

speaK ASIA

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

NATIONAL GEOGRAPHIC

Adventurer of the Year



ALASTAIR HUMPHREYS

ALASTAIR HUMPHREYS WENT ON AN EPIC journey, described by explorer Sir Ranulph Fiennes as “the first great adventure of the new millennium.” Humphreys spent over four years cycling round the world, a journey of 46,000 miles through 60 countries and 5 continents, which he penned in his books *Moods of Future Joys* and *Thunder & Sunshine*.

Humphreys is driven to try new challenges in new environments. He has walked across southern India, rowed across the Atlantic Ocean, run the Marathon des Sables (6 consecutive marathons through the Sahara desert), rowed to France with Major Phil Packer, completed a crossing of Iceland by foot and packraft, and participated in an expedition in the Arctic, close to the magnetic North Pole. He has also walked across the Empty Quarter retracing the route of one of his heroes, Wilfred Thesiger, walking 1000 miles in 45 days through the desert in Oman.

Closer to home, Humphreys has been promoting the idea of micro-adventures, shorter challenges that help remove the barriers to entry so common in the sometimes elitist world of adventure. Corporate audiences appreciate that his concept of microadventures delivers relevant messages around creative thinking, change, finding opportunities within constraints, personal and team development, as well promoting physical and mental well-being. As Humphreys puts it, microadventures encourage ‘five to nine thinking.’ The concept of microadventures led to him being named National Geographic Adventurer of the Year.

Artificial Intelligence Anxiety

Big-name scientists worry that runaway Artificial Intelligence could pose a threat to humanity. Beyond the speculation is a simple question: Are we fully in control of our technology?



NICK BOSTROM

AT THE FOREFRONT OF FUTURISTS IS NICK Bostrom, Director of the Future of Humanity Institute at Oxford University where he runs the Programme on the Impacts of Future Technology. Bostrom favors the creation of “superintelligent” computers, but only if done with great vigilance, with safeguards to ensure that the machines do not escape human control and pose an existential threat to humanity.

Bostrom’s underlying concerns about machine intelligence, unintended consequences and potentially malevolent computers have gone mainstream. You can’t attend a technology conference these days without someone bringing up the A.I. anxiety. Everyone from Stephen Hawking to Bill Gates is worried about A.I. Elon Musk famously gave \$10 million for research on how to keep machine intelligence under control.

We live in an age in which machine

intelligence has become a part of daily life. Computers fly planes and soon will drive cars. Computer algorithms anticipate our needs and decide which advertisements to show us. Machines create news stories without human intervention. Machines can recognize your face in a crowd.

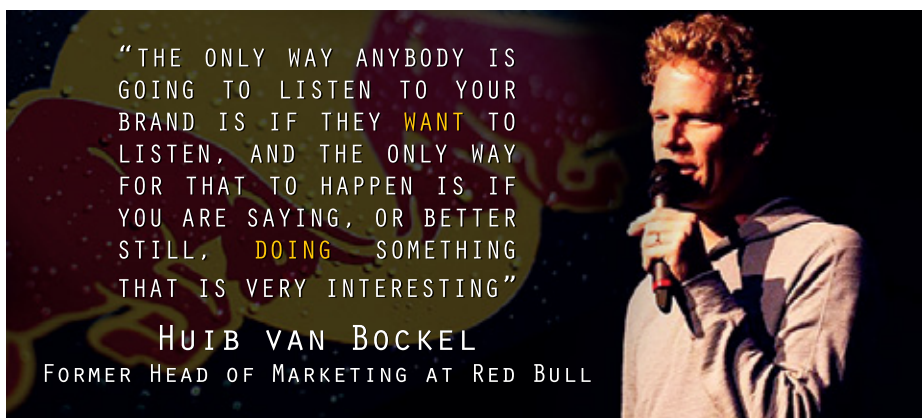
New technologies — including genetic engineering and nanotechnology — are cascading upon one another and converging. We don’t know how this will play out. But some of the most serious thinkers on Earth worry about potential hazards — and wonder whether we remain fully in control of our inventions.

That is not to say that Bostrom is against A.I. entirely. Rather, he is an advocate for it: “I actually think it would be a huge tragedy if machine superintelligence were never developed. That would be a failure mode for our Earth-originating intelligent civilization.”

“THE ONLY WAY ANYBODY IS GOING TO LISTEN TO YOUR BRAND IS IF THEY WANT TO LISTEN, AND THE ONLY WAY FOR THAT TO HAPPEN IS IF YOU ARE SAYING, OR BETTER STILL, DOING SOMETHING THAT IS VERY INTERESTING”

HUIB VAN BOCKEL

FORMER HEAD OF MARKETING AT RED BULL



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Mahathir Mohamad

We had the privilege of working with Malaysia's longest serving Prime Minister at a talk in Singapore early in the year.



Sir Bob Geldof

Rock star, philanthropist and social activist Geldof was passionate and eloquent when he spoke on "Making a Difference" at The Business of Innovation 2015.



Susilo Bambang Yudhoyono

The sixth President of Indonesia, and the first to be democratically elected, spoke on Transformational Leadership in Singapore.

*SBY meets
Dr. Tony Tan,
President of
Singapore.*



The Best

It has been an exceptional year for The London Speaker Bureau Asia, and we would like to thank you for making it possible. From world leaders, celebrities to sports personalities, 2015 has seen some of the biggest names so far.



Linda Yueh

Global authority on the Chinese economy Linda Yeuh spoke at the Pacific Partners Conference on economic outlook and emerging markets.



Jimmy Wales

Jimmy Wales told us about his numerous failed business attempts until he came up with a "really dumb idea-Wikipedia!" Drawing on his own personal struggles and triumphs, Jimmy energised the audience to never give up.



Nassim Taleb

Risk analyst, statistician and the creator and propagator of 'The Black Swan Theory' Nassim Taleb delivered a keynote on 'Risk and Predictions of the Future'.

of 2015



Arnold Schwarzenegger

A star-studded line-up of speakers at the Global Transformation Forum; the former Governor of California pictured below with Olympic gold medallist Carl Lewis and IAAF President Lord Sebastian Coe.



Time for a quick 'wefie' at the GTF Welcome Dinner.



Kiran Bedi

Kiran Bedi spoke about her 40 years of selfless service to the public.

LSB LEADERSHIP ACADEMY

AZRAN OSMAN RANI Disruptive Innovation



At the age of 36, Azran was appointed the founding CEO of AirAsia X, the world's leading low-cost and first-ever publicly-listed long haul LCC airline. Within 5 months, he led the start-up team that developed the business plan, raised capital, secured relevant licenses, and launched AirAsia X's first flight. AirAsia X has since expanded to more than 2,500 staff and 26 aircrafts. The airlines now flies to fifteen destinations across the Asia Pacific region – breaking many long-haul airline conventions and pioneering various innovative services, including world's first LLC flatbed premium seats that won the 2013 World's Best Low Cost Premium Seat award by Skytrax. Azran most recently joined technology-media start-up, iflix.com, as CEO of Malaysia, to roll out a subscription video-on-demand service across Southeast Asia.

AZRAN'S ENERGETIC, HUMOROUS AND interactive masterclass uses his real-life experiences in revolutionising a traditional 'old economy' airline industry, combined with his business development work in 'new economy' media and technology sectors, that applies to any business and organisation that faces the onslaught of disruptive forces of market liberalisation, rapid technology advancements, changing consumer behaviours, and new threats from non-traditional competitors.

He has personally shown that his ideas translate to both old and new economies as CEO of the rapidly-growing iflix.com.

He shows that world-beating breakthrough innovation need not be high-tech or complex, and shares specific practical actions and techniques that participants can deploy to infuse an entrepreneurial spirit and an innovator's mind-set into any organisation, to bring about positive change and create business breakthroughs, even in the most traditional industries and sectors.

BENEFITS

- Manage risk and harness the 'entrepreneurial spirit' by using corporate venture structures to attack new customer segments with 'no-turning-back' determination
- Traditional strategic planning and budgeting are outdated. Gain strategic advantage through experimentation
- Harness customer insights and deploy design thinking's iterative problem-solving processes to continuously innovate new ways to delight customers
- Build a culture of curiosity and risk-taking by removing the fear of failure in the organisation and prioritising agility over caution

Discovering America

The LSB Asia team holidayed in New York City and Washington DC last December, and experienced the buzz of the city that never sleeps and also some of the finest museums in the world.

Among the sites we visited was the Lincoln Memorial [left]. Inscribed on the southern interior wall at the Memorial are the immortal words of President Abraham Lincoln in his Gettysburg address, one of the most famous, and probably the shortest, speech in American history.

In just over two minutes, Lincoln reiterated the principles of human equality in one of the greatest and most influential statements of national purpose.



Tan Sri Rafidah Aziz Wins ASEAN Lifetime Achievement Award

TAN SRI RAFIDAH AZIZ, MALAYSIA'S LONGEST serving Minister of International Trade and Industry was recently awarded the ASEAN Lifetime Achievement Award. Celebrated for her pragmatism, articulation and powerful talks, the 'Iron Lady' continues to bring a breath of fresh air to Malaysia and ASEAN.

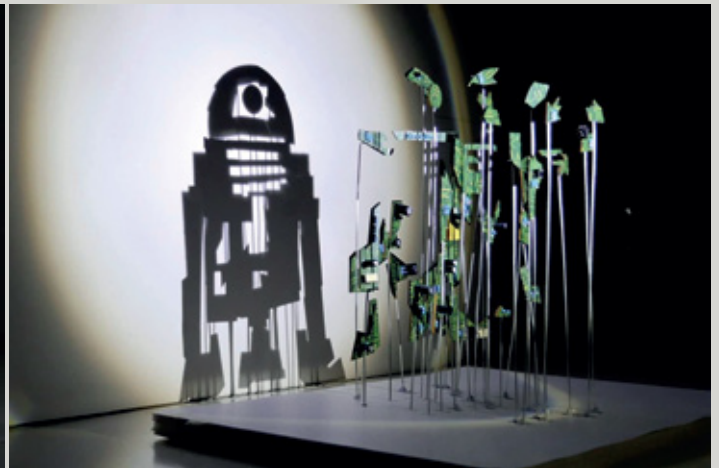
The 'ASEAN-BAC ASEAN Lifetime Achievement Award' is given to an individual who has shown outstanding leadership, passion and commitment and played an active role in realising the aims and purpose of ASEAN in areas relating to economic growth, social progress or the sociocultural evolution of ASEAN.



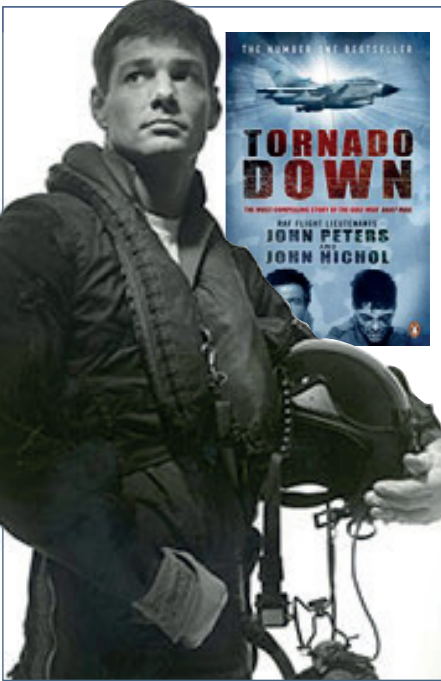
Red Hong Yi illuminates the Dark Side with Star Wars Shadow Art

IN LIGHT OF THE HIGHLY ANTICIPATED SCIENCE FICTION EPIC, *STAR WARS: THE FORCE Awakens*, Malaysian artist Red Hong Yi has created a 7 piece series of light and shadows installations. Using everyday household objects, and true to her repute as 'an artist who paints without a paintbrush', Red created intricate models of beloved Star Wars Characters, bringing the dark side to light.

The legendary Wookiee warrior Chewbacca [below left] is made of feathers, while the resourceful droid R2D2 [below right] is a collection of spare computer parts and video graphics cards.



[Left] Aluminium foil pieces make up Darth Vader. [Below] The iconic Stormtrooper with cotton balls. Watch the making of *Star Wars Shadow Art* by Red Hong Yi on her YouTube channel [ohiseeRED](#).



John Peters RAF pilot and prisoner of war

WHEN FORMER RAF PILOT JOHN PETERS' bruised and battered face came onto television screens around the world, he became a symbol of Saddam Hussein's ruthless aggression. Through this harrowing experience which became a seven-week ordeal of torture and interrogation, Peters shows us how we can overcome our worst fears and nightmares, even when pushed to the absolute limit.

John is an experienced speaker of international repute to corporates, public sector and charities. He was the sole reader representing the British Armed Forces at the National Gulf Memorial Service before Her Majesty The Queen, he presented the Sir James Martin Lecture at the Royal Aeronautical Society and followed Nelson Mandela on stage in South Africa. He has written two best-selling books and the documentary, *Tornado Down* was Independent Documentary of the Year and a BAFTA Award Nominee. He has extensive international TV, radio, PR and media experience.

During his RAF career, he flew Tornado GR1 on various squadrons and then, within the MoD, he led programmes on leadership, safety and human error in aviation. Using this experience, on leaving the RAF, he founded a management consultancy providing business critical development, consulting and coaching - through a leadership lens. Peters speaks on uncertainty, organisational learning, trust and failure, and is currently writing a book that focuses on leadership in uncertainty.

Tommy Weir

Strategic and future-oriented leadership

DR. TOMMY WEIR HAS EARNED THE TRUST of CEO's worldwide for leadership advice on how to become the best they can be and how their organizations can achieve rapid growth. Since founding the Emerging Markets Leadership Center (EMLC), Dr. Weir has helped over 3,000 executives from more than 80 nationalities achieve peak performance.

Drawing from decades of experience and success ranging from Fortune 500 companies and governments, to family businesses and newly established corporations, he is equipped with an arsenal of rare insights.

A thinker, speaker, and writer to the core, he holds a doctorate in strategic leadership from Regent University, and is a professor at Hult International Business School. In addition to writing a number of books; including best-seller *Leadership Dubai Style* and *Top Ten Tips for Leading in the Middle East*, Dr. Weir is also the leadership columnist for several prominent publications. His affable nature, cultural awareness and relatable talks are sure to capture audiences worldwide.

"... constantly adding value by inspiring executives to greater performance."



Dominic Alldis The Music Metaphor



DOMINIC ALLDIS IS A JAZZ MUSICIAN, orchestral conductor and business speaker. He performs regularly in concert halls and jazz clubs around the world, and has made several acclaimed recordings. He has also written books about jazz and teaches improvisation to classical pianists at the Royal Academy of Music in London.

Dominic describes how the conductor of an orchestra provides inspirational leadership and how jazz musicians collaborate and innovate through improvisation. He also shows

how musical concepts such as harmony, artistry and performance have a resonance in the world of business. His thought-provoking presentations are powerful learning experiences that use the metaphor of music to explore a range of key business concerns: leadership, collaboration, creativity, listening, decision-making, talent management and the pursuit of excellence and often include demonstration at the piano, with the option of a live orchestra or jazz band for events of a larger scale.

LSB Speakers Top Thinkers50 List

WHO IS THE MOST INFLUENTIAL LIVING MANAGEMENT THINKER? THE Thinkers50 2015 global ranking provides the answer. Published every two years, it is the essential guide to which business thinkers and ideas are in – and which have been consigned to business history.

We at The London Speaker Bureau were extremely happy to see a few familiar speakers on the list.



Marshall Goldsmith

Marshall is the world's leading executive educator, coach and author. He is the million-selling author or editor of 31 books, including the New York Times and Wall Street Journal bestsellers, *MOJO* and *What Got You Here Won't Get You There* – a WSJ #1 business book and winner of the Harold Longman Award for Business Book of the Year. His books have been translated into 28 languages and become bestsellers in eight countries. Marshall has been ranked top ten for the third consecutive year.

Martin Lindstrom

Martin Lindstrom founded his own advertising agency at the age of 12 and the rapid rise of his career has made him one of today's most respected branding gurus in the world. Over the course of twenty years of hands-on marketing experience, Lindstrom has conceived a revolutionary set of principles that transform marketing strategies into positive business results.



Fons Trompenaars

Trompenaars is an organizational theorist, management consultant, and author in the field of cross-cultural communication known for the development of Trompenaars' model of national culture differences. He is the author of the award-winning *Riding the Waves of Culture, Understanding Cultural Diversity in Business*.



Anil Gupta

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



W. Chan Kim (with Renée Mauborgne)

Chan Kim is The Boston Consulting Group Bruce D. Henderson Chair Professor of Strategy and International Management at INSEAD. Prior to joining INSEAD, he was a professor at the University of Michigan Business School. Kim is a fellow of the World Economic Forum. His Harvard Business Review articles, co-authored with Renée Mauborgne, are worldwide bestsellers and have sold over a half a million reprints.

Vijay Govindarajan

Vijay, known as VG, is a renowned expert on leadership and strategy. Rated in the Top Five Most Respected Executive Coach on Strategy by Forbes, VG has worked with CEOs and top management teams in more than 25% of the Fortune 500 firms to discuss, challenge, and escalate their thinking about strategy.

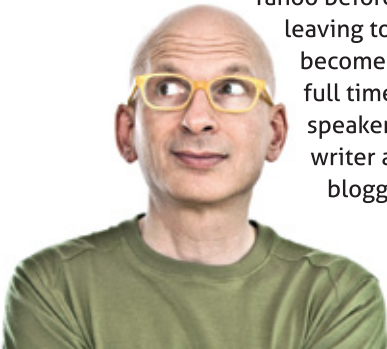




Seth Godin

American Way Magazine has called Seth Godin "America's Greatest Marketer." He has written fourteen best-selling books; about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. Seth was founder and CEO of Yoyodyne, the industry's leading interactive direct marketing company, which Yahoo! acquired in late 1998. Godin worked as VP Direct Marketing at

Yahoo before leaving to become a full time speaker, writer and blogger.



Peter Draper on building a football brand from the ground up



PETER DRAPER, THE NEWLY APPOINTED COMMERCIAL AND MARKETING Director of Valencia Club de Futbol, says his new role is to target both Asian fans and brands. Draper, who has a wealth of experience in marketing sports clubs and sports brands, is most famously known for his stint as group marketing director at Manchester United.

A passionate football fanatic at heart, Draper first started his sports administration career with the English Basketball Association as the National League Administrator in the 1970's. In 1986, he joined Umbro Sportswear and over a 13-year period he was instrumental in leading the brand's dynamic global growth.

Draper is also known for his stint with Manchester United as their first group marketing director appointed in 1999, a position he held until he left in 2006.

It comes uncontested that Manchester United is a great legacy brand. Valencia, on the other hand, is still yet to find its footing in the football world.

"We're now fighting in a big pond with big fish and that is definitely a challenge. We are looking to figuring out our own voice and presenting that in an articulate way," said Draper.

He adds however that being a challenger brand also has its perks.

"There has never been a line of people waiting to give Man U money," he says. "This is because when you are pitching at the high-stake level where Manchester United is, a lot of brands and commercial partners don't have the capability to fork out millions to partner up with the team. This, in the long run, takes a toll because of the constant hard work required to develop those commercial relationships with entities. At Valencia, we are pitching at a lower level. We are looking at the mid-market and the opportunities for brands to be associated with us to reach global audiences are far more."

FEATURED BOOK

Winter is Coming by Garry Kasparov, taking its title from the *Game of Thrones* television series in which the phrase urges constant vigilance, is in part a history of Russia since the collapse of the Soviet Union.

Garry Kasparov is a name to be revered both in chess and in politics. The chess Grandmaster was for twenty years ranked world's number one chess player, admired for his extensive opening



preparation and aggressive playing style.

Since retiring a decade ago, Kasparov has taken the political world by storm, leading the pro-democracy opposition against Vladimir Putin. *Winter is Coming* comes at no better time, with

the tumultuous events of 2015 coupled with Putin's take-no-prisoners approach to world order.

From the Cold War to the collapse of the Soviet Union, and from Putin's early days in the KGB to his rapid rise in power, Kasparov makes clear that Russia's days of dictatorship are by no means over. *Winter is Coming* draws comparison to the collapse of the Soviet Union to Putin's ruling hand as a mere changing of the seasons, and warns that difficult times are to come.

"His prose, like his chess, is fast, ferocious and unforgiving." — Financial Times



FEATURED KEYNOTE SPEAKERS



BEAR GRYLLS TV survivalist

Edward Michael “Bear” Grylls has become known around the world as one of the most recognised faces of survival and outdoor adventure. He is widely known for his television series *Man vs. Wild*.



KARINA HOLLEKIM Free-skier and BASE jumper

Karina Hollekim has jumped off some of the highest buildings and skied down some of the steepest mountains in the world, becoming the first woman to complete a ski BASE jump.



NANDO PARRADO Andes air disaster survivor

He is a survivor of the 1972 plane crash in the Chilean mountains, a best-selling author and a businessman. He was selected as “Best Speaker in the World” by the World Business Forum.

NOW FIRMLY ESTABLISHED AS ONE OF THE UK’s top professional speakers on sales motivation, Philip Hesketh both commands the attention of an audience and captures its imagination. He has a potent mix of thought-provoking, well-researched, persuasive techniques and his own highly entertaining, unique brand of humour.

Through understanding our ‘Psychological Drivers’ we learn to persuade and influence people through asking what Philip calls the ‘Killer Questions’. Delegates from all walks of life go away from this session with a deeper understanding of how to influence people, what to do improve all their relationships and a smile on their faces. An inspiring keynote with ‘Can-use-tomorrow’ tips to improve business development.

Having spent his entire working life studying and practicing persuasion and influence, Philip is now a speaker on The Psychology of Persuasion. Although the format, subject and content may change, the outcome is always the same: An inspired and better informed team of people who understand how influence, persuasion, and negotiation actually work.

Clients are both large and small, ranging from well-known multinational companies to more modest, locally-based concerns. The one thing they all have in

PHILIP HESKETH How to Persuade and Influence People



common is that they understand that knowing how to persuade and influence a client or colleague is a key part of their role in today’s working environment.

Philip began his career at Proctor & Gamble, and within 18 months of joining he became P&G’s Salesman of the Year. After working in television and then advertising, he became the founder, new business

director and managing partner of an advertising agency, Advertising Principles in Leeds, UK in 1986. He developed the company over the next 17 years, seeing the company grow to billings of over £48 million. Having spent his entire working life studying and practising persuasion and influence, Philip is now a seasoned business speaker.