



*'From the minute I met Lucy I knew I'd made a great choice in speaker to close out this major event. Lucy is warm and funny, a magnificent story teller who is also brutally honest. She had the entire room hooked from the minute she took the stage.'* Queensland Office of the Chief Entrepreneur

## FUTURE-PROOFING, INNOVATION + AI

She's the founder of a world-first education start-up, led a creative agency for 20 years, shook up the not-for-profit sector and consulted in China-Australia innovation. If new ideas fuel your engine and the future is where you're headed, this is the conference speaker and the topic for you. Lucy Bloom is your futurist speaker, your innovator with a generous helping of Artificial Intelligence and humanity.

**The evolution of customer experience (meaning every touch-point from employees through to customers and shareholders) lies in a delicate partnership between humanity and AI.**

In this fast-paced, relatable session, Lucy explores the three uniquely human traits that distinguish a memorable customer connection from an artificial one. Discover how to balance digital efficiency with emotional intelligence, using your unique humanity to become an indispensable innovator.

Take homes include but not limited to:

1. Discover how to future-proof yourself and the business
2. Learn how to take an idea from irritation to innovation with the mindset of a futurist
3. Identify unexpected existing energy, motivations and momentum to ideate and propel new ideas
4. Discover how connection and informality foster innovation better than big data, AI or policy ever can
5. See how courage and radical diversity will feed the innovation labs and agents of the future