



Club of Amsterdam
Summit for the Future

January 26 – 28, 2005

Amsterdam, The Netherlands

Club of Amsterdam

Summit for the Future: Media & Entertainment

Date: January 26-28, 2005, Amsterdam, The Netherlands

Location: HES Amsterdam School for Business

Costs: € 1.000 - 1.214 [incl. VAT]

Summit2005@clubofamsterdam.com

<http://www.clubofamsterdam.com/press.asp?contentid=373&catid=61>

Registration Form:

[http://www.clubofamsterdam.com/contentsummit/registration/Summit for the Future registration.doc](http://www.clubofamsterdam.com/contentsummit/registration/Summit_for_the_Future_registration.doc)

Gain critical insights and a deeper understanding of the issues that will shape the Knowledge Society. The Summit for the Future 2005 is an international conference that brings together experts, thought leaders, policy makers and knowledge workers.

Is Globalisation the single biggest factor affecting all our visions and strategies for 2020? Is it a threat to the fabric of society - or are those who do not join the people we should be keeping an eye on? Are all innovation and production gradually shifting to the BRICK countries by 2020 (Brazil, Russia, India, China, Korea)? Will Europe simply turn into the world's retirement home? Or will the current knowledge centres in UK and The Netherlands switch to Ireland, Sweden, Finland and Australia? How can we change Brain Drain into Brain Gain - or perhaps Brain Circulation is a better phrase?

At the end of January 2005, we're putting the pick of the strategic thinkers together for our first "Summit of the Future". It will be a creative clash of inspiration. We will debate the significance of global trends in the open plenary sessions - followed by simultaneous workshops in five key knowledge streams:

- ▶ [Trade / Service Industry](#)
- ▶ [Energy](#)
- ▶ [Healthcare](#)
- ▶ [Media & Entertainment](#)
- ▶ [Science & Technology](#)

Each Knowledge Stream can be attended by 25-30 participants.

The results of these workshops will then be discussed in the final plenary forum.

If you like thinking "out of the box", the Club of Amsterdam Summit may prove to be the best conference of 2005.

Media & Entertainment Knowledge Stream

Who mourns the Death of Impartiality?

- ▶ More media means that the consumer has to do even more work to get the balanced picture.
- ▶ More Media may mean less choice because we all have less time to get the balanced opinion. Will balance become even more threatened as newspapers/media become more and more "personalized", filtering out what they think we might find offensive and shocking.
- ▶ How will newspapers, broadband, capture our attention? What can they do to make us read again (average European teenager reads a newspaper for less than a minute a week).

Freedom of the Press – RIP?

Traditional freedom-of the media and freedom of the press arguments say that access to free information and a free press is a basic human right. Certainly press freedom campaigners and organisations support and promote this concept. But beyond the argument that press freedom is moral and a self-evident good thing, there is now compelling evidence that a strong, independent and free media is a powerful ally to economic and social development and the reduction of poverty. In short, independent media pays dividends for a country.

To what extent can media have a catalytic role in boosting economic development, and particularly in the fight against global poverty?

Specific Objective

Some future scenarios that examine where newspapers, mobile entertainment, radio and TV, cinema COULD be in 15 years from now. These are not predictions ... just scenarios that might happen. If they did – how would the companies concerned react?

Why should you attend?

Club of Amsterdam has rapidly become a melting point of different visions. Communications (including broadcasting) is by far the world's biggest business. It's also the most influential. Find out where it is going and how you can anticipate the Media Evolution. Network TV in the US is losing viewers and advertisers. Yet, growth of Wi-Fi & Broadband in North America and Europe seems to be beating all predictions. CD piracy is at an all time high. But so are sales of certain music artists. Press Freedom is at an all time low. So what is the world not talking about?

If you're looking for Vision, rather than just Television, make sure you're part of the Media & Entertainment stream discussions in January.

Who should attend?

This stream is designed to interest and involve senior management and strategists within the following media sectors.

Print Media [Publisher, Head of Business Development, Editor-in-Chief Print, Editor-in-Chief On-Line], **Broadcaster** [Program Director, Editor in Chief, Head of Business Development, Senior Current Affairs Producer, Head of On-Line], **Music Industry** [Publisher, Distributor, (Rights) Lawyer, Retail, Musician, Head of Marketing], **Entertainment Industry** [Publisher, Games Producer, Distributor, Retail], **Wireless Industry** [Mobile Business Development, Telco, Lawyer], **Generalists** [Media Student, Philosopher]

The speakers at the Opening Event:

Tom Lambert, Chief Executive, Centre for Consulting Excellence,
Vladimir Petrovsky, former Director-General of the UN in Geneva,
Glen Hiemstra, Futurist, Futurist.com,
Wendy L. Schultz, Futurist, Infinite Futures

The speakers about the future of Media & Entertainment:

Paul Kafno: *Bye Bye Box? (or Is the Future Flat?)*

Managing Director, HD Thames
With a career in both commercial and public broadcasting, Paul knows how to use the right technology to share emotion. His productions have won a string of awards including Prix Italia, RTS, BAFTA, the Prix Gemini. Able to enthuse as well as amuse.

Wim van de Donk: *A new Map & Compass*
Chairman of the Netherlands Scientific Council for Government Policy, Professor, Faculty of Law, Tilburg University
As chair of the Netherlands Scientific Council for Government Policy, Wim van de Donk spends his time thinking 'out of the box' and encouraging others to do likewise.

Helen Shaw: *The public right to know in a sea of global media*

Managing Director, Athena Media Ltd
Helen understands the power of radio, but also that a clear policy is the key to its continued success. Winner of a Gold Sony award, she led the digital transformation in

RTE Radio (Irish Public Broadcasting) and launched RTE's fourth national radio service, Lyric FM, featuring arts and classical music.

Gerd Leonhard: *Music like water: everyone uses everyone pays*
Music Futurist
"The" global music futurist. Always interesting. Always controversial. Trust Gerd to come up with something different!

René Gude, Managing Director, The International School for Philosophy - Internationale School voor Wijsbegeerte
Currently Managing Director of the International School for Philosophy, René has been the editor in chief of the successful Dutch Philosophy Magazine.

and the Knowledge Stream Leader
Jonathan Marks, Director, Critical Distance BV.
Jonathan is a media detective trying to make sense of how creative people can make the most of relevant technology. Has held several production and managerial posts within European public broadcasting. Works as an insulstant as well as consultant!

Exhibitions
Agenda 21 and Rio + 10 Development Targets by Bayer CropScience
World Summit Award

Partners of the Summit for the Future are:
Bayer CropScience, HES Amsterdam School of Business, Medical Faculty University Basel, Switzerland, École Polytechnique, Paris, KnowledgeBoard, Association for International Broadcasting, Fuel Cell Markets, H2World, The World Future Society, Health Management Forum, Shaping Tomorrow, European Health Telematics Association, Medical Knowledge Institute, Entertainment Media Verlag, World Summit Award.

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