

"Brilliant communicator who really cares about his audience and his clients"

[Contact Patrick Dixon to discuss your event.](#)

Every presentation is customised after close discussion with event organisers, to create a high impact, entertaining, provocative, very interactive and relevant experience for audiences ranging from 20 to 3,000 - in 2D or spectacular 3D imaging. Dr Dixon tests opinion of each audience with "straw polls" and probes what they actually think themselves about future challenges, often walks around audiences and engages them personally.

Customised keynotes - with a personal touch

Most presentations are opening keynotes, setting the scene for all that follows. Dr Dixon works hard to dig deep into organisational strategy and culture, with the help of each client, and aims to bring practical insights that are vitally important to the future of the corporation, taking into account everything else in the programme, and the priorities of the senior executive team. There is an element of consultancy in most presentations: far more than an off-the-shelf standard lecture.

Organisers usually feel after working with Dr Dixon that they have found a friend: someone who understands the huge pressures they are under to make a great success of their event, and who is passionate about helping them make it happen. That is why he usually arrives the day before an event, offers to write articles, makes himself available for media interviews, signs every book that organisers buy to give participants (yes he has signed 1,400 for just one event), publishes his presentations online, makes conference videos available on / from his website, provides free access to 300 other presentations, and the entire text of 6 books and so on.

There is usually a strong focus on the future in every presentation, while also addressing urgent challenges facing the corporation / industry right now. There is a warm, practical, personal dimension, reflecting the fact that Dr Dixon first trained as a physician, looking also at what it means for individuals, families and friends, connecting with passion and ending with an

inspiring challenge to make a difference.

Large industry events, workshops and seminars

Presentations can be delivered in full 3D without special glasses using screens from 3m to 100 wide, with the Musion system. See examples of the power of [Musion technology](#). Solid-looking objects, video and images can appear in front or behind Patrick Dixon, manipulated by him as part of his unfolding story about tomorrow's world and the impact on your corporation. Multiple elements can twist and float mid-air, towards or away from the audience. Other virtual people can join him onstage, appearing life size.

For smaller groups, some clients prefer an entirely discussion-based futuring and strategy development exercise, where all the "work" is done by participants who rapidly build their own scenarios based on likely and less likely events. These are then used as a basis to challenge existing assumptions about strategy and to develop innovative ideas about products, services, markets, structure and internal processes. However the preparation process is similar with detailed analysis of where the company is and where it could be in future in the light of wider changes in the operating environment.

Dr Dixon is also regularly called on to chair large conference sessions and has done so recently for NCR, Google and for a subsidiary of Johnson and Johnson.

[Information for Technical Teams - Setup for Events](#)

Reasons clients engage Dr Dixon include:

- * Identify new opportunities
- * Product development
- * Strategy development
- * Reducing [risks](#) and impact of "wild cards"
- * Brand strengthening - connecting with consumer emotion
- * Innovative thinking
- * Fresh customer insights
- * Wider industry perspectives
- * Promoting company to key clients as thought-leader

- * Radical "out of the box" questioning of key assumptions
- * Insurance policy against institutional blindness
- * Team building, strengthening of corporate "tribe"

Examples of recent issues:

- * What will be most important for users of mobile phones in emerging markets in the next decade?
- * How can we improve commitment and loyalty in our senior management?
- * What will be the greatest unmet health needs by 2020, and what new products will be needed?
- * What will next-generation online markets look like, and why?
- * What is the future for newspapers and TV, for paper directories and books?
- * How can we protect our business from attack by activists?
- * What should be our response to global warming?
- * How should banks respond to increasing regulation and uncertainty?

"Take hold of your future or the future will take hold of you"

- * [Biography - and frequently asked personal questions](#)
- * [Wikipedia article on Patrick Dixon](#)
- * [Client list](#) - many of the largest corporations in the world
- * [Recent feature on tribalism and ageing](#) (Financial Times)

More than a million video views by some of the 11 million different visitors to our sites, here or on our [YouTube Channel](#) or on Google Video. Dr Patrick Dixon has spoken at events in 53 countries.

Short YouTube 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](#) .

Dr Patrick Dixon chairing conferences and running panel interviews

[Google Zeitgeist CEO Summit - 5 minute intro of session on future of entertainment,](#) media, advertising, online communities such as YouTube and perhaps the ultimate consumer experience - space travel with Virgin Galactic

[Google Zeitgeist CEO Summit - Chairing session on future of broadcasting](#) and the BBC - guest Mark Thompson, Director General BBC

[Google Zeitgeist CEO Summit - Chairing discussion with co-founder of YouTube Chad Hurley](#) - on meteoric rise of YouTube

[Google Zeitgeist CEO Summit - Space Tourism and Virgin Galactic](#) - Chairing session with remarkable video of early flight, discussion and then closing with whole panel of 5 on range of issues relating to entertainment and virtual life

More: [How great conference speakers can transform your business](#) - and make or break your career if you are an event organiser. Secrets of all great conference speakers.

You can also look at some presentations on [Patrick Dixon's SlideShare](#) .