZON.ru</p>
4:40pm	<ul style="list-style-type: none"> <li>• Global Regulation in an Age of Empowerment</li> </ul> <p>An interview with Hamadoun Touré, Secretary General, International Telecommunication Union  <i>Interviewer:</i> Randall Lane, <i>Forbes</i></p>
5:00pm	<ul style="list-style-type: none"> <li>• 180° Shifts</li> </ul> <p>“The Visionary Watchmaker”  Andrew Hessel, Singularity University</p>
5:03pm	<ul style="list-style-type: none"> <li>• The Brain and the Data: How Accurately Can We Predict?</li> </ul> <p>A Conversation with Vivek Ranadivé, TIBCO Software, Inc.  <i>Interviewer:</i> David Kirkpatrick</p>
<b>5:20 – 5:30pm</b>	<b>Break</b>
<b>5:30 – 6:30pm</b>	<b>Opening reception</b> <i>hosted by HP</i>
<b>6:30 – 7:00pm</b>	<b>Break</b>
<b>7:00pm</b>	<b>Dinner</b>
<b>9:00pm</b>	<b>Evening program</b> <ul style="list-style-type: none"> <li>• Creativity in the Digital Age</li> </ul> <p>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 21<sup>st</sup> 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"> <li>• 180° Shifts</li> </ul> <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"> <li>• From Business Empire to Individual Empowerment: Thriving in the New Paradigm</li> </ul> <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"> <li>• 180° Shifts</li> </ul> <p>“Tackling Our Own Sweatshops” Pamela Passman, Center for Responsible Enterprise and Trade</p> <p>“What I Had to Unlearn to Innovate in Nepal” Anil Chitrakar, Conservation Camps for Children</p>
10:40am	<ul style="list-style-type: none"> <li>• How Technological Progress Will Transform Environmentalism</li> </ul> <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"> <li>• A History of Citizen Empowerment</li> </ul> <p><i>Speaker:</i> Jared Cohen, Google Ideas</p>
11:15am	<ul style="list-style-type: none"> <li>• What Comes After the Revolution?</li> </ul> <p><i>Panelists:</i> Jim Breyer, Accel Partners &amp; Sean Parker, Founders Fund</p> <p><i>Moderator:</i> David Kirkpatrick</p>
<b>12:00pm</b>	<b>Conference ends</b>
<b>12:30pm</b>	<b>Buffet lunch and to-go box lunches</b>