



Richard van Hooijdonk

Keynote speaker, trendwatcher & futurist

Trendwatcher, futurist and international keynote speaker Richard van Hooijdonk takes you to an inspiring future that will dramatically change the way we live, work and do business.

Richard's biography

Who is Richard van Hooijdonk?

As a [futurist](#), keynote speaker, and trendwatcher, Richard van Hooijdonk is an authority on new technology. He has several chip implants, because he wants to physically experience the future. His inspiration sessions have been attended by over 550,000 people. He has given more than 2,000 lectures across 35 countries.

With his international research team, he researches many trends in the field of robotics, drones, self-driving systems, 3D & 4D printing, sensors, blockchain, quantum computing, neurotech, [biotech](#), platforms and augmented & virtual reality. Combined with [artificial intelligence](#), these technologies offer groundbreaking opportunities, but also lead to challenges and threats for people, organisations and governments.

Who does he work for?

Since 2014, Richard has been a speaker at many prestigious institutions and organisations, such as Google, Microsoft, IBM, Samsung, Gartner, Interpol, the European Commission, PWC, Deloitte, Booking.com, Heineken, Unilever, Huawei, NIKE, and many more. Furthermore, he is the CEO of future-focused intelligence agency Trendforce.one, which recently introduced its COVID-19 'Road to Recovery' programme.

What drives him?

Richard is driven by a desire to inject [innovation](#) and imagination into the mindsets of the people and organisations who are going to shape the world of tomorrow. With the right forward-looking mindset, he

believes that we can better effect change for the improvement of our health, happiness, and prosperity.

What are his publications?

Through his online blog, he shares his findings regarding the trends and developments of our times on a weekly basis. To date, he has published 1,500 articles and 60 whitepapers, books, and e-books. One of these, *'The World of Tomorrow'*, became a bestseller.

Does Richard have a private life?

Richard has a girlfriend and two sons, aged 9 and 19. Though firmly rooted in the present, the two boys share their father's love of the future. Richard enjoys sports, music, healthy food, and mindfulness.

Richard's talks

- **Trends 2030. Are you ready?**

Tomorrow's world is just around the corner, with robots performing repetitive and predictable tasks, and sensors and cameras representing the digital feelers of our world. Self-learning algorithms will intervene on time and offer the best solutions at astonishing speeds. We will soon have cheap, autonomous transportation options at our disposal, while 3D printing technology will enable us to print everything we need. Virtual reality will enable us to experience anything we can possibly desire. But will we be safe? Will we not be outsmarted by cybercriminals? The acceleration of smartification has begun. Are you prepared?

- **Organisation of the future**

Tomorrow's organisation faces a major challenge. Technology and social developments accelerate the changes that are taking place. In the past we could take a wait-and-see approach, but in this current climate, organisations and even entire industries are quickly obsolete. This keynote lecture takes you on an inspiring journey and explains how to prepare an organisation for a future of exponential change. Which skills do you need? How do you develop an ecosystem? What does inspiring leadership look like? How can you use the 'new world' to navigate your organisation to the next phase? How do you build the organisation of the future? This keynote lecture offers insights, case studies, many examples and a clear step-by-step plan.

- **The road to recovery: Onward and upward - to recovery, digital opportunities, and growth**

The economy has been hit hard by COVID-19. In order to survive and grow, sectors and companies need to rethink their business models. Many companies from the 'old economy' will disappear, while others will grow faster than ever before. Digitisation will play a decisive role in these changes. Companies that innovate will recover faster after a crisis or recession. They have incredible resilient power.

This session provides inspiring insights into the steps that organisations and sectors can take to successfully emerge from this crisis – or even more successful than before. The session covers many topics, case studies, examples, and predictions. We can present this session in the format of a keynote lecture or master class. During a masterclass, the participants also get to work themselves. In addition, the session can be adapted to your sector. We currently have sessions available for 10 sectors.

- **Welcome to the future: a new reality**

COVID-19 has structurally changed the world. We have entered a severe recession, and to have a fighting chance to get through this, we need new rules. Organisations and companies now need to adapt faster than ever before. Managing uncertainty is becoming an increasingly important skill, but how do you do this? What kind of organisation do you need to get this job done? What is the

'magic' of digital business models in times of crisis? How can you shift the business model in such a way that you can actually benefit from this crisis? And how do you manage such an operation? What kind of leader is needed to prepare the organisation for a bright future?

- **The future of digital crime**

Climate change, socio-demographic factors and technology all have an influence on crime. Technological progress can take us very far, but the threats that go with it are serious. Who would have thought that drones and 4D printers could be used for criminal purposes? Could we have guessed that hacking hospitals and medical devices would become a business model for today's hackers? Is killing in virtual reality a crime? And what is the likelihood of us being able to print the successor to the coronavirus? We are far from ready for the future of crime.

- **The future of marketing**

Customers want brands to view their experience through their eyes, and make it even more integrated, seamless and consistent. There are several ways to do this. For instance, by building personalised and highly immersive customer journeys across each channel, leveraging advanced technologies like artificial intelligence, virtual & augmented reality, predictive analytics, and image and voice recognition tech. Soon, these channels will include smart fridges, Tesla dashboards and RFID chip implants.

- **The future of work & HRM**

More and more repetitive work and basic tasks are being automated. It's important that we rethink our roles and learn new skills. How do we get the employee of the future on board and how do we change people and organisations? What will our jobs and work in general look like in the future?

New working models will emerge, the quantified workplace will precisely measure our performance, and existing hierarchies will start disappearing. 21st-century skills will be indispensable in the future and we'll increasingly transition from permanent contracts to the gig economy. Thanks to VR and hologram technology, we will be able to work remotely with people from all over the globe.

- **The future of agriculture**

Agriculture is on the eve of major technological changes. We are moving towards a more efficient, smarter and more sustainable digital future. Technology like artificial intelligence, drones, and self-driving harvesting systems will all facilitate better efficiency, greater crop yields and more sustainable agricultural practices. Breakthroughs in agriculture will encompass data analytics and predictive tools – technologies that will make decision making more efficient and can help optimise the use of seeds, water, fertiliser and pesticides.

- **The future of construction**

The future of construction is digital. We want things to happen faster, better and cheaper. New technology is changing the way we design, build, manage and maintain buildings and infrastructure. An inspiring future awaits the construction sector. We will use construction robots, virtual reality, blockchain, 4D printers and digital twins. Drones will map construction sites and construction materials will repair themselves. Cameras and sensors will provide the data required for artificial intelligence. Everything will become smart. Are you ready?

- **The future of education**

Young generations are going to inherit the most technologically advanced world ever, where everything is increasingly digitalised. It's important that their schools adequately prepare them for the future. We're going to radically transform education. In the world of tomorrow we need new skills. Not just tech-related skills, but soft skills as well. Digital learning will provide tailor-made

education and artificial intelligence will support teachers as well as students. Tomorrow's school is a laboratory. Offline and online. A combination of learning and experimenting together. Are you already part of this transformation?

- **The future of finance**

The future of finance is digital. Algorithms will coordinate banking, insurance and investments. It's time for new business models. Technology changes banks and insurers. Artificial intelligence pays claims and improves the digital customer experience. We also use technology to keep hackers at bay. We need new thinkers and doers. Led by visionary leaders, they will form the backbone of the financial organisations of the future. Are you ready?

- **The future of healthcare**

What will the future of healthcare look like when certain healthcare tasks are taken over by digital healthcare providers and our hospitals make way for intelligent e-health applications? Technological developments in healthcare are taking place at breakneck speed. Think telemedicine, wearables, brain implants that eliminate the effects of epilepsy and Alzheimer's and bioprinters that print organs. In the future, we'll swallow an electronic pill that keeps our health in check. Our personalised medication will be 3D-printed at home. Surgeries will be performed by robots, and we'll even be able to 'cut' genetic diseases from our DNA. And best of all – that future is already here!

- **The future of logistics & supply chain**

The transformation of logistics and supply chains has begun. We'll see new autonomous transport systems, and robots and algorithms will ensure lower waste and more profits. Drones will deliver products within hours after you click the order button. Self-driving trucks will take care of the automatic supply and robots will provide maintenance in the warehouses. The Uberisation of logistics is underway. Do you know what the supply chain of the future will look like?

- **The future of retail**

The future of retail is in the hands of 'extreme digital'. Virtual reality and 3D printers will enable the fusing of perception, personalisation and on-the-spot production. Intelligent systems will take the place of cashiers and more and more smart products will independently find their way to the consumer. Offline and online shopping will merge into a captivating world of immersive experiences.

- **The future of smart cities**

A smart city can be compared to a human body – an intelligent organism, with technology being its nervous system, gathering sensory input and reacting to our needs. The smart city of the future will dynamically adjust its infrastructure and provide exactly what its citizens need. The IoT would be its eyes, ears and nose, with technology representing its nerve fibres.

The nourishment the smart city needs to function consists of real-time data, collected from people and devices and analysed to monitor and manage mobility, water supply networks, power plants, and waste disposal. In the smart city of the future we'll see sensors everywhere, enabling responsive infrastructure, buildings and traffic systems that can react to changing circumstances in real time.

- **The future of smart governments**

Would governments be able to operate smarter, faster and more efficiently in a world where digital technology is the basis of decision-making and service provision? Which technologies will form the basis for the government of tomorrow? In the future, advanced technology will ensure that governments are able to communicate more efficiently with their citizens and that internal systems – such as tax, licensing, telecommunications, security, transport, social benefits,

education and healthcare – become smarter.

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