

ANDREW KEEN

Author of "The Cult of the Amateur"

How Corporations, Governments can Survive and Win in Today's Global Social Media Age

Masterclass overview

The day will consist of a series of formal presentations, a series of more interactive and intimate workgroups and the opportunity for one-on-one meetings and conversations with Andrew Keen.

- How and why today's digital revolution is as economically, culturally and politically transformative as the mid 19th century industrial revolution.
- Why top-down traditional media and marketing is no longer viable in the digital age and how innovative organisations should adapt to the challenges of the Web 3.0 revolution.
- How the traditional education, healthcare and energy industries are about to be fundamentally changed by the digital revolution.
- What both governments and corporations can learn from the social revolutions in Tahir Square, Wall Street and the London riots.
- How the Internet's democratic media revolution is rewriting all the traditional laws of marketing, public relations and brand building.
- What exactly are the "attention" and "reputation" economies and how the speed of today's digital media is rewiring our brains and creating a distinctively 21st century type of consumer and citizen.
- Why real-time networks like Twitter, Facebook and LinkedIn represent the future of both business innovation and individual identity in the 21st century.

About Andrew Keen

Andrew has almost 20 years experience as a digital entrepreneur, investor, impresario, writer and broadcaster. In 1994, he founded Audiocafe.com and, as its CEO and President, grew it into a leading first generation Internet music business. In 2007, he published *Cult of the Amateur*, the internationally acclaimed critique of the Web 2.0 revolution, which has been translated into sixteen foreign languages and was short-listed for the 2008 Higham Business Book of the Year award. His latest book about the social media revolution, "Digital Vertigo", was published in May 2011.

He hosts the iconic Keen On show on the TechcrunchTV network in which he interviews many of the world's leading venture capitalists, entrepreneurs and technology thinkers. He is a frequent commentator about innovation on leading global networks like CNN, Al-Jazeera and the BBC. And he is an acclaimed public speaker, keynoting many conferences in America, Europe, Asia and Latin America.

