

[youtube:<http://www.youtube.com/watch?v=iYFXV5aAWJw>] **Example of keynote totally customised for Google's global partners in digital marketing**

Hundreds of global corporations have booked Patrick Dixon as a Futurist keynote speaker for their most important events. Here are some of the many reasons why...

Organising a corporate event can be an exciting but stressful process. Careers are often made or broken in the process. And every year, people expect your biggest and most important corporate events to be even better than last time.

Events are a great opportunity to share vision, shape strategy, drive growth, deliver change, transform thinking and motivate teams.

The stakes are very high to get it right

[youtube:<http://www.youtube.com/watch?v=LHoGRBuRsKQ>] **Here is a keynote to 4,500 event organisers in Las Vegas. Discover the secrets of every world class speaker and of every high-impact corporate event. You will see some great visual illusions / interactions with a gigantic screen.**

The greatest cost is usually the time of those who attend.

The greatest risk is a programme that fails to fire up participants. Too many internal speakers or external speakers who are average performers.

Listening to a really great speaker is like watching a solo performance by a virtuoso musician, or by one of the world's most talented stage actors. You can hear a pin drop, with total intense attention. Time stands still. You will talk about this moment for years to come. You need to be right there, to breathe the same air – the audience experience cannot be captured fully on camera.

And if the content is powerful, your future will be changed.

All great speakers touch mind and emotion. Very few people know how to involve a large audience in a personal way. Working an audience is an art rather than a science. Great ideas, insights or data slides are not enough. It's all about how the story is told. Pure magic at best – embarrassing nightmare at worst.

**Call Patrick Dixon, Futurist Keynote Speaker, NOW on +44 7768 511390. [&n](#)
[bsp;or email](#)**

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50 reasons that event organisers invite Patrick Dixon

- Great experience last time – or recommended strongly by friend who heard him speak, has read his books or seen web videos - 5 million views, 13 million visitors + 41,000 on Twitter.

- High-impact, high energy, relevant keynotes with practical insights

- One of world's best and most experienced communicators – professional

- Superb at firing up very large audiences - 4,000 or more - so each person feels involved

- Entertaining, provocative, memorable, inspiring

- Visually engaging and unusual presentations - in addition to great content

- Highly interactive – audience feels totally involved from the start
- Fast moving - in flow of ideas, and across stage / into the auditorium
- Fresh insights on future, strategy, leadership, growth opportunities
- Passionate about making a difference - "life is too short to waste on meetings that don't matter"
- Broad horizon from experience of many corporations, industries, nations
- Outside perspective reduces risk of institutional blindness
- Warm, personal style which engages, energises and motivates
- As a physician by first training, he brings a human touch - audiences feel he cares
- Superb stagecraft – more a theatre performance, than a formal lecture

- Delighted audiences - high ratings in feedback – time after time
- Totally committed to success of your entire event, not just his session
- Customised keynote presentations – as you want, content shaped by you
- Takes time to research your organisation, industry and audience
- Element of consultancy in events for your own people
- Delighted to join conference calls with CEO / organisers / other speakers
- Keynote will fit precisely into your event theme / programme
- Sets up your entire event, as a perfect keynote opener, bridge to what follows
- Outstanding at drawing whole event to a close, inspirational, taking audience into their future
- Takes time to really understand what you are trying to achieve

- Flexible – adapts easily to unforeseen programme changes. eg Fills in when another speaker fails to turn up. Adjusts session length at very short notice

- Adapts material rapidly to respond to previous sessions / speakers

- You know what kind of keynote / person you are getting – More than 500 videos online, more probably than of any other speaker you have ever booked, so you can easily make your own judgment

- Delegates benefit before and after event from huge web resources

- Personal e-contact is encouraged - using Twitter, Facebook, LinkedIn, e-mail, SMS

- Huge range of multinational clients and types of events spoken at

- Relates well to mixed audiences, multi-language, multi-culture

- Superb facilitator of entire days with boards / senior teams

- Aims to help you take good care of VIPs at client events

- Works hard – before, during and after the keynote
- Delighted to attend dinners the night before
- Usually stays until delegates have had opportunity to meet him if they wish
- Always willing to talk to journalists / media to help promote event
- Always happy for you to make a video – if he also gets a copy
- Always happy to sign books for participants
- World-class moderator, chair, panel leader
- Superb host of other speakers / panellists if chairing
- Full use of your technical capacity eg big stage, multi-screen, mega-screen
- Able to work in 3D if you have the technology

- Easy and fun to work with – you feel you found a friend
- Delighted for you to talk to other clients about their experience
- Low maintenance – usually books own flights, ground transport
- Money back guarantee if keynote fails to deliver - happened once in last 20 years
- When event is booked, you can concentrate on other things with confidence
- Will help you sleep at night – organising events is stressful, make it less so

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Over 6 million video views

These videos are extracts from conference keynote presentations, or entire keynotes, plus video comment on global trends. Patrick Dixon has given keynotes on a wide range of trends to audiences in North America, Central America, Latin America, Western Europe, Central Europe, Eastern Europe, Baltic States, Scandinavia, Africa, Central Asia, South East Asia and Asia Pacific. Watch videos of [many entire keynote presentations](#) .

Videos on this site are usually embedded into industry trend articles - for example:

[Change Management - How to Drive Growth](#)
[Rapid Innovation - How to grow your business](#)
[Future of Aviation Industry - Radical Change](#)
[Future of New Brands and Branding](#)
[Future of Packaging Industry](#)
[Future of the Food Industry](#)
[Future of the Automotive Industry \(Auto Trends\)](#)
[Manufacturing - Future Trends](#)
[Clouds and Crowds: Seize your Digital Future](#)
[Leadership in Crisis - How to profit from chaos](#)
[Future of Banking - Safe Strategy for Banks](#)
[Future of Insurance - insurance industry trends](#)

Short clips of different conference videos on various issues:

Economics, Finance & Financial Services

[Banking](#) - many of Patrick's clients are global banks, investment funds
[Economics issues](#) - Patrick creates a big picture of global trends
[Insurance](#) - Patrick has worked with many of the world's largest insurers

Technology

[Technology](#) - Patrick works with many of the world's largest computer, software, telecom, internet and biotech companies
[Social Media - Online Communities](#) - how online communities will drive your business
[Smartphones](#) - future of telecom, wireless devices, virtual communities, positional advertising
[Convergence and divergence](#) - why all competitive advantage comes from divergence
[RFID technology](#) - impact on retail, wholesale, distribution and manufacturing

Health and Education

[Health care](#) - key trends in [health](#), ageing, biotech, hospitals, clinics
[Pharmaceutical industry](#) - impact of the biotech revolution
[Education](#) - future of teaching in high schools, colleges and business school

Leadership, Management & Strategy

[Change management](#) - a recurring theme
[Risk management](#) - preparing for the unexpected
[Innovation](#) - smart innovation, open innovation and crowdsourcing
[Leadership](#) - effective ways to drive organisations forward
[Logistics and supply chain](#) - critical issues in manufacturing and wholesale
[Motivation](#) - how to inspire people to make great things happen

[Women at work](#) - challenges for corporations in winning war for talent

[Outsourcing](#) - what is going to happen next

Marketing

[Advertising](#) - why traditional approaches are dead in an online world

[Customers](#) - how customer demands are changing and why

[Customer focus](#) - why many corporations need a reality check, to succeed in future

[Marketing](#) - future of marketing and brand development

Travel, Tourism, Energy, Resources and Environment

[Travel](#) - future of aviation, road, rail, shipping - for business and leisure

[Biofuels](#) - food for fuel? Next generation biofuels.

[Commodities](#) - impact of emerging markets

[Energy industry](#) - future energy from oil, gas, coal, nuclear, renewables

[Petrochemical industry](#) - how the industry will change and why

[Climate change](#) - why the future is about emotion, not just the science

[Sustainability](#) - what does it mean for your business?

Other Topics and Types of Audience

[Real estate](#) - key trends in commercial and residential real estate industries

[Retailing](#) - developing the customer experience

Looking for other topics? Search on Patrick Dixon's YouTube [Futurist channel](#) .

[Need a world-class Futurist keynote speaker? Phone Patrick Dixon now or email](#) .

Patrick Dixon has presented to the following industries (examples)

Listed by Industry

Technology, Engineering, Software and Computer Manufacturers

Google, Microsoft, Toshiba, HP, IBM, Phillips, SAP, Siemens, Symantec, Infosys, Ricoh, Actinic, ARBS, Asco, Capco, Compaq, Comverse, European Internet Foundation, Fujitsu Siemens, Georgia Technology Forum, ITS, Kyocera, Leadbay, NCR, SolidWorks, Toshiba, Unaxis, Unisys, Zellweger Luwa

Media, Telecommunications

Nokia, AT&T, Vodafone, O2, Belgacom, BT, AIC Carriers World, Mobilcom, MTN, Amdocs, Carlton TV, Etisalat Telecom (UAE), Idea Cellular, i-Comverse, Loral (satellites), Telenor, Times of India, Qualcomm, SABC (S Africa), TDC

Banking

HSBC, UBS, Credit Suisse, RBS, Barclays, BNP Paribas, Deutsche Bank, Lloyds TSB, Skandia Bank, ABSA bank, Bank of Ireland, Britannia Building Society, Clariden Bank, ABN AMRO, CUES, Fortis, Friends First Bank, Macquarie Bank, Minsheng Bank, Morgan Stanley Investment Bank, North Island Credit Union, PrivatBank (Ukraine), RMB, Saga, SEB, Skandia, Sumitomo Bank, Bank Vontobel,

Insurance and other Financial Services

Allianz, Aviva, Prudential, Munich Re, Swiss Re, Zurich Financial Services, Swiss Stock Exchange, 3i, AA (UK), AIG, Roularta, ICBI - fund managers, Asset Management Advisors, Income (Singapore), Birla financial services group, International Mutual Funds Institute, Kazakstan Investment Forum, Lombard, Morley Fund, Saga, Acromas, Winterthur Insurance, Family Office, Kiln Group

Transport - Airlines, Travel, Shipping, Hotels, Tourism and Automotive Industry

Air France, KLM, Airbus, Swiss Airline, Virgin Atlantic, Dassault Falcon, Association of Corporate Travel Executives, Automobile Recycling Netherlands (ARN), Dubai Ports Authority, EADS, Ford, Hotel Ecoliere de Lausanne, Portuguese Tourist Board, Reg Vardy - auto sales, Saga, Stagecoach, Tourism in Ireland, North West Tourism, World Economic Forum Governors of Aviation Travel and Tourism meeting (Davos)

Logistics, Distribution, Supply Chain Management, Packaging Industry

Fedex, DHL, ISS, Danish Post Office, Deutsche Poste, Swedish Poste, UK Post Office, IBS, Rexam, Tetrapak

Energy, Chemical Industry, Mining, Metals, other Commodities

BP, ExxonMobil, General Electric, BASF, Copesul (Brazil), European Petrochemical Association (EPCA), Hindalco, Houston Energy Forum, Royal Dutch Chemical Association, SHV Gas, Sulzer, Vattenfall, Veitch

Food and Drink

Carlsburg, Unilever, Kraft Jacobs Suchard, Sara Lee, Diageo, Danone, Femsma, Bord Bia - Irish Food Board, European Coffee Federation, Food Business Forum, Nutreco, RPC, Schwan's Frozen Foods, Tetrapak

Health Care, Pharmaceutical Industry, Medical Technology and Cosmetics / Lifestyle

GSK, Roche, Novartis, Wyeth Pharmaceuticals, Gillette, Johnson and Johnson, 3M - dentistry, Avon, Siemens Medical, Phillips Diagnostics, BUPA, Coloplast, Genentech, Henry Schein, ICPM - International Conference of Pharmaceutical Medicine, NHS, Smith and Nephew, St Joseph's Hospital Foundation Ontario, Voluntary Hospitals Association, Institute of Clinical Research

Government and UN

World Bank, UNIDO, UNAIDS, EU, US Federal Government (Pentagon), Abu Dhabi Police Authority, UK Department of Trade and Industry, Irish government, South Korea Ministry of Knowledge and Economy, Jebel Ali Free Zone (UAE), Kazakhstan government, Lithuanian government, Portuguese government, State of Connecticut, Welsh Assembly, UK Parliament, London Connect

Marketing, Advertising and Design

McCann Erikson, Belgium Marketing Federation, Danish Design Centre, Marketing Forum Turkey, Finland Marketing Federation, Malta Marketing Association, Pinnacle Communications, Portuguese Marketing Association, Marketing Communication Consultants Association (MCCA), plus many presentations on marketing / brand to clients in other lists

Professional Firms - Law / Legal / Accounting

Accenture, PriceWaterhouseCoopers, Charles Russell, Eversheds, Freshfields, Linklaters, Regulatory Affairs Professional Organisation

Management, Consulting, Training, Service Organisations

Forbes, Fortune, American Management Association, American Society for Training and Development, ISS, CIONet, Concours Group, CSC Consulting, European Federation of Management Development, European Federation of Facilities Management, European School of Management and Technology, European Institute for Research Management, Globe

Forum, Global Future Forum, HMS, IBEC (Ireland), ICBI, Indian School of Business, Informa, Institute of Management, Istanbul Chamber of Commerce, ISS, KPMG, Latitude, Leading Edge Strategy Group, Leadership Trust, Linkage, Management Centre Europe, Management Centre Turkey, MPI - Meetings Professionals International, POM+, P Richmond Events, Ruling Companies, Said Business School Oxford, ServiceMaster, Schweizerische Gesellschaft für Organisation, Stan Am Rhein Leadership Summit, Strategos, University of Salford Management School, Vlerick Leuven Gent Management School Belgium, Wheaton College, ZFU

Real Estate / Construction / Engineering

Balfour Beatty, Corenet Global, Johnson Controls, Knight Frank, Siemens Group, Urban Land Institute (ULI), Anglian Circle Housing Association

Retail, Textiles, Engineering, and some other Manufacturing - note: many manufacturers classified under industries above

Oxxo, Femsa, Aditya Birla, American Apparel Manufacturers Association, C&A group, Rieter, Saks Group Inc

Non-Profit Organisations

American Association of Retired People (AARP), AIDS Care Education and Training (ACET), UK Church Commissioners, Premier Radio, Tear Fund, Transformational Business Network (TBN), Trinity Forum, Sustainability Forum, Young Presidents Organisation (YPO)

[Contact Patrick Dixon](#)

Countries Visited

Patrick Dixon has given keynotes on a wide range of trends to audiences in North America, Central America, Latin America, Western Europe (European Union), Central Europe, Eastern Europe, Baltic States, Scandinavia, Africa, Central Asia, South East Asia and Asia Pacific. Countries visited include: Australia, Barbados, Belarus, Belgium, Brazil, Burundi, Canada, China, Czech Republic, Denmark, Democratic Republic of Congo, Egypt, Estonia, Fiji, Finland, France, Germany, Greece, Estonia, Hungary, India, Italy, Ireland, Kazakhstan, Kuwait, Latvia, Malaysia, Mexico, Morocco, Netherlands, Nigeria, Norway, New Zealand, Panama, Poland,

Portugal, Romania, Russia, Saudi Arabia, Singapore, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Thailand, Turkey, Ukraine, Uganda, United Arab Emirates, United Kingdom, United States and Zimbabwe.

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