

Speak ASIA

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

21st Century lacks leadership



SIR BOB GELDOF, SOCIAL ACTIVIST, ENTREPRENEUR AND MUSICIAN, WAS PASSIONATE AND eloquent at The Business of Innovation 2015 Forum, where he spoke on the need to radically change attitudes towards solving social issues, towards political leadership and towards the international arena. "What the world needs today," Geldof argues, "is innovative thinking and a leader unwilling to submit to a world he disagrees with."

Quoting the political philosopher George Bernard Shaw, Geldof described two categories of man: the reasonable man who adapts to the world and follows the rules; and the unreasonable man who chooses to adapt the world to himself and challenge mainstream thinking. What the 21st century needs, Geldof told the audience, are more unreasonable leaders who are willing to shake things up, willing to fight a cause and willing to align with others not out of self-interest, but because they want to get things done.

Speaking of inequality, poverty and famine, Geldof maintained: "The individual is not powerless in the face of such monstrosity."

Today's international climate, in which nation-states are unwilling to compromise or fully cooperate to push for necessary changes, needs to change if we are to combat this monstrosity, Geldof told audiences. Leaders need to be uncompromising in their pursuance of goals and ideas yet they must also recognise that cooperation on the international level is the answer.

EXCLUSIVE REPRESENTATION

Susilo Bambang Yudhoyono

SUSILO BAMBANG YUDHOYONO, POPULARLY known as "SBY", was the 6th President of Indonesia and the first directly elected President in the current democratic era.

During his two terms in office, Yudhoyono delivered what the World Economic Forum called "Indonesia's golden decade", a period between 2004-14 that was marked by democratic development,



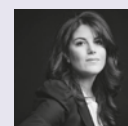
political stability, high economic growth and resilience, conflict resolution and robust international policies.

Under his leadership, Indonesia became an emerging economy, a regional power, a G-20 member, and assumed important roles on issues ranging from climate change to post-MDG, terrorism to geopolitics, inter-faith issues to architecture.

INSIDE

MONICA LEWINSKY CRUSADES AGAINST CYBERBULLYING

She went through the first major experience of national humiliation brought on by the Internet, and says that it has since grown out of control.



FEATURED BOOKS

Andrew Keen's latest book *The Internet Is Not the Answer* is a big-picture look at what the Internet is doing to our society and what we can do to try to make sure that the decisions we are making do not lead to unpleasant, unforeseen aftershocks.

LONDON SPEAKER BUREAU

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A selection of our speakers recently in the region



Azran Osman Rani
Former AirAsia X CEO has joined Catcha's Internet TV outfit, iflix



Jim O'Neill
Goldman Sachs economist who coined the "BRIC" acronym



Jamling Tenzing Norgay
Adventurer, mountaineer and speaker is working to rebuild a devastated Nepal



Mahathir Mohamad
Prime Minister of Malaysia, 1981 to 2003



Supachai Panitchpakdi
Former Deputy PM of Thailand & former Secretary-General of UNCTAD



Rudy Giuliani
Mayor of New York City, 1994-2001



Perry McCarthy
The "Original" Stig from BBC TV's *Top Gear*



Catherine DeVrye
Author of 8 non-fiction books and past winner - Australian Executive Woman of the Year Award



Zev Siegl
Co-founder of Starbucks



Jamil Qureshi
One of today's foremost practitioners of performance enhancing psychology



Dominic Alldis
Leadership, creativity and personal development through music



Irene Ang
Author, entrepreneur and entertainer



R. Gopalakrishnan
Renowned Indian business leader and former Executive Director, Tata

Gopal advises companies, mentors leaders, writes thought pieces and is actively engaged in both instructional and inspirational speaking. He is a past president of the All India Management Association. He has delivered guest lectures in India and abroad and has taught an unusual course titled 'LWNT-Learning What's Not Taught' at B-schools.

HEADING TO ASIA



Paul Craven
Globally Renowned Behavioural Economist

Paul's aim is to promote Behavioural Economics in business through coaching, consulting and writing, believing that it provides a strong competitive advantage to those firms and individuals who embrace it, whether in investment, sales, or in society at large.

He retired from Goldman Sachs Asset Management at the end of 2013 after six years where he was the Head of European Institutional Business.



Rob Lilwall
Adventurer, best known for his epic 30,000 mile Cycling Home From Siberia expedition

Rob's lecture tells the tale of how, as a very ordinary person, he learnt to camp at minus forty degrees in Siberia, to cross swollen rivers in the jungles of Papua New Guinea, and to survive the lonely passes of Afghanistan whilst riding the world's slowest getaway vehicle. Using stunning photographs and videos, Rob relates such ordeals in the extreme corners of the world to the ever-growing challenges of the 21st century workplace.



Anil Gupta
Author of Getting China and India Right

Dr Anil K. Gupta is widely recognised as one of the world's leading experts on strategy and globalisation. He is the Michael D. Dingman Chair in Strategy & Entrepreneurship at the Smith School of Business, The University of Maryland. Anil also serves as chief advisor to The China India Institute, a Washington DC-based research and consulting organisation.

The Economist magazine identified Anil as one of the world's "rising superstars" in its April 15, 2010 cover story.



Fiona Graham-Sayuki
Japan's first ever foreign geisha

For the first time in the 400 year history of the geisha, a Westerner has been accepted and formally debuted under the name Sayuki.

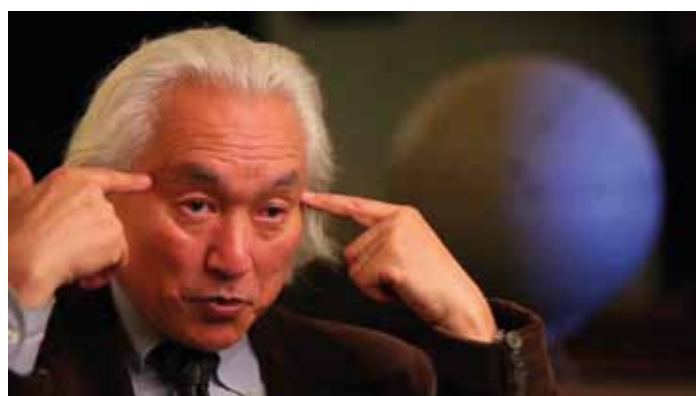
Sayuki is specialized in social anthropology, a subject which requires anthropologists to actually experience the subject they are studying by participating in the society themselves.



Our web conferencing service is an efficient way to conduct live meetings, training and presentations via the Internet, offering increased productivity through more efficient conference and collaboration capabilities while reducing venue and travel costs.

Michio Kaku
Physicist and authority on the environment

Dr. Michio Kaku is one of the most widely recognized figures in science in the world today. He is an internationally acknowledged authority in two areas. The first is Einstein's unified field theory, which Dr. Kaku is attempting to complete. The other is to predict trends affecting business, medicine, finance, and our way of life, based on the latest research in science.



Ayesha Khanna
Technology & innovation strategy expert, and founder of Hybrid Reality Institute

Ayesha Khanna is a technology, urbanisation and education expert with over 15 years of experience in product and service innovation and human capital development. She advises companies and governments on smart city related strategies and investments.



Richard Quest sets the pace in his trademark CNN style



Food for thought



A Red Malaysian rose, speaking art



Power Panel Discussion

Visual Minutes



Speakers' book signing



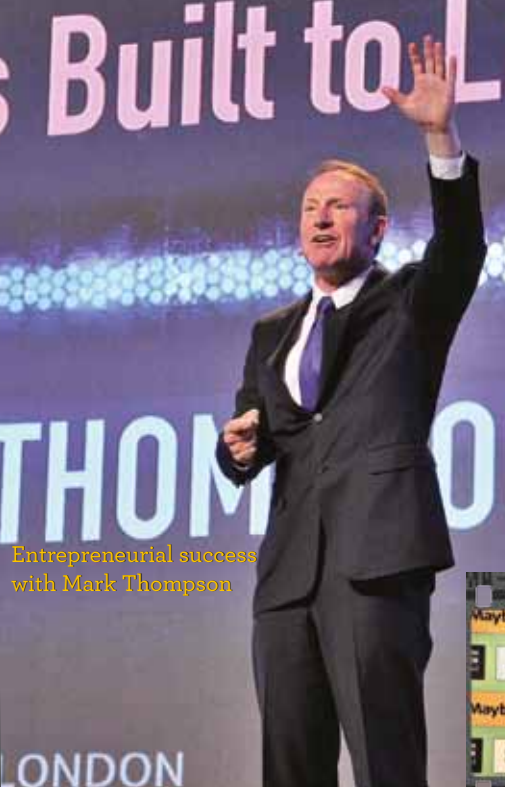
21 April 2015

Group CEO and MD of London Speaker Bureau Tom Kenyon-Slaney welcomes delegates to The Business of Innovation 2015



please visit our Gallery at www.bizofinnovation.com.my

"Thinking Clearly"
Rolf Dobelli



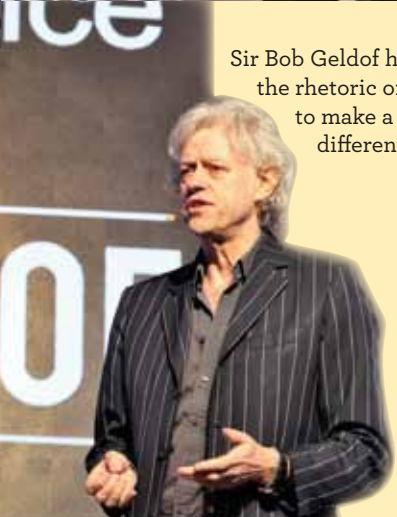
Selfies & Groupies



Meet the Press



Sir Bob Geldof has used the rhetoric of rock to make a difference



Listening, learning, being entertained



Monica Lewinsky

An outspoken crusade against cyberbullying

“AT THE AGE OF 22, I FELL IN LOVE WITH MY BOSS. AND AT THE AGE OF 24, I learned the devastating consequences.”

Thus begins Monica Lewinsky’s latest foray into the public eye, this time a TED Talk she gave in Vancouver recently. Lewinsky wasted no time in addressing the elephant in the room, a forbidden tryst with President Bill Clinton while she was a White House intern.

The famed affair has drawn fresh attention as another Clinton, Hillary, prepares for a likely presidential run.

But Lewinsky quickly wrote it off as a youthful mistake, much like the sartorial slip-ups of the 90s.

“Now I admit I made mistakes — especially wearing that beret — but the attention and judgment that I received — not the story, but that I personally received — was unprecedented,” she said. “I was branded as a tramp, tart, slut, whore, bimbo and, of course, ‘that woman’. I was known by many, but actually known by few. I get it. It was easy to forget ‘that woman’ was dimensional and had a soul.”

Since re-emerging on the national stage, Lewinsky has revamped her image with an outspoken crusade against cyberbullying, the subject of her TED Talk. She said hers was the first major experience of national humiliation brought on by the Internet, and said that it has since grown out of control.



Lewinsky recounts ‘devastating consequences’ of forbidden affair

“Public humiliation as a blood sport has to stop,” Lewinsky told the audience. “We need to return to a long-held value of compassion and empathy.”

Some have questioned the timing of Lewinsky’s return to public life, as it coincides with the ramp-up to Hillary Clinton’s expected presidential run. But Lewinsky said during her talk she was spurred to speak out when she saw how damaging cyberbullying could be.

“Anyone who is suffering from shame and public humiliation needs to know one thing: you can survive it,” she said. “I know it’s hard. It may not be painless, quick or easy, but you can insist on a different ending to your story.”

Tony Fernandes on Time 100 Most Influential People List 2015

“More than 8 million people are in the air each day traveling in planes, trusting their lives to the care of strangers. Technicians, in-flight crew, pilots. You don’t hear much when things go as planned. When things go wrong, there is terrible speculation, uncertainty and questions from every direction.

People reveal their true selves in the worst of times. After learning that AirAsia Flight 8501 had gone missing, Tony

Fernandes stilled the chaos by being himself—a family man and a business leader. He guided his company and employees through the horror. As AirAsia continued to serve its passengers, Tony acted as a friend, father and son to families whose darkest days were not done.

The end of every journey is home. With his strength, candor and compassion, Tony helps get AirAsia’s passengers home every day. And he continues to lead a company that has earned the trust of travelers.”

~ Citation by Sir Richard Branson, founder of the Virgin Group



BBC WORLD NEWS HAS COMMISSIONED A MAJOR NEW SIX-PART series, presented by technologist Ben Hammersley, exploring a global threat that could impact us all.

Cybercrimes with Ben Hammersley, produced in partnership with The Open University by Tern TV, delves into the dark world of hacking, now home to a new generation of highly organised cybercriminals running complex commercial enterprises, involving leaders, planners, engineers, infantry and hired money mules.

Journeying into a murky online world, Ben investigates the scam emails that fill up your inbox, why our credit card details are under threat, how drugs and guns can be bought anonymously on the darknet and discovers that governments have the ability to spy on their citizens or launch cyber warfare at the push of a button.

Ben Hammersley said: “Cybercrime affects each and every one of us. Every aspect of our lives is vulnerable to the criminal abuse of our networked world – not just by hackers and criminals, but by governments and foreign enemies. In this series, we tell the jaw-dropping stories of some of the biggest cybercrimes of our time and what’s being done to try and thwart the criminals.”





Sir Iain Lobban to help Standard Chartered board crack down on financial crime

SIR IAIN LOBBAN, THE FORMER DIRECTOR of the government communications headquarters GCHQ, has been appointed by Standard Chartered to help its board crack down on financial crime.

Standard Chartered highlighted the role Lobban had played in tackling cybersecurity, his attendance at weekly national security council meetings and former membership of the joint intelligence committee.



Jon Duschinsky Harnessing The Power Of Conversation

THE THEME OF HARNESSING THE POWER of conversation to change the world permeated the third edition of the International Government Communication, held in the United Arab Emirates. Social media has connected the universe in a way that was inconceivable all those decades ago.

One man at the helm of the social revolution is Jon Duschinsky, an international fundraiser, non profit agitator, and co-founder of The Conversation Farm, a global agency that creates ideas that create conversations.

NEW NAMES ON THE SPEAKER CIRCUIT

Graham Brown-Martin

Learning (Re)Imagined: how the connected society is transforming learning



Graham Brown-Martin discusses the need for evolution in education

learning that include context, environment, engagement, technology and the future.

Graham believes that education and the way we learn must evolve in tandem with the way that society does. Reaching the poignant conclusion: the purpose of education is to provide our children, and their children, with the skills to redesign society.

GRAHAM IS A HUGE BELIEVER IN THE FACT that education will only change by getting more people involved. In this engaging and witty talk packed with images and quotes, Graham discusses his research for his book *Learning (Re)imagined* and some of his key conclusions around transformation and

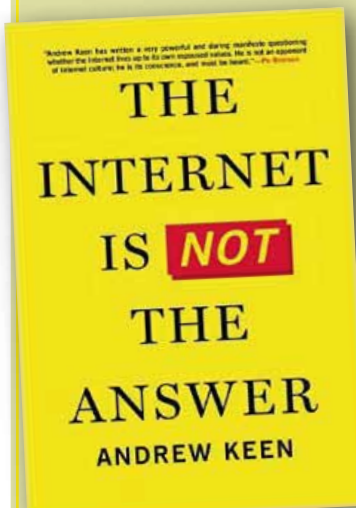
FEATURED BOOK

The Internet Is Not the Answer by Andrew Keen is a big-picture look at what the Internet is doing to our society and an investigation into what we can do to try to make sure that the decisions we are making about the reconfiguring of our world do not lead to unpleasant, unforeseen aftershocks.

Since its creation during the Cold War, the Internet, together with the World Wide Web, personal computers, tablets, and smartphones, has ushered in the Digital Revolution, one of the greatest shifts in society since the Industrial Revolution. There are many positive ways in which the Internet has contributed to the world, but as a society we are less aware of the Internet's deeply negative effects. In 2007, Andrew Keen, a longtime Silicon Valley-based observer of the digital world and a serial Internet entrepreneur, published one of the first Internet-sceptic books, *The Cult of the Amateur*, which asked how quality content can be created in an online environment that demands everything for free.

In Keen's new book, *The Internet Is Not the Answer*, he offers a comprehensive look at what the Internet is doing to our lives. The book traces the technological and economic history of the Internet, from its founding in the 1960s to the creation of the World Wide Web in 1989, through the waves of start-ups and the rise of the big data companies to the increasing attempts to monetize almost every human activity. Successful Internet companies have produced astronomical returns on investment, and venture capital and the profit motive have become the primary drivers of innovation.

In this sharp, witty narrative, informed by the work of other writers, reporters, and recent academic studies as well as his own research and interviews, Keen shows us the tech world, warts and all—from hoodie-wearing misfit millionaires, to the NSA's all-encompassing online surveillance, to the impact of the Internet on unemployment and economic inequality.



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.

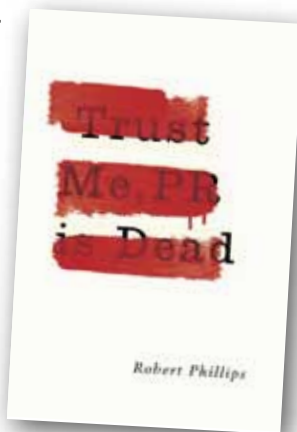


ROBERT PHILLIPS HAS DEVELOPED A masterclass for senior management, designed for quick but deep immersion in progressive thinking around trust, communications and business leadership.

The Seven Strategies of We outlines the key strategies needed to navigate the “new normal” and sit at the heart of the Masterclass session.

1. Accept chaos as reality
2. Radicalise honesty and transparency
3. Build coalitions
4. Take to the social dance floor
5. Be the media
6. Love the citizen crowd
7. Communicate through actions, not words

The Masterclass outlines how the world has arrived at the new normal and the challenges today’s organisations face. It considers the erosion of trust – examined through five questions of trust – together with good and bad case studies. It uses human stories to illustrate the world gone wrong and who is coping well with the new normal – and who is not coping at all. It draws on anecdotes citing Prime Ministers and CEOs, major corporations and social movements. Companies now need to “do the right thing” or “they will get you”. The Masterclass challenges prevailing organizational orthodoxy and suggests that businesses ask bigger questions of themselves, starting with “what is our purpose?” Too often, organisations rush to



communicate and think that the story will save them. It won't. That is why PR (and CSR) is dead. New models of Permanent Engagement, Public Leadership and Public Value are introduced and explained. Phillips argues that these are the models on which to build better trust and communications in an activist future. Accountability to wise crowds replaces sterile measurement metrics. Each Masterclass incorporates bespoke pre-research and, ideally, key stakeholder interviews.

ABOUT ROBERT PHILLIPS

Robert is the co-founder of the strategy organization JerichoChambers; a Visiting Professor at Cass Business School, London; co-author of *Citizen Renaissance* (2008) and author of *TrustMe, PR Is Dead* (Unbound, 2015). He was formerly President and CEO, EMEA, of Edelman, the world’s largest Public Relations firm, and Global Chair of its Public Engagement & Future Strategies group. Robert counsels companies at senior level. Client experience includes: AkzoNobel, Aviva, Capital & Counties plc, Diageo, KPMG, Microsoft, O2, Shell, Sony and Unilever. He fundamentally believes that Public Relations is dead, and that Permanent Engagement, Public Leadership and Public Value are the future.

FEATURED KEYNOTE

Rolf Dobelli

Author *The Art of Thinking Clearly*, Europe’s best-selling business book, 2013

ROLF DOBELLI’S BEST-SELLER ‘THE ART of Thinking Clearly’ has now sold over one million copies worldwide in over 30 languages. It has also reached number 1 in UK, Ireland, Hong Kong, Singapore and Turkey. In his talks, Rolf explores the 99 most common thinking errors, using insights and observations from social psychology.

Rolf has not read newspapers or listened to the news for almost four years and has argued that the news media mislead us on what is relevant and important, increases our cognitive errors, kills creativity and also inhibits independent thinking.



Rolf Dobelli received his PhD after studying business administration at the University of St. Gallen. He then held leading positions in the economy, such as Chief Financial Officer and Managing Director of various subsidiaries of Swissair.

In 1999 he and some of his friends founded their own company Get Abstract, which has become the largest provider of compressed economic literature worldwide. Rolf is also the founder and curator of ZURICH.MINDS, a community of leaders in science, culture and economy. He regularly writes book reviews for The Washington Post. His comments appear in publications such as The Economist, The Wall Street Journal, Bloomberg, Reuters, BBC and CNN.

TOPICS

Strategy

Transforming your thinking

Decision making

Vision