Strategy and Thought Leadership
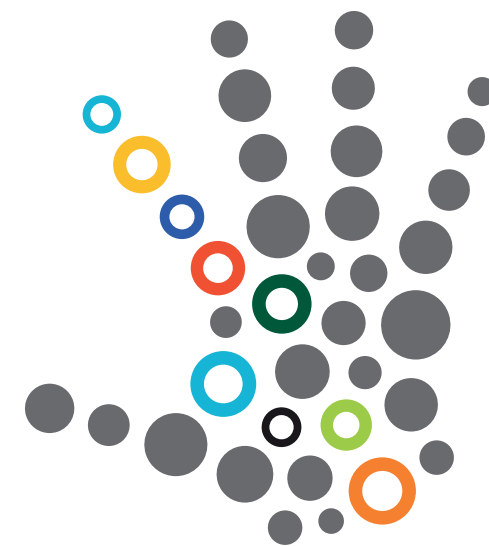
Advanced Human Technologies Group

Advanced Human Technologies

FUTURE EXPL RATI N NETW RK

MultiDimensionCorp

THE INSIGHT EXCHANGE

memestreme
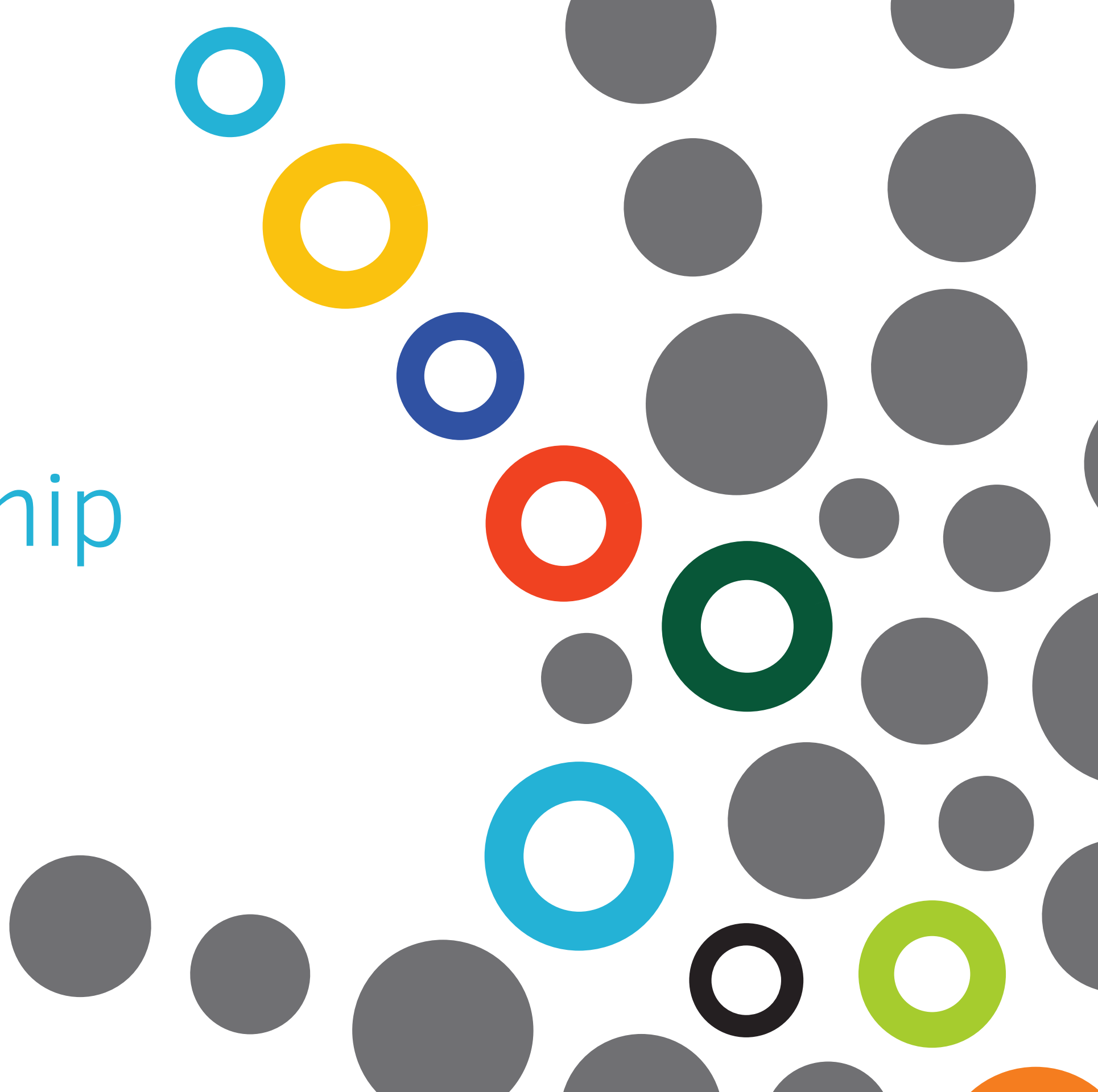
Advanced Human Technologies Group consists of five companies that each offer world-class capabilities in creating value in an intensely networked world.

They work with major organizations to help them shape strategy, identify opportunities, and drive powerful engagement with their prospects and clients.

The following pages describe how each company in Advanced Human Technologies Group and its Founding Chairman Ross Dawson can provide leading-edge services to support value creation.

Advanced Human Technologies Group

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Ross Dawson, Founding Chairman of Advanced Human Technologies, is globally recognized as a leading futurist, keynote speaker, entrepreneur and author.

Keynote speaking

Dawson is a compelling and inspiring keynote speaker who has received exceptional feedback for his keynotes spanning 27 countries. He is frequently engaged as a compelling drawcard at corporate client events.

In practice

Keynote speaking clients include many of the world's largest technology, financial, professional and media organizations.

Executive strategy facilitation

Senior executive groups need expert, credible facilitation. Dawson has extensive experience in facilitating top-level board and executive groups in strategic conversations.

In practice

Facilitation for clients includes many in-house executive and board strategy sessions and numerous C-level Roundtables, media events, and client strategy offsites.

Media spokesperson

Dawson is a highly experienced media commentator and spokesperson. He is featured consistently in global media, including frequent TV appearances.

In practice

Clients for media spokesperson roles include ANZ, Intel, Officeworks, Visa Canada and their PR agencies.
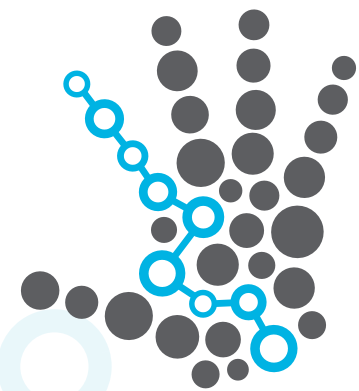
Advanced Human Technologies

Applying world-leading expertise in the network economy to consulting, publishing and entrepreneurial ventures.

Enhancing organizational networks

We use a range of interventions to improve the internal and external networks that are at the heart of organizational performance today, including network analysis, implementing crowdsourcing, and social media governance.

In practice

We used network analysis to help a leading global professional services firm to enhance team performance and improve its relationship with one of its largest clients.

Thought leadership content

Sophisticated time-poor client executives are drawn to insightful, pragmatic, visionary content. We offer highly distinctive and valuable content, prioritizing innovative visual and interactive formats.

In practice

We have created numerous strategic reports for leading organizations such as Microsoft, IBM and SAP to engage the scarce attention of their clients and prospects.

Publishing for B2B audiences

We launch and publish compelling content that engages key target audiences.

In practice

Our successful web publications include *CIO of the Future* and *Creating the Future of PR*, with *Creating the Future of News* scheduled for launch soon.

FUTURE
EXPL RATI N
NETW RK

Helping leading organizations to set effective strategies for the future and engage the imagination of their customers.

Scenario planning

Effective long-term strategy needs to be based on a thorough exploration of trends, uncertainties, and their implications. We have deep expertise in scenario planning to help senior executives and large organizations to gain valuable insights and establish effective strategies.

In practice

Successful projects include developing 7 year scenarios for a major bank, with the involvement of all top executives and a strong positive impact on organizational direction.

Compelling futurist content

Future Exploration Network's compelling future-oriented content has been viewed millions of times by its sophisticated target audience. We create reports, white papers, visual frameworks, videos and other thought leadership pieces that help companies engage with their customers.

In practice

Our report *The Future of Digital Australia in 2025* created for Intel/ McAfee was launched in Parliament house and attracted 396 media hits.

Future industry insights and workshops

We have specific expertise in industries including technology, media, financial services and professional services. In report or workshop formats, clients can discover underlying trends and their implications, uncover opportunity domains, and align executives and staff in change.

In practice

Numerous successful client workshops include a participative session for a top 200 leadership group of one of the world's largest professional firms.

5

Events for senior executives to exchange and share leading-edge insights.

Event sponsorship

The Insight Exchange organizes and runs focused events to achieve client objectives of engagement with senior executives and entrepreneurs.

In practice

Highly successful events organized by The Insight Exchange include *Future of Media Summit, Future of Influence Summit*, both held simultaneously in Sydney and San Francisco, *Enterprise 2.0 Executive Forum* and *Web 2.0 in Australia*.

Current sponsorship opportunities

Events that are in planning include:

Future Creative Network:

Showcasing the best of Australia's talent at the nexus of creativity and technology.

Entrepreneurs & Self-Employed Xmas Party:

Long-standing successful annual event bringing together a diverse range of energetic entrepreneurs.

Future of Work Summit:

Landmark event convening Australian leaders to shape a positive future for work.

Executive roundtables

We convene and moderate forums for leading executives to create engagement and build relationships, including the generation of high-value content from the events.

In practice

We have organized multiple executive roundtables for a major technology vendor, consistently exceeding client expectations on seniority of participation and impact of the thought leadership content generated.

Specialist crowd-based content firm offering the best of both worlds: the strategic relationship of an agency and the unlimited creativity of the crowd.

Crowd-based content creation

MemeStreme actively manages a global talent pool to create exceptional web content, both directly for clients, and on a white-label basis for agencies that wish to extend their capabilities.

In practice

Interactive Global Mobile Social widget uses leading edge web technologies to engage a sophisticated audience.

Next-generation shareable web content

MemeStreme specializes in next-generation shareable content such as interactive data visualizations and 3D web widgets, that generate greater engagement than traditional approaches such as static infographics.

In practice

Our interactive 3D web visualization of the NewsScape has attracted global attention.

Influence analysis and trackers

We create influence analysis tools that uncover influence in an industry or community, to assist effective campaign design and drive high-value influencer engagement.

In practice

Our Keynote speaker influence tracker has been shared and linked to by some of the world's most prominent professional social media influencers.
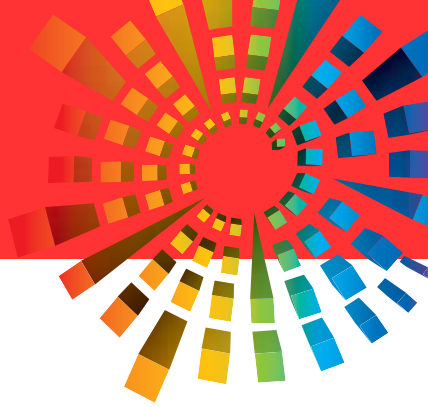
MultiDimensionCorp

3D and Virtual Reality information interfaces for powerful communication and insight in a world of information overload.

3D information interfaces

MultiDimensionCorp specializes in the next frontier of engagement: 3D information interfaces. Innovative approaches attract the most sophisticated users in a world of information overload.

In practice
Our unique 3D Mind Map app, allowing users to fly through their mind maps and export compelling videos, will shortly be launched on the iTunes app store.

Virtual Reality apps

We create innovative Virtual Reality apps, focusing on powerful information visualization. These can be used to create immersive experiences at events and engage the attention of sophisticated executives.

In practice
Our Virtual Reality Data Visualization app allowing data fly-throughs will be available at the launch of the Oculus Rift app store in Q1 2016.
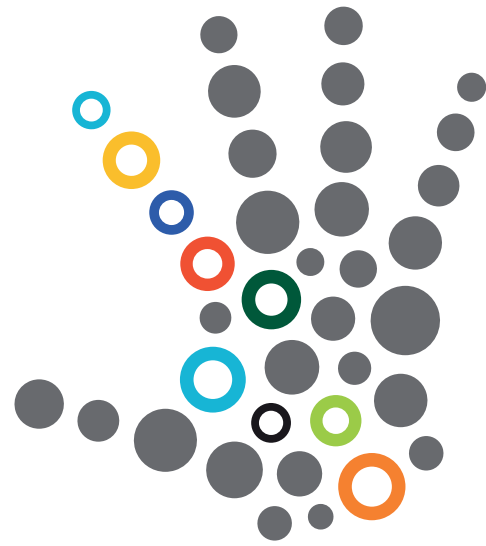
Compelling 3D presentations

Excite and engage jaded audiences with presentations that take the viewer on a journey through a 3D landscape.

In practice
We created a world-first full motion graphics 3D presentation for Ross Dawson's keynote at the prestigious NextWeb conference in Amsterdam.

Our clients include:

Advanced Human Technologies Group

Advanced Human Technologies

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