



September 26, 2014 • Holiday Inn Lady Bird Lake • Austin, Texas
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Turbo-Charge Your Company's Profit and Success!

Attend this premier event for innovators, futurists, technologists, trendsetters, and blue sky thinkers, now in its third successful year of leading the conversation about innovation.

All-star visionaries and thought-leaders will give you the insight and tools you need to stay ahead of the curve and remain innovative in order to thrive in a rapidly changing business environment.



Dr. Jani Byrne

Director of Marketing, Cloud, IBM



Dr. John Vanston
Conference Chair

Chairman, **Technology Futures, Inc.**
 Author, *MINITRENDS*



Joyce Gioia

President/CEO, **The Herman Group**
 CEO, **Employer of Choice, Inc.** and 1st
 Road Warrior of the Year, *USA TODAY*

See and Leverage Trends — Before They Hit!

Look through a matrix of many emerging trends – MiniTrends – to find the essential macro-changes that you must anticipate to be successful as the future unfolds.

Learn six proven ways to find, analyze, and profit from the most important MiniTrends for your organization.

Remain relevant, timely and profitable – Be the first to develop MiniTrends for opportunity and profit.

Embrace Strategies and Avenues to Innovation!

Insight: Discover what is coming for your industry; be open to ideas; find strategies to innovate within your company!

Innovation: Cultivate employee creativity as the innovative “heart” of your organization; apply new ideas as the “secret sauce” for seizing new markets and opportunities to strengthen your bottom line.

Strategy: Gain a competitive advantage through MiniTrends methodologies combined with your innovation strategy; gain from direct interaction with industry experts, futurists and thought leaders.

Hosted by: **TECHNOLOGY FUTURES INC.**

Admission Rates:

General: \$365, Non-profit/Academic/Government/
 Small Business: \$260, Student: \$65

ONLINE SPECIAL: limited number of conference passes for only \$190!



Keynote: Brett Hurt

Founder & Vice Chair of Board
Bazaarvoice,
 Owner, **Hurt Family Investments**



Keynote: David P. Snyder

World Renowned Futurist **The Snyder Family Enterprise,** Contributing Editor, *The Futurist*

Who Should Attend:

Analysts: Business, Marketing, Competitive, Market Acceptance
Development managers: Technology, Strategy, Product, Delivery
Strategists: Technology, Business, Product, Partnerships, Channel
Research managers: New Product, Technology, Science, Materials, Methodologies

You will Take Away...

- A Leading-Edge Preview of Developing MiniTrends
- A Creative Mindset to Find and Optimize Emerging Opportunities
- Insights for Creating a Culture that Rewards Innovation at All Levels
- An Understanding of the Role of MiniTrends in Innovation
- How to Use Money and MiniTrends to Make a Market
- A Concrete Strategy to Keep your Organization Innovative and Successful
- Access to MiniTrends Experts and its Community to Learn, Grow and Share Ideas & Success

Other Thought-Leaders:



Conference Director:
Carrie Vanston
VP, Communications, TFI
Co-Author, *MINITRENDS*



Raj Asava
CEO, Asava
Consulting



Jeffrey Fry
Principal, Well Beyond
Care; Chief Exec, Profit
Prophet



Steve Pearson
Lead Strategist,
Founder, The Pearson
Strategy Group



Dr. Lawrence Vanston
President, Technology
Futures, Inc.



**MiniTrends 2014:
Insight, Innovation & Strategy**

Friday, September 26, 2014
Holiday Inn Lady Bird Lake, Austin, TX
8:30am–5:30pm, Reception 5:30–7:15pm
Preliminary Conference Schedule

- 8:30–8:50 am **Networking, Introduction, and Takeaways**
–Carrie Vanston, VP, Communications, Technology Futures, Inc.
- 8:50–9:25am **The Importance of MiniTrends to Your Business' Continuing Success** –Dr. John H. Vanston, Chairman, Technology Futures, Inc.
- 9:25–10:45am **Keynote–The Knowable Future: A Strategic Context for MiniTrends** –David Pearce Snyder, Consulting Futurist, The Snyder Family Enterprise; Contributing Editor, *The Futurist Magazine*
- 10:45–10:55a **Networking Break**
- 10:55–11:15a **Featured Speaker–Experience Rules: How Sensory Branding Drives Profit** – Joyce Gioia, President/CEO, The Herman Group; CEO, Employer of Choice, Inc.; Road Warrior of the Year, *USA TODAY*
- 11:15a–12pm **Where Your MiniTrends Hide** –Carrie Vanston
- 12:00–1:00pm **Lunch** (Provided)
- 1:00–1:50pm **Keynote: The Intersection of Culture and Innovation**
–Brett Hurt, Fdr & Vice-Chair, Bazaarvoice; Owner, Hurt Family Investments
- 1:50–2:10pm **Featured: Musings of a Wild Duck on a Big Pond**
–Dr. Jani Byrne, Director of Marketing, Cloud at IBM
- 2:10–2:20pm **Networking Break**
- 2:20–2:45pm **Integrating MiniTrends into Your Organization's Strategic Planning**
–Dr. John H. Vanston
- 2:45–3:35pm **Expert Panelists: Practical Application of MiniTrends**
–Carrie Vanston, (Moderator)
How to Accelerate Innovation and Process Development
–Steve Pearson, Lead Strategist, Founder, The Pearson Strategy Group
Strategic Drivers and Constraints for Minitrend Innovations
–Dr. Lawrence Vanston, President, Technology Futures, Inc.
The Role of MiniTrends in Innovation Strategy
–Raj Asava, Chief Executive Officer, Asava Consulting
Money, MiniTrends and Making of a Market
–Jeffrey Fry, Chief Executive, Profit Prophet; Principal, Well Beyond Care; Director/CMO, MainGain; Executive Director, Firefly Funds
- 3:35–3:45pm **Networking Break to Breakout Groups**
- 3:45–4:35pm **Meeting the Experts: Breakout Groups to Discuss Attendees Special Areas of Interest**
- 4:35–5:00pm **Action Plan: Promoting Innovation in Your Own Company**
- 5:00–5:10pm **The Next Normal** –David Pearce Snyder
- 5:10–5:25pm **"Follow Your Bliss" — Launch Your Own MiniTrends Adventure**
–Dr. John H. Vanston
- 5:25–5:30pm **Closing** –Carrie Vanston
- 5:45–7:15pm **Reception**



MiniTrends 2014 Planning Board

Include speakers plus **Helen Mary V. Marek**, VP Operations/Creative Director, TFI.; **Liz Pedraza**, Social Media Mgmt – Strategy + Content Creation + Reporting, Wedka Solutions; **Jon Williams**, Filmmaker, Table Rock Productions.

MiniTrends 2014 Advisory Board:

Suzyn Barrientos, Leadership & Sales Consultant and Coach, Solara Performance; **Alejandro Buritica**, Systems Engineer & Customer Solutions, Developer – LION, National Instruments; **Dr. Jani Byrne**, Dir, Mktg – Global Mid-Market, MSP, Enterprise, IBM, **Wayne Caswell**, COO, Intelligent Sleep; Founder & Sr Editor, *Modern Health Talk*, LLC, **Joy Miller**, Mktg & Outreach Coordinator, City of Austin Sm Bus Dev Prog, **Terry Newman**, Asst Dean for Financial Affairs, UT Austin, Jackson School of Geosciences, **Lani Rosales**, COO, AGBeat.com, **Tanisha Walter**, VP, Wealth Management Banking, Bank of America, N.A., and **Kai Wong**, Conferences Chair, IEEE Central TX

Hosted By:



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