

# speaK ASIA

A Quarterly roundup of news and events by The London Speaker Bureau~SouthEast Asia & HongKong



LONDON  
SPEAKER  
BUREAU

20<sup>TH</sup> ANNIVERSARY

## Twenty Years On ...

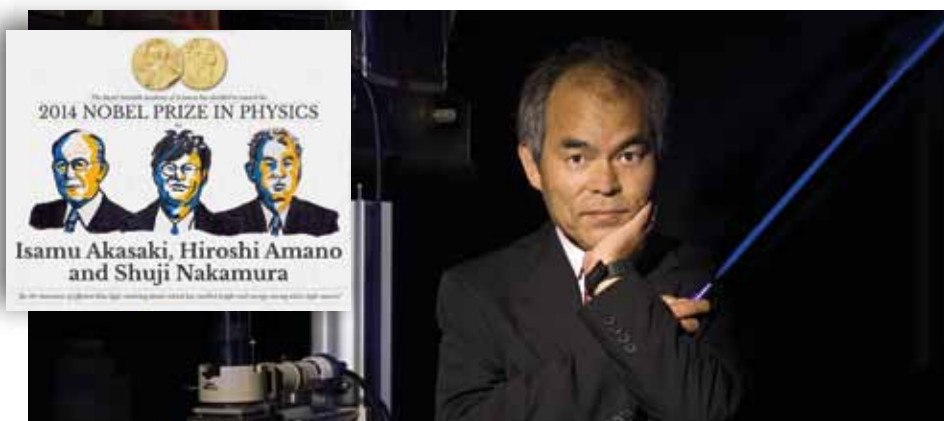
THIS YEAR, THE LONDON SPEAKER BUREAU CELEBRATES ITS 20<sup>TH</sup> anniversary and to confirm our status as the first global speaker bureau we have opened an office in New York.

Since we were founded in 1994 we have continued to develop internationally in order to fulfill the needs of our corporate and governmental clients. We were the first speaker bureau to open in Russia, India, the Gulf, Malaysia and Japan. The US will be exciting as the speaker market there is by far the largest in the world.

Across The London Speaker Bureau we have a fabulous mixture of personalities with different talents and different strengths. Each office has its own way of doing things. Diversity has been our greatest strength.

Over the past twenty years, we've traveled across Europe, Asia, the Middle East and Africa to curate an unrivaled collection of recognized speakers and opinion leaders. What they know will help you grow.

## Shuji Nakamura wins 2014 Nobel prize in Physics



THE PRIZE IS FOR THE INVENTION OF efficient blue light-emitting diodes, which has enabled bright and energy-saving white light sources and is shared with Isamu Akasaki of Meijo University and Nagoya University, Japan; and Hiroshi Amano of Nagoya University.

The LEDs use as little as one-seventh the energy as an incandescent bulb and can last about 100 times as long, up to 100,000 hours and if they were widely used, it could lead to enormous energy savings and carbon-emissions.

Prof. Nakamura started the research of blue LEDs using group-III nitride materials. In 1993 and 1995 he developed the first group-III nitride-based blue/green LEDs. He also developed the first group-III nitride-based violet laser diodes (LDs).

Since 2000, Prof. Nakamura is a professor of the Materials Department of University of California Santa Barbara, and is also the Research Director of the Solid State Lighting & Energy Centre. He holds more than 100 patents and has published more than 400 papers in this field.

## INSIDE

### NEW SPEAKERS

Featuring Porter Erisman, former Vice President of Alibaba Group, the world's largest e-commerce company and director of award-winning documentary film *Crocodile in the Yangtze: The Alibaba Story* and Tomas Sedláček, leading economist, author of bestseller *Economics of Good and Evil*.

### MASTERCLASSES & WORKSHOPS

The TLSB Masterclass is designed exclusively for our clients and led by proven leaders in their field; customised on each occasion specifically to match the needs of the group and the organisation.

### FEATURED KEYNOTE

The power to change the conversation is perhaps the greatest power that any brand can wield today in the marketplace says Jon Duschinsky of The Conversation Farm.

### FEATURED BOOKS

In *Business Gen!us* by James Bannerman you'll find some great ideas to generate more inner genius at work. They'll help you spot opportunities, pole-vault problems, get creative and surprise others by turning the ordinary into the extraordinary and the impossible into possible.

# LONDON SPEAKER BUREAU

The London Speaker Bureau is the world's leading speaker and advisory network.

We represent and work with some of the most influential people in the world, from politicians and economists to thought leaders and entrepreneurs. Between them, they cover a vast range of topics, from management and finance to technology, education, innovation and the environment.

We provide keynote speakers and advisors for all types of events, be it small or large, in-house or external. If you want some ideas on how we can assist in any of the areas listed here, please do contact us now.

:: Keynote Speakers

:: Management Masterclasses

:: Individual and Group Training

:: Government and Civil Service Briefings

:: Advertising and PR Campaigns

:: Chief Executive & Board-level Mentoring

:: Conference and Debate Facilitation

:: Webinars

The London Speaker Bureau in SouthEast Asia & HongKong is part of an international network of offices unique to the speaker industry; we have access to the most prominent and sought-after speakers in the world. Having developed a strong presence in Europe, we are building our international operations in Asia, Africa and South America in response to increasing demand for experts from these regions.

## The London Speaker Bureau

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## A selection of our speakers recently in the region



### Jonathan Yabut

The Apprentice Asia Winner  
*"You can never be too small  
to dream big"*



### Mike Forde

Former General Manager of  
Chelsea Football Club  
*"Handling multi-cultural  
workforces, Managing  
talented individuals and  
Building high-performance  
cultures"*



### Catherine DeVrye

Author of 8 non-fiction books  
and past winner of the  
Australian Executive Woman  
of the Year Award  
*"Conquering the Challenge of  
Change"*



### Kiran Bedi

The first and highest  
ranking woman officer in  
the Indian Police Service  
*"A dedicated social activist,  
she founded two NGOs:  
Navjyoti for welfare and  
preventive policing and  
India Vision Foundation for  
prison reforms, drug abuse  
prevention, and child  
welfare"*



### Francois Pienaar

Springboks captain in his  
first match and in every  
one of his 29 appearances  
for South Africa,  
culminating in the famous  
victory at the Rugby World  
Cup in 1995  
*"Under his inspiring  
leadership a nation was  
brought together."  
~ Nelson Mandela*



### Sandi Toksvig

Comedienne, author and  
radio presenter  
*"Her unique style and sense  
of humour are sure to liven  
up any broadcast or event"*



### Dorodjatun Kuntjoro-Jakti

Indonesia's former  
Co-ordinating Minister for  
Economic Affairs  
*"International award-winning  
Prof. Dorodjatun has played  
a pivotal role in business,  
foreign affairs (including  
UN reforms), education, and  
financial crisis management"*



### Perry McCarthy

Formerly *The Stig* from  
BBC TV's "Top Gear"  
*"Becoming No.1 - Team work,  
Organisation, Communication"*



### Steve Wozniak

Computer Geek to Cult Icon  
*"How I Invented the Personal  
Computer, Co-Founded Apple, and  
Had Fun Doing It"*



## MASTERCLASSES & WORKSHOPS

In an ever more inter-connected and rapidly changing environment, organisations increasingly require outside experience to gain knowledge and insight.

The London Speaker Bureau has a uniquely international structure that enables us to offer our clients a distinctive resource of senior figures from business, politics, finance, education and society, from almost every part of the world, to deliver executive workshops and management masterclasses.

### Sahar Hashemi

#### How to change from an employee mindset to an innovative entrepreneurial mindset

SAHAR HASHEMI FOUNDED COFFEE REPUBLIC, THE UK'S FIRST US STYLE coffee bar chain with her brother and built it into one of the UK's most recognised high street brands with a turnover of £30m.

Creating an 'entrepreneurial culture' is the new buzzword in business. Corporations can no longer rely on just being big. Far more is needed to keep up with the changes: a shift to an agile, creative entrepreneurial culture.

This need to be more innovative is becoming even more urgent during the current recession.

I believe that behaving entrepreneurially in a big corporation is a win-win situation. You get the best of both worlds. The employees get the excitement, creativity and challenge of a start up without the headaches, risks and lack of security. They get more potential

resources from the company than if they were to start up on their own. And the more individuals exercise their entrepreneurial muscles the more you create an exciting business environment that is innovative, fun and ahead of the competition.

But the challenge is that the bigger a business becomes, the more difficult it is for people to think entrepreneurially. There are the 'we've always done it this way', past successes to fall back on, bureaucracy and often too high a price for failure. This gets people into the non-creative thinking mode i.e. they just continue to do the same thing without thinking of a better way.

So for larger organisations and their employees the shift to thinking entrepreneurially needs to be a more conscious effort.

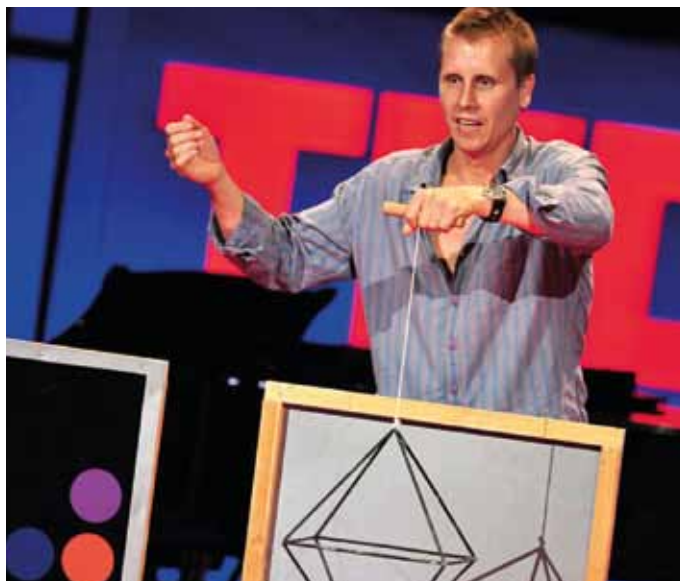
My belief is that everyone has entrepreneurial tools within them. For start up entrepreneurs these internal habits are activated naturally through the start up process but for corporate employees they don't come naturally- they need to be consciously striven for.

This masterclass will show you how to change your mental landscape and spark the dormant entrepreneur/innovator that lies sleeping within everyone:

- Believe that you can develop your entrepreneurial creative qualities
- Break the habits and thinking patterns that are preventing you from thinking innovatively
- Adopt the mindset and habits you can use to think entrepreneurially
- Most importantly you start aligning your personality and your work- so you don't feel like you're going in just for the pay cheque!

## Beau Lotto

### Creating Spaces To See Differently



BEAU LOTTO AND LOTTOLAB BRING TOGETHER THE LATEST knowledge in neuroscience, behavioural science and design thinking to offer a new way of looking at human behaviour. The lab pioneers understanding of perception and applies it to create transformational experiences. The world is changing at pace, and for many companies this creates the need for constant innovation. Only in this way can they stay relevant, stay ahead and stay in business. The fuel for innovation is seeing differently. This is what Lottolab does: helps individuals and businesses to see and think differently.

#### THE MASTER CLASS COVERS

The interdependent relationships between Leadership, Innovation and Branding:

1. How can brands create a story that is authentic and fosters loyalty?
2. What are the requirements for creating vs maintaining relationships?
3. Why is innovation the basis for survival?
4. Why are questions at the heart of creativity? ... and what is a good question?
5. What are the two biggest challenges to asking good questions?
6. How can leaders foster a space of innovation?

#### BENEFITS

Methodologies for change and innovation are prescriptive: they do not adapt to the context of the situation.

The true benefit is in understanding why change and innovation are hard, and how to apply the principles of human creativity to the diversity of activities and challenges we encounter. As a leader, with this understanding you will be able to create the culture that is necessary for authenticity and resilience. Your understanding will not simply be restricted to information, but rather an embodied understanding of how the brain creates, as you'll actually be part of the process of discovery in a lab environment where you will be asking questions and making discoveries that no one yet knows.

- Shows businesses how 'to do creativity' with practical demonstrations
- Provides detailed examples and experimentation of creative 'discovery'
- Ensures that your teams will actively embrace change - all the time
- Introduces the concept of questioning to enhance understanding

## Fons Trompenaars

**One of the world's most influential living management thinkers**

FONS TROMPENAARS IS RECOGNISED AROUND the world for his work as consultant, trainer, motivational speaker and author of various books on all subjects of culture and business. As founder and director of Trompenaars Hampden-Turner (THT), an intercultural management firm, he has spent over 25 years helping Fortune 500 leaders and professionals manage and solve their business and cultural dilemmas to increase global effectiveness and performance, particularly in the areas of globalisation, mergers and acquisition, HR and leadership development.

Fons is the author/co-author of 13 books, including the best seller and "Book of the Year" *Riding the Waves of Culture*, *Understanding Cultural Diversity in Business* (1993). His other books include: the *Culture for Business* series, which comprises four books (2004-5), *Riding the Whirlwind: Connecting People and*



*Organisations in a Culture of Innovation* (2007), and *Innovating in a Global Crisis* (2009). His most recent publication is *The Global M&A Tango* (2010). In 2011, the Harvard Business Review published his co-written article with Peter Woolliams entitled *Lost in Translation* regarding culture and failure.

## HEADING TO ASIA

### Roger Fisk

**Former National Director of Special Events for Barack Obama's presidential campaign**

ROGER FISK IS THE POLITICAL CAMPAIGN, marketing and media strategist, widely credited with playing a key behind-the-scenes role in the back-to-back electoral victories of US President Barack Obama in 2008 and 2012. He was heavily involved in these game-changing campaigns, which are regarded as the best-run presidential campaigns in the history of US politics. Fisk has a very deep understanding of 21st century Presidential politics, political campaigning, and the unprecedented power of information, relationships, and marketing.

Roger is currently writing *America Was My Office*, a book which shares the stories and lessons of travelling the country across three presidential campaigns.



## Paul Craven

**Embracing Behavioural Economics for strong competitive advantage**

PAUL CRAVEN IS A LONDON-BASED BEHAVIOURAL ECONOMICS SPECIALIST WHO HAS worked in the investment management industry for over a quarter of a century. He retired at the end of 2013 from Goldman Sachs Asset Management (GSAM) after 6 years with the firm, where he was a Managing Director and latterly the Head of European Institutional Business.

In Craven's view, behavioural economics – the study of how human beings make decisions by often making mental short-cuts at expense of rational logic – provides a strong competitive advantage to those firms and individuals who embrace it, whether in investment, marketing or society at large. In his experience, an understanding of cognitive psychology offers valuable insights where traditional economic models fail, and can benefit anyone involved in decision-making.

In finance, behavioural economics explains why markets might be distorted or inefficient due to the influential biases of its participants. He argues that such biases can affect a range of variables, relating to judgment, conviction and implementation.





## Mike Walsh

### Futurist and trends expert

MIKE WALSH, AUTHOR OF FUTURETAINMENT is a leading authority on the digital future.

A dynamic keynote speaker and experienced trends analyst, Mike helps prepare business leaders for what's next. With a combination of high impact visuals, unique consumer case studies and high definition video – Mike's presentations are a powerful catalyst for leadership transformation, strategic planning and brand inspiration.

Mike's unique approach is to scan the near horizon for what's happening right now and on its way to you. Constantly travelling the world for the best ideas,



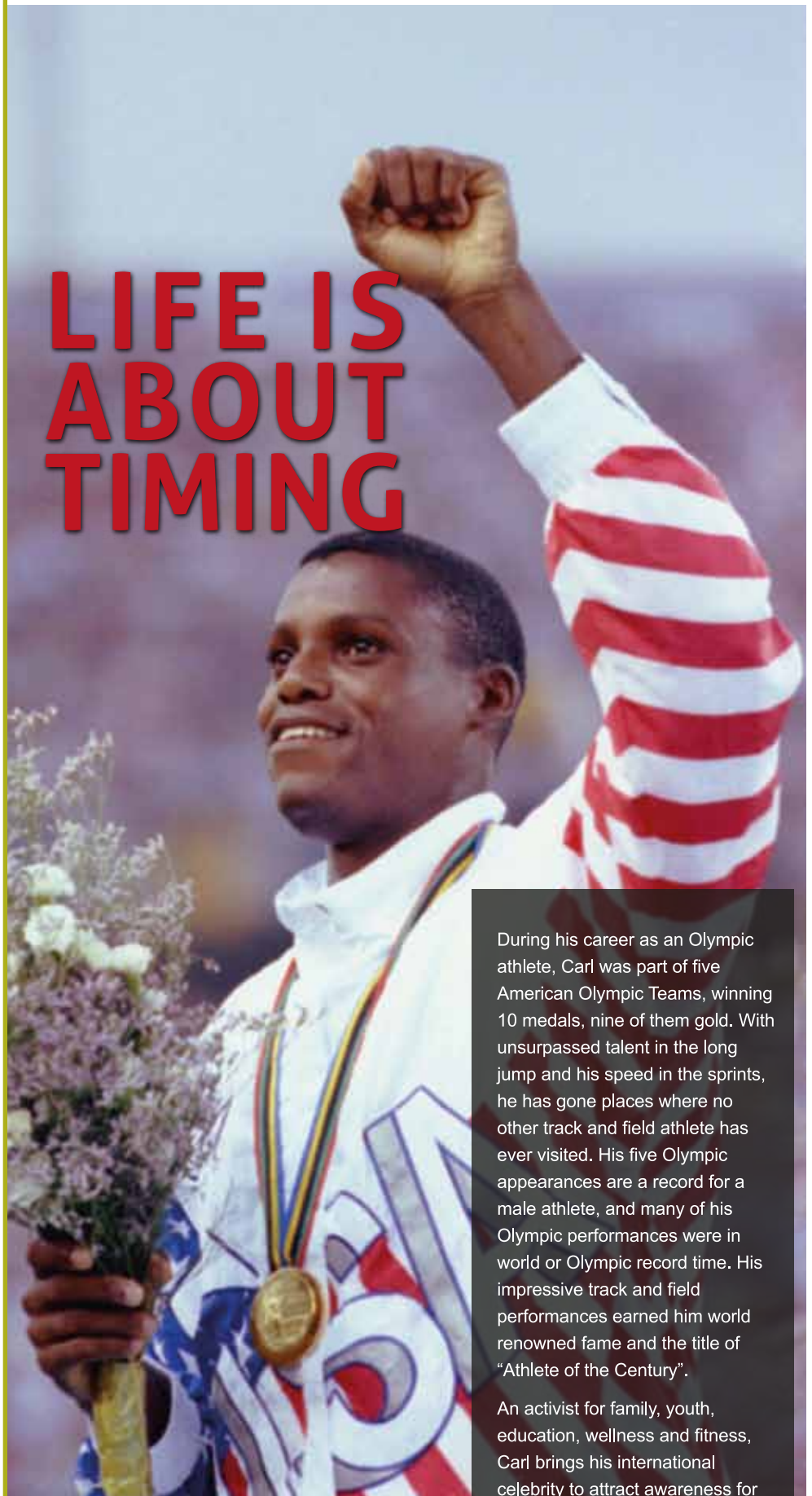
consumer innovations and disruptive technologies Mike curates the most relevant insights into bespoke keynotes aimed at helping audiences to not only understand but also influence the future direction of their industries.

Mike has devoted his career to being digital. He ran the market leading consumer insights house Jupiter Research in the Asia Pacific, and held senior strategy roles at News Corporation in both the Australian and Asian markets.

Over the last few years, Mike has advised some of the world's leading brands and corporations. He has facilitated insight workshops and coached senior executives at companies such as Star TV, the ABC, Fujifilm, DMG Radio, Foxtel and NineMSN.

Whether a conference, strategy offsite or boardroom discussion Mike will turn the overwhelming tidal wave of new media opportunities into practical strategy, acting as a powerful catalyst for new innovation, strategic planning and brand inspiration.

## CELEBRITY SPEAKER



During his career as an Olympic athlete, Carl was part of five American Olympic Teams, winning 10 medals, nine of them gold. With unsurpassed talent in the long jump and his speed in the sprints, he has gone places where no other track and field athlete has ever visited. His five Olympic appearances are a record for a male athlete, and many of his Olympic performances were in world or Olympic record time. His impressive track and field performances earned him world renowned fame and the title of "Athlete of the Century".

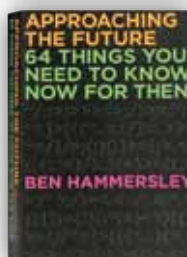
An activist for family, youth, education, wellness and fitness, Carl brings his international celebrity to attract awareness for the challenges and opportunities surrounding these issues around the world.

Carl Lewis is available for speaking engagements. Please contact us for more details.

## What to expect from Cyber Warfare



**BEN HAMMERSLEY IS AN APPLIED futurist, author and technologist, specializing in the effects of the Internet and the ubiquitous digital network on the world's political, cultural and social spheres. He has an international career as a trends and digital guru, explaining complex technological and sociological topics to lay audiences, and as a high-level advisor on these matters to governments and businesses. He is the acclaimed author of *Approaching The Future: 64 Things You Need to Know for Then* and *Now for Then: How to face the Digital Future Without Fear*.**



**David Miliband talking with Idris Elba about The International Rescue Committee (IRC) fighting Ebola in West Africa**



## Virgin Galactic's SpaceShipTwo Aces Glide Test Flight

VIRGIN GALACTIC'S SUBORBITAL SPACE PLANE took to the skies again on October 7, just three days after a big anniversary celebration for the vehicle's predecessor.

SpaceShipTwo completed an unpowered "glide flight" from California's Mojave Air and Spaceport, Virgin Galactic representatives said. The vehicle rotated its tail and wings upward during the test, "feathering" them as it would to increase stability during the descent phase of a bona fide suborbital spaceflight.

"#SpaceShipTwo is safely back on the ground after her 54th test flight, including her 10th test of the feather system," company officials said today via the company's Twitter account, @virgingalactic. "Coupled with several good, full duration ground tests of SS2's rocket motor in recent weeks, today's flight brings spaceflight closer."



## NEW NAMES ON THE SPEAKER CIRCUIT

# Tomas Sedláček

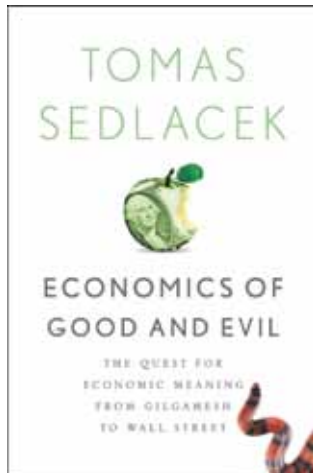
**Leading economist, author of bestseller *Economics of Good and Evil***

TOMAS SEDLÁČEK IS A LEADING EUROPEAN economist, macroeconomic strategist, and government advisor. Since 2006 he has been the Chief Macroeconomic Strategist of CSOB banking group, the largest Czech bank, specialising in euro adoption, financial crisis, budget, tax and other reforms. He is renowned for authoring *Economics of Good and Evil*, an internationally bestselling book on the philosophy of economics. The Yale Economic Review has described him as one of the most promising 'five hot minds in economics'.

Sedláček is a thought leader, whose unconventional approach promises to change the way we think about economics, and the way we calculate economic value. He places the wisdom of philosophers and poets over strict mathematical models of human behaviour, and asks searching "meta-economic" questions about the essence of economics. He is a sought after lecturer, debater and commentator, renowned for his extraordinary gift for engaging mass audiences in a debate about complex topics. He lectures at Charles University,

University of New York Prague, and the Anglo-American University.

He is a member of the Narrative of Europe, a group commissioned by Manuel Barroso, the EU commission president. Sedláček also runs a live talk-show on the stage of the National Theatre in Prague, interviewing inspiring people on current affairs. He is a regular columnist, and popular radio and TV commentator.



From 2001-03, Sedláček served as economic advisor to the President of the Czech Republic, Václav Havel. He was a non-political expert advisor to the Minister of Finance of the Czech Republic, with special responsibility over fiscal consolidation, the reform of the tax system, pensions system and healthcare system from 2004-6. He is a former

member of the National Economic Council, the advisory body of the Czech prime minister and government, and was also a member of the first and second Czech Eurobond Emission team.

His book *Economics of Good and Evil, The Quest for Economic Meaning from Gilgamesh to Wall Street* defies the



boundaries and stereotypes of his profession by exposing the roots of the economy in the cultural history of mankind. Sedláček tackles big economic questions from the perspective of the arts, history and philosophy. Handelsblatt, the leading German business newspaper, listed the book among its 'top 50 most influential economic titles in history'. It has been translated into 14 languages, and received the 'Frankfurt Bookfair prize for the Best Book on Economics in 2012', one of the most prestigious literary prizes in economics. The book was also turned into a very successful play at The National Theater in Prague.

In 2001 Sedláček received a PhD in theoretical economics at the Faculty of Social Sciences at Charles University, Prague. He graduated with honors, and his master's thesis on "The Ethics of Homo Oeconomicus" received the award of the Dean of the Faculty of Social Sciences.



# Porter Erisman

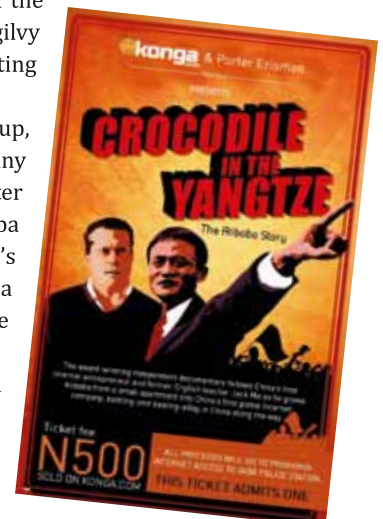
**Former Vice President of Alibaba Group, the world's largest e-commerce company and director of award-winning documentary film "Crocodile in the Yangtze: The Alibaba Story"**

PORTER FIRST LANDED IN CHINA IN 1994 AND, AFTER A YEAR OF CHINESE LANGUAGE STUDY, fell into a six-month stint as host of *China Through Foreigners' Eyes*, a travel program on China Central Television. After studying for an MBA in the United States, Porter returned to China and worked at Ogilvy & Mather in Beijing, overseeing an Internet marketing group as China's Internet began to take off.

Lured by the excitement of joining an Internet startup, Porter joined Alibaba.com in 2000, just as the company moved out of a small apartment. From 2000-2008, Porter worked as a Vice-President at Alibaba.com and Alibaba Group, at various times leading the company's

international website operations, international marketing and corporate affairs. In 2002, Porter took a year off from Alibaba to travel around-the-world, during which time he spent two months riding a bicycle across China retracing the southern route of the Long March.

After his time at Alibaba, Porter wrote, directed and produced *Crocodile in the Yangtze*, an independent documentary memoir film of the nearly 10 years spent at China's Alibaba.com. Drawing on more than 200 hours of footage filmed by 35 sources, the film presents a rare behind-the-scenes look at China's Internet revolution. It was awarded "Best Documentary" at the San Francisco United Film Festival and "Best Film on Innovation and Entrepreneurship" at the Silicon Valley Film Festival.



## FEATURED KEYNOTE

JON'S BACKGROUND IS IN PHILANTHROPY and social innovation. He is the co-founder and CEO of The Conversation Farm, a unique global agency which develops 'advertising that creates a following'. He is a global leader in marrying social profit with financial profit, and a renowned specialist in innovative thought, marketing and business strategy. In 2013, Duschinsky was voted 2nd Most Influential Communicator in Social Innovation, second only to Bill Clinton.

## Jon Duschinsky

### The Conversation Farm: Building bigger conversations around brands



#### What exactly is The Conversation farm? What service do you perform for companies?

It is an agency that creates ideas to help companies, charities and governments build bigger conversations around their brands. Every brand wants ambassadors, people who champion it, talk about it and encourage it to others to engage with it. We provide a unique blend of social innovation, creative thinking and deep marketing knowledge to create ideas that make brands worth talking about, by demonstrating their benevolence in a way that is authentic, inspiring and which people can join.

#### Why are the terms 'remarkable' and 'authentic' so important in what you do?

In the past, you could pretty much get the people to believe what you wanted as long as you had enough of an advertising budget. Today, if companies, charities or governments say or do things that are deemed to be inauthentic or even simply wrong, people will notice, will talk and there will be the backlash. If brands want to be worth talking about, if they wanted to be invited into the personal conversations of individual people, then they have to do something that is both coherent and it makes them stand out. As the public is

increasingly good at spotting dissonance, it is also increasingly good at filtering out things that it has been seen before, or which don't capture its attention.

#### How important is it to shift conversations?

The power to change the conversation is perhaps the greatest power that any brand can wield today in the marketplace. To change the conversation you have to help people see an issue in a different way. This is why we focus much of our work at the Conversation Farm on creating ideas that change the way the people look at problems or issues.

## FEATURED BOOKS

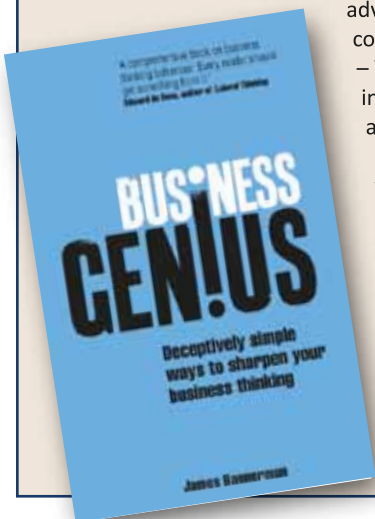
### Business Gen!us: Deceptively Simple Ways to Sharpen Your Business Thinking by James Bannerman

You can be a Business Genius. And the good news is that it isn't that hard. In fact, Business Gen!us makes it fun.

Inside this book are the secrets to more inner genius at work. They'll help you spot opportunities, pole-vault problems, get creative and surprise others by turning the ordinary into the extraordinary and the impossible into possible.

Through an array of highly original and powerful psychological techniques, you'll soon start to improve:

- Yourself: boost your focus, confidence, resilience and time-management skills
  - Your business: drive, grow and hone your competitive advantage, innovation and collaboration
  - Your impact: develop your influence, creativity, negotiation and leadership skills
- Blast through the blocks that hold you back and discover the clever, cunning tips and strategies that everyone from Disney to Danone and Ferrari to Faberge are using. Then turn theory into action, sharpen your skills and take your Business Genius thinking to an amazing new level.



### High Expectations Are The Key To Everything by Michael Bergdahl

International business speaker and coach, bestselling author, and business turnaround specialist Michael Bergdahl has just published his new book High Expectations Are The Key To Everything.

This book isn't about how to bring out the best in others; it's about how to bring out the best in YOU!

Each and every one of us deals with challenges in our lives that interfere with the achievement of our goals. Why is it that some people always seem to land on their feet, while others fall down crippled under the weight of life's obstacles? Why do you think one average person experiences great success in life, while another average person doesn't? In almost all cases both individuals started out with similar capabilities, talent, and resources. So what is the difference?

I believe those who succeed expect nothing less than success; they approach problems as opportunities, they have high expectations, and they triumph! They are driven by a can-do attitude. They begin every challenge they face with the belief they will succeed in the end.

In this inspirational book, Michael explains how he and his wife Sheryl overcame adversity and achieved their goals in life; he'll explain how they did it and how others can do it too.

