



“Make Innovation Happen”: Lift, the leading conference on digital innovation unveils its program for Lift13 taking place from Wednesday 6 to Friday 8 February 2013 in Geneva.

PRESS RELEASE

Geneva, 17 January 2013 – For the eighth consecutive year, Lift attracts high-level speakers, exceptional thinkers and innovation pioneers to explore the current trends in technology.

Over a thousand participants from 30 countries will meet to anticipate the future and turn innovation into opportunities.

Over 20 high-profile speakers, professionals from organizations such as Wipro, MIT Media Lab, Etsy, Arduino and Freitag, and intellectuals such as sci-fi author Bruce Sterling and Greek activist Konstantina Zoehrer will explore the impact of digital technologies on our society. “In a world in which innovation is key, the mission of this conference, internationally recognized as a leader in its field, is to provide a platform that enables participants to anticipate the future, influence it, and connect with its innovation drivers”, says Sylvie Reinhard, CEO of Lift Conference. The themes presented will cover a diverse range of subjects from the sphere of innovation, such as Digital Crafts, Agile Management, Democracy in Distress, Resilience and Resistance as well as Innovation Drivers XXX.

This new edition, combining visionary themes with innovative formats will bring together over a thousand influential executives, artists, designers, researchers, intellectuals and strategists. Going a step beyond the traditional conferences that feature prestigious speakers, an intense program rolls out interactive workshops, evening events, exhibitions, challenges for start-ups and developers, and a complete Lift Experience!



Main sessions

The Lift13 program includes nine sessions exploring the future:

Resilience and Resistance

Our present is the realm of VUCA - of Volatility, Uncertainty, Complexity and Ambiguity - and our future seems more fragile than ever. We still must, however, plan for it. And we indeed can, by using mindsets and methods that incorporate and embrace uncertainty, allowing for new organizational agility in the face of ever increasing volatility.

Konstantina Zoehrer, the head of a Greek start-up incubator and co-working space, and an influential activist, will share her experience living through the uncertainty of her country day by day. Alongside this eye-witness account, Noah Raford - an expert in scenario planning and advisor to the government of the UAE - will present methods and mindsets for tackling VUCA.

The Agile Enterprise

Businesses small and large encounter environments that change fast and that change profoundly. To keep lean and nimble, to build, measure and learn in ever-faster innovation cycles often requires change at the very core of organizations.

The writer and consultant David Gray (Connected Company, Gamestorming) will present new organizational designs for the 21st century; Abhijit Bhaduri, Chief Learning Officer at one of India's largest IT companies will share his take on agility. The session will be concluded by Daniel Freitag, Co-founder and Creative Director of one of the most successful design companies in Switzerland.

Reinventing the Crafts - the Future of Job Traditions

In our post-industrial setting new forms of work are spreading fast, bringing together traditional values with new technologies and old skills with contemporary aesthetics. How can businesses large and small be both proudly



artisanal and globally scalable? How can we adapt the way we design business models and live business ethics, how can we develop HR departments and management practices to actually let in actual craftsmanship and mastery again?

Caroline Drucker, Etsy's Country Manager for Germany, Massimo Banzi, co-founder of Arduino and designer Oliver Reichenstein will share their visions.

Innovation Drivers XXX

In the purest Lift tradition of bouncing off ideas, this session will help participants to learn from an industry that is extremely creative in terms of business, an industry of which no one speaks: adult entertainment.

Speakers in this session are: Kate Darling, MIT IP researcher, Garion Hall, producer of "Ethical Erotica" and Heather Kelly, a designer of sex toys. They will share best practice and provide business lessons scalable to other industries.

Democracy in Distress – Re-engineering Participation

How can democracy survive and develop in the era of global networks and constant acceleration to encourage participation from citizens?

Speaker overview:

Abhijit Bhaduri, Chief Learning Officer, Wipro Ltd

Kate Darling, IP Research Specialist MIT Media Lab

Caroline Drucker, Country Manager Etsy Berlin

Daniel Freitag, Co-founder and Creative Director of FREITAG

Bruce Sterling, Science-Fiction writer and creator of Cyberpunk

Dave Gray, Author of "Connected Company" and "Gamestorming"

Massimo Banzi, Co-founder of Arduino, the microcontroller behind the "Maker Movement"

[Discover our full line up of speakers: www.liftconference.com/lift13/speakers](http://www.liftconference.com/lift13/speakers)



Interactive workshops

This year's Lift offers over 20 workshops covering subjects as varied as Robot Rights, Facebook for Objects, and digital currencies for the global economy.

All of these workshops are described here:

www.liftconference.com/lift13/workshops

Start-up activities

At the AlpICT Venture Night, Swiss start-ups and a guest start-up from Berlin will pitch their projects to a jury of renowned entrepreneurs. With a completely revamped format, the event will be covered by the Swiss TV channel Nouvo.

For the third year running, Lift also hosts the Procter & Gamble Start-Up Challenge. [Find out more: http://liftconference.com/lift13/venturenight](http://liftconference.com/lift13/venturenight)

San Francisco, Geneva and Zurich launch the Urban Data Challenge

On 8 February, Lift will host its first Hackathon, organized in partnership with the cities of San Francisco, Geneva, Zurich, The Gray Foundation For the Arts and Swissnex. This challenge will see international teams compete to creatively interpret public transport data flow. In Geneva, the project was developed in collaboration with TPG (Geneva public transport) and Geneva city council. The competition will be launched at Lift and runs until early April. [Find out more: http://liftconference.com/news/2013/01/17/urban-data-challenge-lift13](http://liftconference.com/news/2013/01/17/urban-data-challenge-lift13)

Röstigraben Express: a bridge between Zurich and Geneva

To make this conference a complete experience, Lift offers to bridge the gap between German and French speaking parts of Switzerland with a train carrying participants from Zurich to Geneva, stopping off in Bern, Fribourg and Lausanne. Participants will travel in an exclusive brainstorming coach, offering them an opportunity to meet new people, share breakfast and enjoy a pre-conference check-in. Find out more:

<http://liftconference.com/news/2013/01/07/röstigraben-express-back-style>



As always, there will be interactive exhibitions developed with the Geneva University of Art and Design and speed dating!

About Lift Conference:

Lift is one of Europe's leading technology and innovation events exploring the business and social implications of digital technologies. Its unique format allows for a rich experience where participants mingle in a dynamic and informal environment. Together, they share, connect and create new opportunities. Every year Lift welcomes over 1,000 participants from 30 countries, including 70 journalists and bloggers. Lift is about discovering new trends and transforming them into opportunities. It is a memorable three-day event packed with inspirational talks, interactive workshops and fun networking activities.

Practical information

The full Lift program is available here: www.liftconference.com/lift13/schedule

Most of the talks are in English, with a few presentations in French.

Simultaneous translation is provided in French and English.

Registration is open. The price of the three-day pass is 975 francs. One-day tickets are also available. Venture Night on Thursday 7 February is free and can be attended by all. Apply for a press pass or blogger accreditation at the following link: www.liftconference.com/about/press/kit

Centre International de Conférences Genève (CICG)

17 rue de Varembe, Geneva

Parking: Free for conference participants

Public transport: Bus no. 5, "Vermont" stop / Bus no. 28, "Nations" stop / Bus no. 8, "UIT" stop / Tram no. 15, "Nations" stop



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