

**S T R E A M
THE WPP (UN)
CONFERENCE
FOR (UN) CONVEN
TIONAL THINK
ERS 2016-2017**



“I DO FIND IT AMAZING THAT VERY SENIOR PEOPLE GO TO CONFERENCES FOR THREE DAYS, AND JUST SIT THERE. MAYBE THEY ABSORB A LOT OF INFORMATION, BUT THEY DON’T INTERROGATE IT OR QUESTION IT.

HOW MANY CONFERENCES DO YOU GO TO THAT YOU JUST SIT AND WATCH? STREAM WORKS, BECAUSE EVERYBODY CONTRIBUTES AND YOU CAN’T HIDE!”

MARTIN SORRELL, WPP

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2,250+ PARTICIPANTS WORLDWIDE

500+ BRANDS including:

50+ countries represented including:

500,000 WPPStream.com views each year

80+ PARTNERS

770,000+ G+ VIEWS

- Australia
- Austria
- Belgium
- Botswana
- Brazil
- Canada
- China
- Croatia
- Cyprus
- Czech Republic
- Ethiopia
- France
- Germany
- Ghana
- Greece
- Hong Kong
- Hungary

- India
- Indonesia
- Iran
- Ireland
- Israel
- Italy
- Japan
- Luxembourg
- Malaysia
- Morocco
- Namibia
- Netherlands
- New Zealand
- Nigeria
- Norway
- Philippines
- Poland

- Portugal
- Qatar
- Russia
- Saudi Arabia
- Singapore
- South Africa
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- United Arab Emirates
- United Kingdom
- United States
- Vietnam
- Zimbabwe

@WPPStream 20k Twitter followers

STREAM SXSW: 11TH MARCH, AUSTIN, USA

STREAM USA: 15-18 NOVEMBER, OJAI, USA

400+ CEO (Chairman and Founders)

STREAM LATAM (NEW!) 8-11 NOVEMBER, SALVADOR, BRAZIL

GENDER RATIO: 32% OF 68% M

2016 STATISTICS

STREAM CANNES: 20TH JUNE, CANNES, FRANCE

STREAM 2017: 19-22 OCTOBER, MARATHON, GREECE

STREAM INDIA: 15-18TH FEBRUARY, JAIPUR INDIA

STREAM ASIA: 16-19 MARCH, PHUKET, THAILAND

STREAM INDONESIA: 6-8 APRIL, YOGJAKARTA, INDONESIA

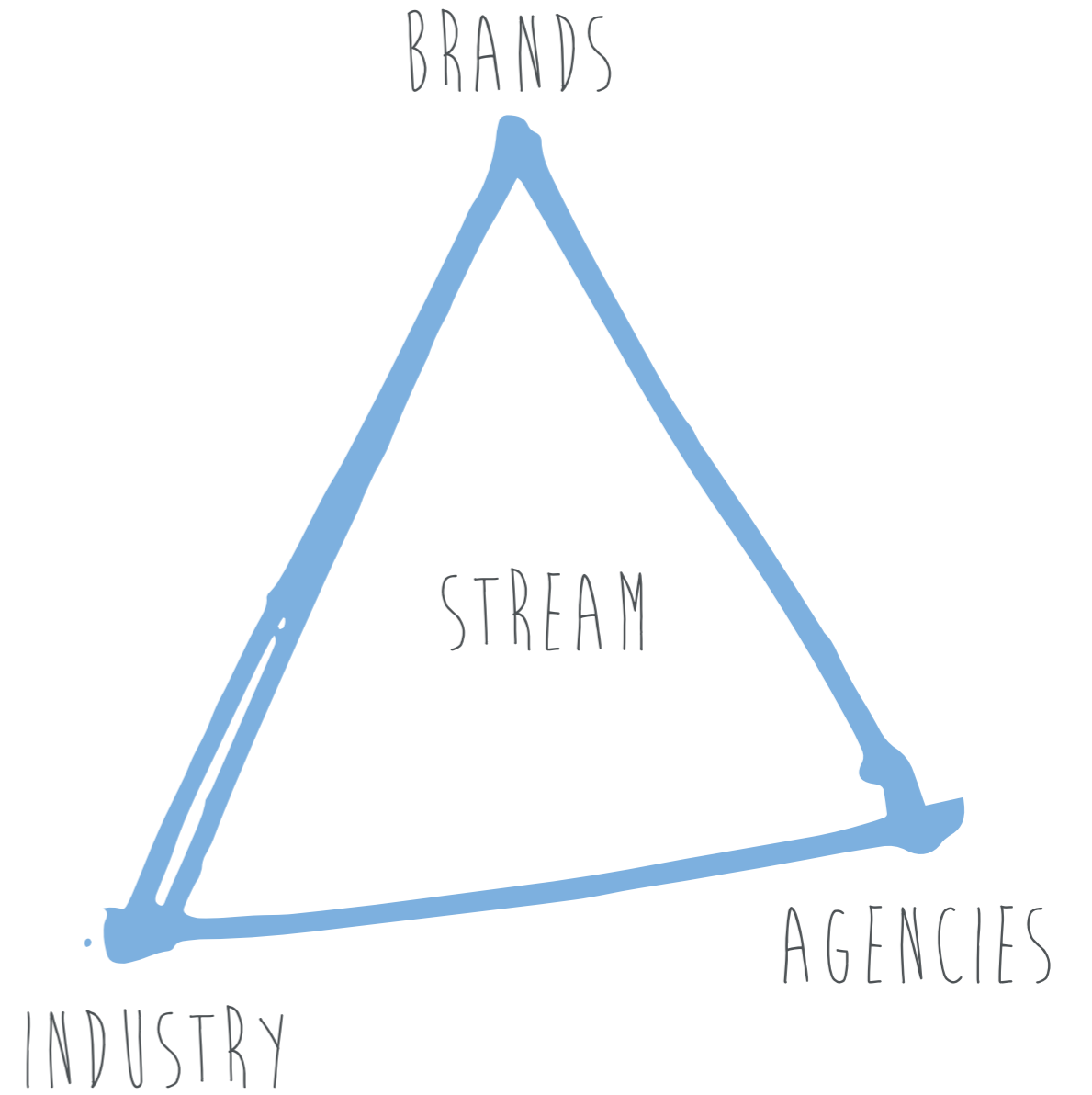
STREAM AFRICA: 6-9 DECEMBER, STELLENBOSCH, SOUTH AFRICA

140,000 YOUTUBE VIEWS

- AB InBev
- Abbott
- Air Asia
- Airtel Africa
- Allianz
- AllSaints
- Amazon
- Apple
- Argos
- AT&T
- Avon
- Bank of America
- Baxter
- Bayer
- Beiersdorf
- Belkin
- BMW
- BI
- British Telecom
- Burger King
- Capital One
- Changi Airport
- Chevron
- Coca-Cola
- Colgate-Palmolive
- Danone
- Dell
- Diageo
- Discovery
- Dow Jones
- eBay
- Equinix
- Facebook
- Flipkart Internet
- Ford
- General Mills
- GlaxoSmithKline
- Google
- Heineken
- Hershey's
- HSBC
- Huawei
- Intel
- InterContinental
- J.M. Smucker
- J&J
- Kellogg
- KFC
- Kimberly Clark
- L'Oreal
- Lego
- Lenovo
- Lexus Int.
- M&S
- Marriott
- Mars
- Maserati
- Mastercard
- Max Bupa
- Mead Johnson Nutrition
- Mercedes-Benz
- Microsoft
- Mulberry
- Nedbank
- Nestlé
- News Corp
- Nike
- Old Mutual
- Paramount
- Pepsi
- Pernod Ricard
- Pfizer
- PickNPay
- Procter & Gamble
- Qualcomm
- Revlon
- Rolux
- Rolls-Royce
- SABMiller
- Safaricom
- Samsung
- SC Johnson
- Shell
- ShowMax
- Siemens
- Sky
- Sony
- Standard Bank
- Starwood Hotels
- T-Mobile
- Tata AIA
- Tesco
- Tiger Brands
- TOMS
- U.S. Navy
- Unilever
- Vodacom
- Vodafone
- Volkswagen
- Volvo
- Warner Music Group
- Wendy's
- Woolworths
- Yum!



Martin Sorrell and Sheryl Sandberg, Stream USA 2016





WHAT IF

“I have never been invited to a plastic surgeons conference in Miami Beach, but I wonder what would happen if they also welcomed bra makers, breastfeeding advocates, a few men and women of goodwill from the porn industry, and anybody else who has a stake in the Breasts Business.

Stream does just that. It manages to bridge the corporates (we are still called “brands”), the techies – aka the industry (now come in all shapes and forms, including platforms and publishers), and the “agencies” (I bet the label will change soon). In essence, anybody who makes a living of connecting people to products and services are on the guest list.”

Dominique Touchaud, P&G



Anderson Cooper, John Martin and Martin Sorrell, Stream Cannes 2016

" WPP RUNS STREAM SOMEWHERE IN THE WORLD EVERY FEW MONTHS. EACH TIME IT BRINGS TOGETHER 320 STRANGERS AND EACH TIME THEY MANAGE TO MAKE A LOT OF SENSE OUT OF THE CHALLENGES AND OPPORTUNITIES FACING CORPORATIONS GLOBALLY.

BUT HOW TO MAKE SENSE OF STREAM TO MY WIFE?

UMM ... IT'S ... LIKE A CONFERENCE. ONLY THEY DROP ALL THE BORING SPEECHES, GUESTS OF HONOUR AND PANELS OF PEOPLE AGREEING WITH EACH OTHER. SO YOU ARE JUST LEFT WITH THE COFFEE BREAKS. YOU KNOW - WHERE THE INTERESTING CONVERSATIONS ACTUALLY HAPPEN." HUGH MASON, CO-FOUNDER AND CEO, JFDI.ASIA



TO EXPLAIN TO THOSE WHO ARE UNCLEAR ABOUT THE CONCEPT, THIS IS HOW STREAM WORKS: YOU KNOW WHEN AND WHERE THE EVENT IS BEING HELD, AND WHO WILL BE ATTENDING. THESE ARE THE KNOWN KNOWN. WHAT YOU DO NOT KNOW IS WHO WILL BE SPEAKING AND WHAT THEY WILL BE SPEAKING ABOUT.

Anant Rangaswami, CNBC



Lindsay Pattison, CEO, Maxus, Stream USA 2016



Nunu Ntshingila,
Head of Facebook Africa

“These days, it is fair to say that nobody holds the truth. Any point of view (starting with mine), is only one piece of a jigsaw And we’ll require honest, open-ended and provocative discussion, before we get to any hint of a solution.

Un-conferences allow for this sort of dialogue and debate—on any subject. Where else could you have a discussion that starts with, “Look, I have no idea how it works, but I would love to understand.”

Dominique Touchaud, P&G

Stream Reflections



A collection of essays from Stream 2016



Ce n'est pas une conférence

WHEN WAS YOUR LAST UNMEETING?

In less than a month from now, I'll be attending an event called WPP Stream in Jaipur. This will make it my third visit to Stream, the invited-delegates-only "unconference" hosted by WPP. Stream is the first "unconference" that I've attended.

To explain to those who are unclear about the concept (as I was in 2014), this is how Stream works: you know when and where the event is being held, and who will be attending. These are the known knowns. What you do not know is who will be speaking and what they will be speaking about.

Any delegate can speak on any topic that he or she chooses. As there are eight sessions held in parallel at any given time, you as a non-speaker can attend the one that intrigues you the most.

The composition of the delegate list gives you an idea of possible speaker topics. Most invitees are from the digital/mobile/tech ecosystem, so it is reasonable to presume that these areas will be the core of the content. Beyond that, delegates have no clue how the three days will unfold.

AND THAT'S THE MAGIC. ATTENDING STREAM IS A LEAP OF FAITH IN THE DELEGATE LIST: YOU'RE FAIRLY SURE THAT THE CONVERSATIONS AND TALKS WILL BE THOUGHT-PROVOKING, PROVOCATIVE AND USEFUL. AND UNPREDICTABLE.

It's the unpredictability that I love. You're surprised by scintillating thoughts from someone you haven't heard of or met before, and there are many such at each Stream. Compare that with 'normal' conferences where you know precisely who will speak, on what subject and for how long.

Often, the unknown is more exciting. And I've embraced the unknown for ages. In the last week, I've had what I've decided to call 'zs', where I know who I'm meeting, and when and where I'm meeting them, but with no agenda whatsoever.

I've had an unmeeting with R Gowthaman, who heads Mindshare for the Asia Pacific region. I've unmet Arun Iyer, chief creative officer, Lowe Lintas; Sonali Malaviya, country business marketing head for Twitter; Sidharth Rao, co-founder and CEO of Webchutney; Haresh Chawla, partner at India Value Fund Advisors; Piyush Pandey, executive chairman and creative director, South Asia Ogilvy & Mather India and Punit Goenka, MD and CEO of Zee Entertainment Enterprises.

These non-agenda meetings release those attending them from the trappings and constraints on conversations. We could discuss movies, books, food, music and theatre; we could discuss families and mutual friends, or politics and the economy. We could gossip.

Or, boringly, we could discuss the narrow world of advertising, media and marketing. I've had unmeetings for years. I've had phone calls without agenda for years. I eagerly meet, at short notice, people I've never met if they call and say that they'd like to meet.

Why do I do this? The unconference, the unmeetings, the conversation-without-an-agenda, to me, are all about freedom. Many argue that unmeetings are possible only between friends. I argue that when you learn to convert meetings with non-friends into unmeetings, the non-friends become friends and are more than happy to meet for no reason.

I'm going to be spending 72 hours at Jaipur for Stream. So will 250 other delegates. And I'll meet many people I know and many people I do not know. That's what I'm looking forward to—meeting people I do not know. It's just the opposite of fearing the unknown; it's embracing the unknown.

It's like reading books that are out of the curriculum. Imagine if, all your life, you read only those books that were prescribed to you to read. Unmeet someone. And profit from it.

Anant Rangaswami, Editor, CNBC

THE CONFERENCE FOR THE ERA OF THE EXPECTATION ECONOMY

I missed it. I don't know how I did it, but I missed it! The provocatively titled "How to be a millennial whisperer": a discussion that would surely have piqued the interest and whetted the appetite of the most comms-savvy exec.

Mind you, the reality is that I was lured by another brilliant discussion happening over in the pink tent – and frankly, learning to be a millennial whisperer was a long shot anyway; I am not a millennial by a few decades, and these days I only whisper when I tell horror stories to my kids. But still, imagining myself as Robert Redford, just for a moment, was a temptation.

Any other conference and I would have gone home feeling that I had missed out. But there is so much else happening at STREAM that you instead re-focused and ended up feeling overwhelmingly replete.

Because STREAM works differently...it is as much a disruption to the conference business, as the German Mitfahrerzentrale was to the transportation business, back in the '80s when Uber and Grab were not even ideas in deranged minds. You get out what you put in, and you remember the experience way longer than the cost, or the rides. Let me try to explain 4 of the stand-out differences...

1. THE RISE OF THE ANONYMOUS SPEAKER: YOU HAVE A VOICE, HERE IS A TENT.

The corporate speaker circuit is a tough one. These days, headline acts can become all too familiar; a line-up of big names with oft-repeated messages. And, I get that. After all, given the price of conferences tickets, organizers need to guarantee some premium content. Big names give certain credibility, and can ensure a crowd.

But here's a fresh way of doing things: enter the STREAM speaker crowd. A self-appointed, a-typical bunch. Talented, unbiased, often too senior, too junior, or too passionate to really care how they will "come across". At STREAM, content and ideas are king – not the presenters. There are 110 discussions to get involved in: ideas passionately espoused by at least 111 odd presenters (Gwen and Wen like to discuss as a duo).

STREAM announces the rise of the anonymous speaker. Anyone can get up, stand up and talk. It's like a new version of the Hyde Park Speakers' Corner (without the fights or the lunatics), where a group of somebodies and nobodies propose crazy ideas, deemed worthy of sharing. Still, Whilst STREAM is often about new speakers and new ideas, if you happen to have the opportunity to join a discussion with Rob Norman or Esther Dyson, don't miss it – because nothing beats smarts, and some headline acts really are worthy of the headlines.

All Streamers have a knack for doing things differently, better, faster. Attending STREAM isn't about sitting back and listening – these are discussions begging to get involved in. Forget the PPT and the typical chalk-and-talk podium speeches of old, STREAM speakers open discussions and debate. And this takes Audience participation to a whole new level. Like I said – you get out, what you put in. Let me push this further...

1. MOVE OVER TRADITIONAL TALKS – THIS IS ABOUT DIALOGUE

The standard conference agenda is locked in 2 months prior to the event. In many cases, the bigger the company, the stricter the control of the "message track". Anything said on a stage immediately impacts someone's job, stock price, and/or short term business prospects. Content is prepared and rehearsed. A tad ironical in the era of real-time marketing!

Conferences, by and large, are curated and programmed (with SXSW as the notable exception). Those conferences play a role in sharing white papers and setting directions; they are great at connecting the dots and getting the pulse of what is going to happen short-term. They are the State of the Union conferences. But if you want to look beyond, aim for the un-conference conference....

These days, it is fair to say that nobody holds the truth. Any point of view (starting with mine), is only one piece of a jigsaw And we'll require honest, open-ended and provocative discussion, before we get to any hint of a solution. Un-conferences allow for this sort of dialogue and debate – on any subject. Where else could you have a discussion that starts with, "Look, I have no idea how it works, but I would love to understand." While typical Keynote speeches stick to a format of 20 minutes talks, with 10 minutes for scripted Q&A; discussions at STREAM last 50 to 60 minutes – and often continue on in conference rooms, cafes and bars, when we're all back in town.

1. THE WHOLE CLOUD IS ON A BEACH: EVERYONE WHO'S ANYONE IS THERE – AND THEY'RE DISCUSSING ANYTHING AND EVERYTHING.

And the Magic is not over yet! STREAM offers no such (reassuring) thematic constrictions. The floor is an open playing field for "good ideas" : the players aren't single sector specialists. STREAM isn't only for data-heads or IT, for Creatives or researchers, media or comms people. It is a multi stakeholder event. And this gives a totally different breadth of thinking and interpretation to the ideas and discussions raised. I have never been invited to a plastic surgeons conference in Miami Beach, but I wonder what would happen if they also welcomed bra makers, breastfeeding advocates, a few men and women of goodwill from the porn industry, and anybody else who has a stake in the Breasts Business. Stream does just that.

It manages to bridge the corporates (we are still called "brands"), the techies – aka the industry (now come in all shapes and forms, including platforms and publishers), and the "agencies" (I bet the label will change soon). In essence, anybody who makes a living of connecting people to products and services are on the guest list.

Its unlikely that many of the brilliant minds that speak at STREAM would normally otherwise meet. Geeks tend to congregates with other geeks, at forums with a lot of IoT, UX, UI, and AI's in the titles. Advertising and branding execs like to schmooze at conferences still somehow ruled by the advertisers / agencies duality. By contrast, inviting speakers and guests from across the stakeholder spectrum encourages discussion that tackle the real issues – but from a truly panoramic view.

1. FOMO? NO MORE!

All this being said, let me get back to my "millennial whisperer" for a moment. Ever been to Cannes? (admittedly one of the most impressive gathering of creative minds in the advertising industry)... and left with the feeling that you barely saw what was to be seen?

Imagine for a minute you have just missed an important keynote speech, at that digital future trends conference (that you splashed your whole yearly training budget on). The food buffet may have been great, but it leaves a sour taste. The keynote speaker is probably now enjoying life in the speakers-only lounge (that you cannot access but is in plain sight). It's the FOMO feeling – fear of missing out. You know it; remember the feeling when you have when you walk past the Business Class access to the plane towards your coach seat?... yep, you are with me now.

Change that to STREAM: that really smart millennial tamer from the white tent, has now become a fellow member of the audience at the next discussion in the pink tent... which leaves you just enough time to grab the chair next door and engage in conversation. It's the only time since college, when whispering into someone's ear "I really like what you do" won't be perceived as a lame line.

At STREAM the only possible excuse to NOT talk to someone you want to, is because times runs short, and there is a boat building contest to join, or an Ignite talk to perform (try the 15 slides: 45 seconds challenge to convince the crowd, or the STREAM band to stomp along to).

Forget the sharing economy, we are moving to the Expectation Economy: it will be inhabited by experienced, well-informed consumers who have a long list of high expectations that they apply to each and every product, service and experience on offer.

For anyone involved in communications and marketing, STREAM should set a new standard for conferences: where else would you be able to openly discuss the measurability of mobile advertising, the meaning of marketing innovation or bring corporates and start ups closer (inch by inch). Whilst building a strong network and becoming a member of the Tesla cult in Singapore? And having fun!

I am grateful for #Ella, #Aoife, #WPP (Scott and Sir Martin) and the #STREAM teams to have given me the opportunity to meet a bunch of fascinating real people of wisdom in Phuket. And of course to my fellow Streamers for making it an event to remember!

Dominique Touchaud
Associate Brand Director P&G Asia and Pampers Global

EXPECTING THE UNEXPECTED

Why plans are irrelevant
but planning is everything



Stream is testament to swarm intelligence.

Or, as my friend Kenny has positioned the phenomenon, “plans are irrelevant, but planning is everything”. Stream is a conference where attendants rock up with some intentions, very little ego, and a dedication to ongoing scheming. As with the rest of nature, it’s in this environment that magic happens. Discussions emerge based on consensus. A band assembles on day one and plays a concert on day two to standing ovation. Keynote presentations based on nonsense present accidental profundity. It sounds like chaos, but it’s solid gold for anyone lucky enough to be there. This attendee in particular left with unexpected clarity surrounding an idea he’s held for some time – what if looking after your money wasn’t such a terrible slog reliant on interaction with douchebags? What if you could invest it simply, and without an assessment of your risk profile?

Financial products are overcomplicated by design, because if you truly understood them you wouldn’t buy any. An industry that itself is rather stupid has expected all its customers to be morons too. The result is a mess of confusing products that assume we all share a desire to retire at a sensible age and then descend into dementia. Worse yet, it’s now moving into an age of ‘fintech’ where a veneer of technological poop is painted over otherwise traditional offerings that nobody should want – no matter how pretty their websites are. The products are still predicated on maintaining a lifestyle of private jets and more golf than is probably healthy for their founders, while the bare minimum is done for the customers whose money is funding said lifestyle.

We can’t rely on the same people who created this mess to fix it. What would a truly next-generation financial service look like? It would need to be imagined from the ground up, and what better place to begin dreaming it up than Stream?

Most conferences I attend offer some value in terms of networking, but little else. The content is usually meh or available online anyway – in which case it seems we’d be better served by a party. We could just get drunk without having to look at slides.

The unconference model provides real value from actually being there, even if that isn’t immediately obvious. As Malcolm Gladwell puts it, “**The world – much as we want it to – does not accord with our intuition.**” The format, as applied at Stream, makes sure that the right people are present and appreciates that meaningful discussions will present themselves if other variables are set accordingly. No cleverly-rehearsed stage antics to make the banal seem profound. Networking advantages are just a given. And yes, there’s wine in abundance.

Once realising that I could really do whatever I wanted to at Stream – within the boundaries of the law – I had the opportunity to engage ex-bankers, Bitcoin nerds and marketing geniuses. The idea of a truly customer-obsessed financial services company took shape. One that enables its customers to not only shape and brand the company itself, but to share in the development and profits of its products.

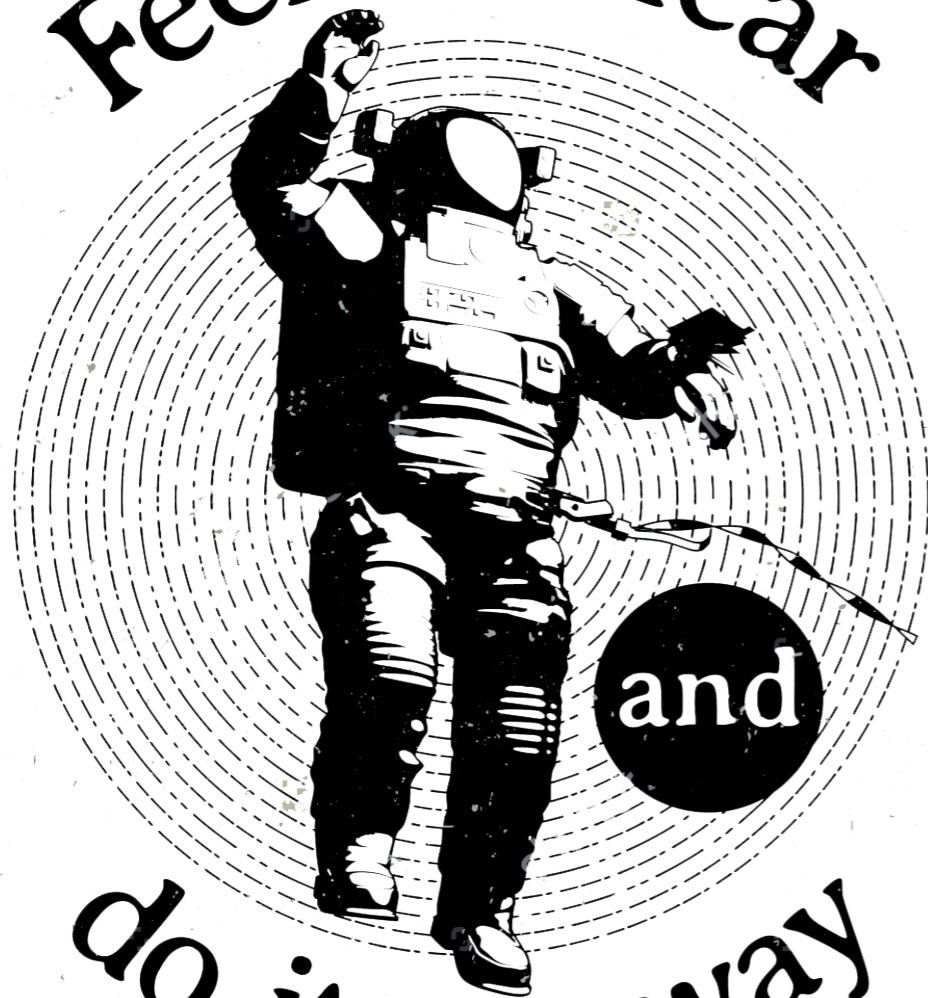
We don’t plan on ever retiring. We don’t think work is a terrible thing that is viewed as separate from the rest of our lives. We prefer to be planning in the present than to make deluded assumptions about what the world will be like several decades from now. We don’t think traditional actuarial models are actually very smart at all. We think we could do better. Much better. Thanks to the Blockchain and a healthy disdain for the status quo, we think more and more of the world are ready to join us.

Of course, we may be wrong. So it’s time to find out. We’ve started small at <http://inv.es>. We hope people will join us and tell us about their hopes and dreams and what they truly need from a financial service.

At the next Stream – assuming we’re lucky enough to crack the nod and haven’t encountered any asteroids – we’ll present what we’ve learned. Or not. Either way, we’ll be there for whatever conversations prove most pressing at the time.

Simon Dingle, Broadcaster, Designer & Writer

Feel the fear



do it anyway

DO YOU HAVE

Agoraphobia is a rare condition in a medical sense but an all too common one at work. There are two challenges; the first is to find an open space (to be scared of?), the second to enjoy the freedom that the space allows. Too often our space is anything but wide open. It is fenced in by physical walls and the metaphorical walls of time, by the needs and demands of our employers and clients and by our respect, grudging or otherwise, for the people we share that space with.

Most importantly, maybe, it's constrained by fear; the fear of speaking up, the fear of being wrong, the fear of being judged. Those fears are huge barriers to any sense of freedom.

Tonight we start the third WPP Stream India in Jaipur. 300 people from WPP, our clients, India's (and the world's) leading media and technology companies, entrepreneurs and artists united for just one reason. To open their minds in an open space and leave on Saturday morning having made strangers into friends and shared and learned in equal measure.

Our open space is two white boards, for now a white space divided into time slots and venues. By tonight there will be no blank spaces as the participants pitch their discussion ideas to the group and volunteer to facilitate 50 mins each. Right now I can only guess but won't be surprised at parallel discussions on topics as diverse as gender equality in corporate leadership, a generational leap from street commerce to Ecommerce, the social responsibilities of enterprise and the paradox of ad blocking and the funding of content. The only topic we know for sure is the potential for Hindi as a global language.

There will be a pitch assignment in which strangers (but not for long) will collaborate in creating ideas to elevate Hindi to the same status as Mandarin. Not an unreasonable ambition for a country that is the fastest growing of all the world's major economies, it's biggest democracy and also, soon enough its most populous.

Stream is our cure for intellectual agoraphobia. Our blank space is a canvas, our attendees are the artists that will paint on the canvas. Here we only have two fears:

- 1) How to decide which discussion to lead – a bit of knowledge, a lot of passion and the desire to listen and learn.
- 2) How to decide which discussions to attend – one recommendation is this; 50% on topics which you are expert, 25% on topics on which you would like to be more expert and 25% on things which you have no idea if they are of interest to you at all.

Freedom, stimulation and collaboration are the antidote to intellectual agoraphobia. Look at yourself, at your company, at your colleagues and your clients and find a fear free space of your own. All us Streamers thank WPP for creating the space and thank our clients, business partners, and each other for filling it – fearlessly.

Rob Norman, Chief Digital Officer GroupM and
Chairman GroupM North America

INTELLECTUAL AGORAPHOBIA?

It's not every week that a man who built a \$20bn company invites you to a remote weekend retreat with 320 of his closest friends.

The call came with very little explanation. So I suspect that, like me, 80% of the others attending WPP Stream Asia for the first time last weekend signed up with at least two motives. First, with confidence that a Captain of Industry who has melded 400+ creative companies into the biggest customer for Facebook, Twitter and Google worldwide could rustle up a reasonable guest list. And second, curiosity about how Captain Sorrell and his clients plan to swivel their corporate supertankers downwind in a digital direction. In that respect it helped that his co-host was Yossi Vardi, the 'Godfather of Israel's hi-tech industry'.

Even wearing a T-shirt an optimistic two sizes too small, when projected onto a huge screen from the other side of the world, Sir Martin Sorrell has the Executive Presence and old-school English vowels to play Emperor Palpatine, Star Wars Dark Lord of the Sith. Digital had caused a great disturbance in The Force, the man on the big screen told us. His bidding for the next three days was that we should enjoy self-directed discussion, gadgets, a talent show and boat-building. The fact that our host was not even present was merely one unconventional element in an 'unconference' that unfolded perfectly without an agenda, keynotes or plenaries.

WPP runs Stream somewhere in the world every few months. Each time it brings together 320 strangers and each time they manage to make a lot of sense out of the challenges and opportunities facing corporations globally.

But how to make sense of Stream Asia to my wife?

"Umm ... it's ... like a conference. Only they drop all the boring speeches, guests of honour and panels of people agreeing with each other. So you are just left with the coffee breaks. You know – where the interesting conversations actually happen."

She should understand that I was missing a family barbecue, I explained, because I would be working at a pool-side resort in - ahem - Phuket. The words were hardly out of my mouth before I could see re-runs of the entire seven seasons of Mad Men in her mind's eye. Perhaps you just had to be there. Indeed you did.

WPP Stream hovers right on that boundary between chaos and creative brilliance that has made the marketing communications industry a magnet for talent since the days of z.

The secret sauce is not the subtle blend of herbs and spices available at the buffet, lovely though that was. Stream works because WPP curates people who each have a piece of the puzzle needed to make sense of today's world. Put them in a box, shake them with beer, throw them in the pool or drop them from a drone and the pieces just click together.

Indeed we were invited to take along pieces of the future - gadgets - as talking points.

So, together with our company mascot Smoochy The Frog, I packed some borrowed BBC micro:bits. One million of these complete computers smaller than a credit card will be distributed free to 12 year olds across the UK this week. With no coding skills, screen or keyboard required, the micro:bit lets you make music, add sensors and automation to cardboard models, or you could put your Mum's pot plants online. Whatever your inner geek desires.

And that's the point. In a sci-fi movie, micro:bit would be The Thing from the Internet of Things, designed by geeks specifically to infect the next generation of proto-geeks with curiosity, creativity and an uncontrollable urge to tinker.

Indeed, amongst Stream Asia participants there are a surprising number of closet geeks keen to learn to code or understand programmatic advertising and dynamic media content creation.

Of the folk I met about 30% were WPP Groupers, 50% their clients and partners and the rest wildcards like me. The link between us was a shared desire to make sense of a marketing-media-technology landscape built on tectonic plates that seem to shift every month. My particular interest was understanding how we can bring the agility of startup businesses together with the clout of corporations.

As in the wider world, not everyone at Stream Asia was ready for such cross-cultural dalliance. The title of one discussion: What's our Appetite for Disruption? made me realise that some participants felt they still have a choice when it comes to change.

Most seemed to accept that disruption is a fact of life rather a lifestyle choice: something that every corporation must learn to lean into graciously. More like reading glasses when you get to 40, in other words, than a decision to get ketchup with your fries.

"Mmmm - can I get some disruption with that media strategy please? Just put it on the side?"

Nokia, Kodak and RIM are salutary reminders that this is not a choice that even the most mighty brands get to make. If the gods point disruption in your direction, you're gonna be drinking it from a firehose, not sipping your own kool aid.

So what to do about disruption? That's the \$20bn question for a group like WPP and its clients who did so well in a pre-digital era. So perhaps the most valuable take-out from Stream Asia was the sense that we all now live in a non-linear world where Lady Luck is going to have a bigger hand in what happens next. There are no simple solutions and, as Sir Martin and I both found out when we picked the first Stream Asia t-shirt that came to hand, one size won't fit all. But if smart people keep talking, honestly, we will figure it out. Preferably by a beach.

Hugh Mason is Co-founder and CEO of Joyful Frog Digital Innovation (JFDI.Asia), a Singapore-based venture studio that shares risk and reward with large companies and individual entrepreneurs to nurture new digital businesses. In the last four years JFDI.Asia has accelerated 70 startups, investing \$3m to create a portfolio now independently valued at \$60m.

Hugh Mason, Co-Founder and CEO, JFDI.Asia

DISRUPTING DON DRAPER

How WPP Engineers Serendipity to Make Sense of a Fast Changing World



URBAN STREAMS - WHAT CAN CITY PLANNERS LEARN FROM “(UN)CONFERENCES”



Stream, the “(un)conference” hosted by WPP is an experiment in dialogue. Utilizing techniques that function as catalysts for conversation—from sustained conversations on applying technology toward a social cause to cooking, music, and displays of technological innovation—creativity abounds. Quickly it becomes obvious that everyone present has an astounding range of abilities that Stream will eventually reveal as the event progresses.

Attending means being a complete participant within the public realm where one performs multiple roles. Existing as an event that traces the way in which technology changes how we communicate with each other, the structure inadvertently acknowledges that certain elements never change, the sharing of a recipe or the need for a few people from different backgrounds to come together to discuss an idea from several vantage points. Removing the confines of the recognizable opinions of individuals that we interact with daily, Stream manages to expose our assumptions of the world.

Central to the success of the discussions is that they are populated by an assortment of self-selected participants who are curious about a topic raised by another Streamer. Often the heart of a discussion is not a grand proclamation, but a question. Normally one that can never be satisfactorily answered as it involves a blend of observation,

possibility, and impending change to either an entire industry or a substantial percentage of the global population.

At best, answers are speculative—albeit highly intelligently reasoned speculations provided by participants from a range of expertise, age, and experience. Since it is impossible to attend more than twelve discussions from over a hundred possible options, in between the discussions conversations frequently drift to the ones that you missed but others attended—and this is where Stream functions best, in the coalescing of conversations freshly debated.

As the event progresses each discussion is enhanced by the diversity of voices of those who selected a different path through Stream where new ideas, insight, and possible trajectories have been acquired along the way. Topics are informal with no preformatted presentations and so discussions become improvisational, generated through a form of collective intelligence. And this becomes increasingly prevalent in each subsequent conversation over coffee, dinner, and drinks that go on into the evening.

Stream reveals that everyone in society has hidden insight and abilities, but that our ordinary environment may not be conducive to expose this.

We should question our current office layouts by encouraging collaboration not just at a local scale, in terms of the organization of the desks, but in the public realm by rethinking spaces for urban encounters. Where the ability to cook, perform, or simply participate becomes important, not just the ability to put together an exquisitely detailed presentation. For extreme programming with music, events, discussion, and happenstance allow new forms of engagement to occur and with it new ideas and directions. The unusual, the random, the spontaneous input of others provides escape from the routine, generating a creative environment that is capable of disrupting a previously held position by interrupting the normative.

Countering the assumption that to be working one needs to be constantly traveling or tethered to a desk, Stream is a lesson in location. Valuing the concept that work can occur on a beach, it is about creating a site where everyone actually wants to be together. The remote Stream sites are successful because they isolate us with each other, so collaboration becomes inevitable and new ideas start to appear.

Since I run an architecture studio, I have begun questioning if it is possible to extrapolate the characteristics of Stream so the concept might be applied to an urban context. Corrupting the purity of Stream protocol of always having the event in a remote location, could a banal office tower serve as a site for disruption, dialogue

and collaboration. The combination of requisite amenities could be mimicked—the central auditorium, restaurants with openness and options, as well as elements of gardens and nature. But is it possible to have participants remain as voluntary captives within a site where everyone can withdraw back into the city at any moment. Perhaps it is a question of who is occupying the space and how they are involved in the proceedings. There are advantages to not remaining silent and intently listening as an audience, but to be a participant who is inquisitive and actively engaged. I think it simply comes to how we are asked to be involved, who the host is and the overall values they insert into the event.

Looking more closely at Stream, it is clear that the WPP team functions as the world’s best curators. They are the consummate host—establishing a welcoming presence even before the event begins, continually refining it as it progresses, while completing the experience by devising mechanisms so everyone stays connected afterward. But they are conscientious curators, selecting the most insightful WPP clients, agencies, and industry leaders to participate. For only through the deliberate collision of ideas procured from a range of diverse opinion can a possible future be imagined and then meticulously created.

Eric Schuldenfrei, Associate Dean for Special Projects and Communications at the University of Hong Kong





YOU UNDERSTAND \$\$\$... BUT DO YOU UNDERSTAND BLOCKCHAIN?"

In March I spent a few days in Phuket, at WPP's Stream Asia conference. Stream is one of the best conferences in the world, combining great people, big thinking, and a lot of amazing ideas.

One of the highlights of Stream is The Gadgethon - an opportunity for participants to get up on stage and show off some piece of technology they've built (or bought at the airport on the way in).

Knowing I'd be talking about Bitcoin and blockchains during the conference, and given messaging bots seem to be on-trend, I decided to build a blockchain-powered Twitter tip-bot, and launch it at The Gadgethon.

So Streambit was born. Streambit is a bot that rewards participants at Stream for sharing. Those rewards have real value, in the form of Bitcoin. So how exactly does that work? Streambit constantly monitors Twitter, looking for interactions between people at Stream - a @mention, or a retweet. These types of interaction act as a proxy for identifying people who are adding value at Stream.

When Streambit sees an interaction, it transfers some bitcoin to the person or people who are being mentioned or retweeted. Each person at Stream starts with a small balance of bitcoin. So these tips aren't being issued from a central server, but rather peer-to-peer. The tip flows directly from the account of the person who tweeted to the account of the person who was mentioned or retweeted.

While Streambit was pre-populated based on the Stream website - users could also register by tweeting "@streambit hello". What this means is that every person on Twitter who was at Stream, actually now had a Bitcoin wallet created for them, with a small balance in it.

Why?

The way that we recognize and reward content that we find valuable in the digital world is broken. We need a way to acknowledge that we all get value, real value, from the abundance of content online.

We need a way to transfer that value. Even if it's minuscule, we should be able to transfer real value in a seamless, frictionless, and invisible way. In the same way content flows across the world today, real value should flow in the future.

Blockchains are likely the first step of a future where this is possible. Blockchains do the frictionless and invisible transfer of value.

The seamless piece is still to be worked out. In the case of Streambit the seamlessness was achieved by limiting the idea to one small patch of online content (Twitter), and then making a few assumptions (all mentions and retweets were proxies for "I found that person interesting and valuable").

While Streambit was a small experiment, it's not hard to see how these ideas expand to encapsulate more of our online lives in the near future, particularly around three key areas:

1. Invisible and silent value exchange, via computers simply talking

We're still at the dial-up modem phase of value-exchange networks. Remember when you had to actually dial up to use the internet? Now it's just always on, always there. Value-exchange networks will get to this point, where they are invisible and always on.

2. A value exchange layer that is abstracted away from local currency

It doesn't matter if it's bitcoins or ethereum or widgetcoins, the currency of automated value networks will not be an existing local currency.

3. A broad base of value creation and consumption opportunities

If people can earn and spend value within the network (ie. without "cashing out" to local currency), the network succeeds via network effects. People should be able to earn (and spend) via everything from sharing their WiFi to sharing a ride in their car to sharing a piece of music they've created.

**Nic Hodges, Head of Commercial Innovations,
News Corp Australia**

BB and AB. Before Brexit and After Brexit. It's hard to think back to WPP's Stream (un)conference in the BB days but this time last week, it was the most thought provoking afternoon I had experienced for many a day.

Stream had the usual set of heavy hitters—Jack Dorsey talked about the way that Twitter will succeed by concentrating on depth of impact and influence, not just number of influencers; Lachlan Murdoch talked about his optimism for print and the way that mass market papers such as The Sun have a different approach to paywalls than the more upstream WSJ and Times who charge for their content and who have achieved profitability that way. But for me, the theme that ran through Stream this year was about “what is real and authentic.”

Like many people I have a “traditional” view of authenticity and real. It's what has really happened, it's about stripping away the layers that have been added.

In a corporate context, the fast growing trend manifests itself in many ways with consumers seeking out artisanal products, additive free or organically farmed foods, local origin single bean coffee or malt whisky. They like stories which celebrate the people behind the brand and the simplicity of the manufacturing process. According to The Futures Company, over 75% of consumers in countries as diverse as US, Russia, France, Turkey and Brazil want companies to be “true to their values.”

My traditional perspective was shaken by a conversation had with my kids about why it was that their generation posted so much stuff online.

Their answer was remarkably simple, “Dad you need to understand, if it's not on Instagram or Snapchat or Facebook, it hasn't really happened. Have you really been to Machu Picchu if you haven't posted a picture of it?” That's a view of the world which gives the online world a role in creating a view of what has happened in the “real” offline world.

And then my perspective was blown further apart by speakers at Stream.

Virtual Reality filmmaker Nonny de la Peña captivated us with her demos of immersive journalism. Her award winning Project Syria used VR to give people a sense of what it was like to be in a refugee camp in Syria, to experience a bomb blast. Her technique starts with capturing the audio and then using 3d models to recreate the scenes and enable you through VR goggles to FEEL like you were there. Even though you were not. Is that real? Is it authentic? It certainly felt so.

Andrew Bosworth (Boz), VP of Engineering at Facebook, talked about the age of authenticity and his view that people were looking for real postings online, unfiltered untainted by commercial interventions.

And Clay Bavor, VP of Virtual Reality at Google, talked about their commitment to democratizing VR, making it low cost and accessible in the way that they did in distributing Cardboard to millions of New York Times readers. I re-read an interview that Clay had given to WIRED earlier in the year where Clay had talked about his love of art and of a book his dad owned, Photorealism by Louis Meisel. He had fallen in love with the incredibly realistic paintings of artists like Chuck Close and said, “You see these paintings, and you're like, oh my god, that's an amazing photo. And then you're like, oh, that's not a photo.” A gifted drawer, he was totally uninterested in abstracts or impressionistic masterpieces. All he wanted was to make you think his drawing was a photograph. “My mind was just blown by the idea that you could, using things that weren't real, make things look real.”

Take what all these speakers were saying. That we will increasingly be able, at low cost and in a way that will be accessible to millions through their phones and other devices, to create experiences that FEEL real—whether they were real or not, whether they are authentic recreations of experiences we have had or not.

How will we reconcile the desire for authenticity, for real unvarnished, unmanufactured products and experiences which lead us to pay extra for single bean organically grown coffee drunk in an eco-camp with the knowledge that an increasing number of our experiences are manufactured and made to feel real by VR. We already have instances of celebrities photoshopping pictures of themselves, making themselves slimmer, younger, more “attractive”. For every example of a Nonny de la Peña who uses VR for good, to help us experience things which we could never experience otherwise. We will have an example of a celebrity, an advertiser, an agency, or a media owner who create a reality to deceive.

Which brings me full circle to Brexit and to wondering whether there has ever been such a thing as an “objective reality”. People in Stoke voted 70:30 in favour of leaving the EU. People in Islington voted 70:30 in favour of staying in the EU. Everyone in the UK has access to the same news. But in voting the way we each did, we each saw our own version of reality. We each chose to see the UK through our own lens. Maybe the new world of VR, of what's real and what's not real, isn't so new after all.

HOW ATTENDING WPP'S STREAM HELPS YOU UNDERSTAND BREXIT-THE SEARCH FOR AUTHENTICITY AND THE ROLE OF VIRTUAL REALITY

ERIC SALAMA, CEO KANTAR GROUP

detail of Paul IV by Chuck Close

NO MORE INNOVATION TEAMS, PLEASE



As the founder of a young startup, a persistent voice in the din of my mind is always questioning me: how to sustain innovation and build an environment that will enable a free flow of ideas; questioning the norm; and fostering a no-holds-barred climate of enabling genius.

Having spent over a decade in the corporate world, I had yet to find a model that was authentic and worked. After attending WPP Stream 2016, I believe that understanding the heart of this “un-conference” culture is the key to unleashing a sustained innovation pipeline in organizations. Allow me to explain:

As organizations and teams grow, several dynamics come into play. To name a few, the initial founding team that were previously one-person armies with total control of ideation, conception, design and execution must begin to delegate in order to scale. Processes come into play, communication must increase and the diversity of the team grows. More processes are invented and discarded to suit communication preferences, styles across teams and so the story evolves.

Every startup aspires to be a corporation (albeit with unicorn status). Inevitably over time, internal culture and processes shift towards industry norms that keep a large machine running and, more often than not, the result is that the initial free flow of crazy ideas is slowly choked off.

Often, innovation is delegated towards an ‘innovation team’, creative ideas are filtered through the lens of revenue and stuck in limbo while power struggles within ranks and management try to wrangle for dominance[1]. To fix issues, brain-storming meetings are held, off-sites scheduled and executive retreats called to ‘come up with ideas’. There is an entire industry that services the need of these corporate requirements that come packaged with workshop formats, bowls of skittles and post-it notes.

Enter the ‘un-conference’ model and my experience at WPP stream 2016. What has struck with me the most were some of the key cultural elements that can be used as guiding principles for building a high performance innovation culture.

The overall experience and feel of the conference is like a startup or summer camp—and those are two experiences that are highly correlated with inventive thinking. Post-it notes and skittles replaced with giant whiteboards and markers and PowerPoint slides considered poor taste. The culture at Stream highly inspiring and that got me thinking about what makes it work:

1. Diversity: Whether you are building a new team or want to foster an innovation culture in your existing organization, diversity is critical. Bring in skills, perspectives and knowledge from different industries and disciplines. Like WPP Stream, set the bar high for the selection process such that you are truly selecting those who ‘belong’ and each member will add to discussions with meaningful experiences and facts for others to build on.

2. Level the playing field: A super critical element – there is no ego (for the large part). With the super high caliber of attendees, somehow, it is obvious without it being stated anywhere that you are in an environment of intellects that will take you to task and call you out if your act isn’t together. And it is really a ‘playing field’, not unlike the school yard where you had to compete but knew that you’re amongst friends and kids your age but curiosity was a common currency.

3. Lead with authenticity: It is very common in many organization cultures that we put on a work-face, but the environment at stream is built around the leaders and organizers being themselves. Whether it is doing a talent show on stage or uninhibited laughter and personal stories, authenticity breaks barriers and lifts the screens to social interactions.

4. Have faith, trust the collective: In almost any meeting we start with agendas or frames which are driven by priorities. The ‘unconference’ has no set agenda, no prescribed guidance. When you have collected the right people together and leveled the playing field, you are implicitly trusting the collective. This swarm algorithm displays its power because themes emerge that you would have never thought about. The result is a surprisingly potent and intellectually stimulating experience, and a key counter-intuitive principal.

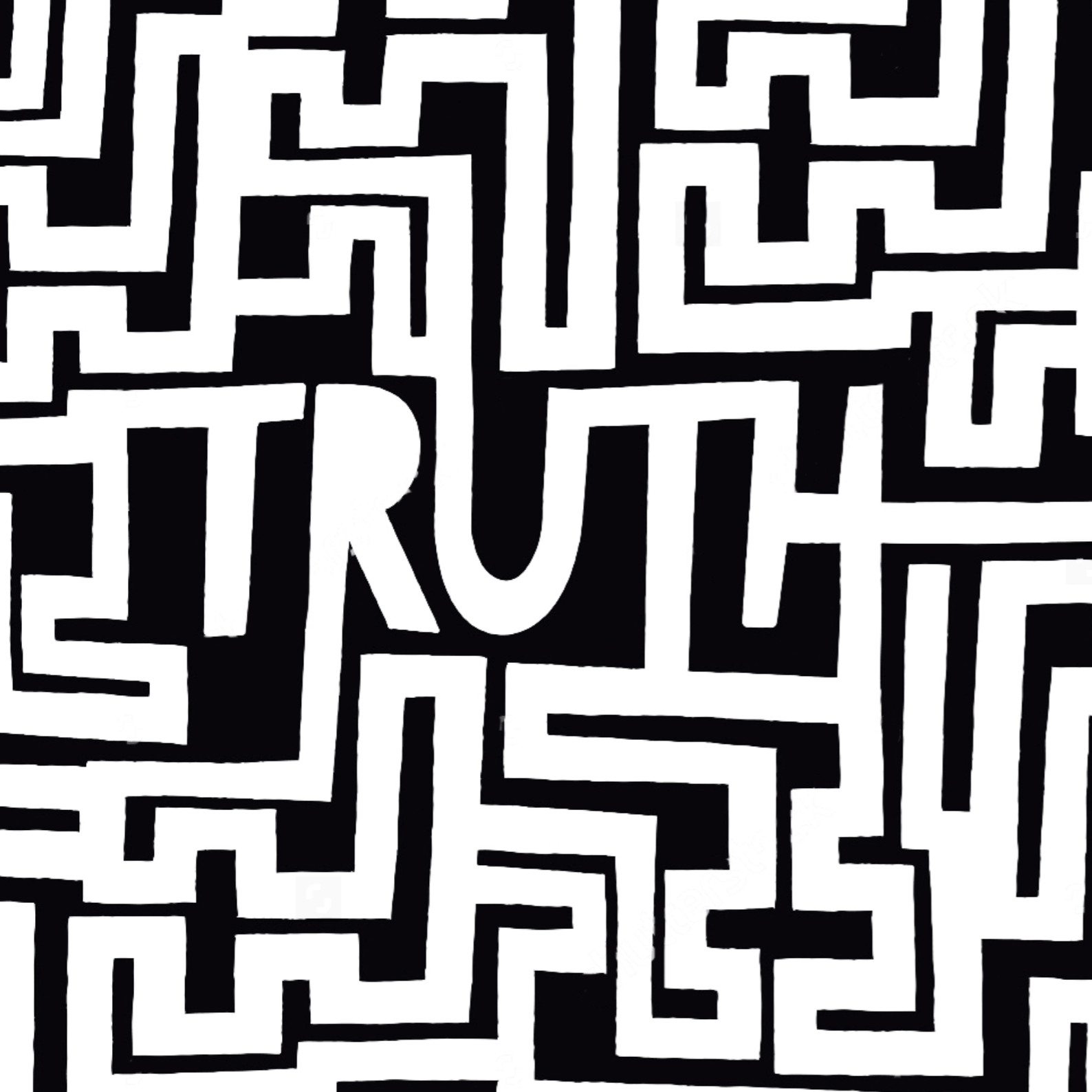
5. Curate the learning: The learnings during each discussion have to be captured and curated but instead of taking notes, embed participants in every discussion that are diligently contributing and taking note of the key elements and themes emerging. Asking participants to share their top-of-mind throughout the event, you are ensuring that the main elements are captured as close to the source as possible.

6. Repeat: Stream has been going on for ten years and when taken over this time duration, those who have been there through the years would have a keen pulse on the evolution of ideas. For embedding this culture into your own teams, it would be critical to ensure repetition. There is no set time for the ‘innovation year’, the process has to repeat regularly and consistently so you can measure and understand the trends.

These elements may not be new to experienced leaders but given the scarcity of long-lasting innovation cultures, it is certainly a topic worth ruminating upon.

Yasir Khokhar, CEO, Connecterra

[1] Clayton Christensen’s innovators dilemma does a fantastic job of going deep into this particular topic.



STREAM USA 2016 – THE FUTURE OF TRUTH AND WORK

#wppstream came to the USA for the first time last week. Innovators, founders, tech titans, members of the military, commentators, Pulitzer winners, spoken word poets, artists and electric tuba players gathered for three days. This, just a week after the US population was united as never before - by equal shock and surprise on both sides of the political divide.

If there was a word cloud from Stream the bold face stand-outs would be WHY? HOW? FAKE and TRUTH characterizing an event at which people having moved past the result of the election focused on the shared imperatives of the pursuit of truth and inclusiveness.

Perhaps the dominant theme was the responsibility of the leading platforms; Facebook, Twitter and the rest to balance their role as a safe harbor for expression on the one hand with a responsibility to help limit the spread of fake news and harm to individuals and groups on the other. (Facebook came under significant, if unrelated pressure, to respond to its recent measurement revelations).

Many Stream discussions had a noticeable focus around the future of work and the role of technology and diversity in that future. Technology solves

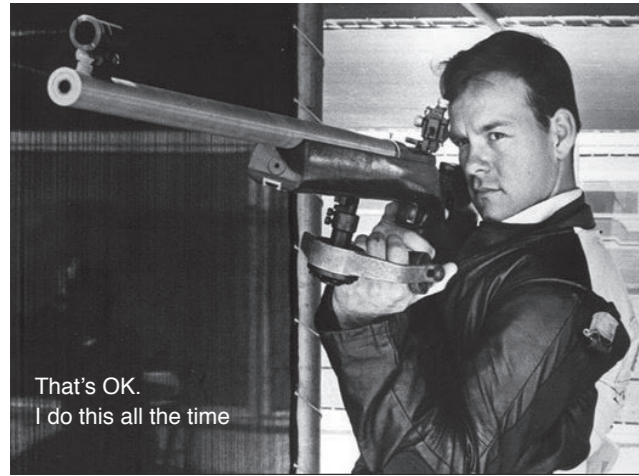
many of the world's problems while creating many others but the optimists view seemed to prevail. Technology facilitates opportunity in ways that people can't always grasp (often because it's obvious to no one) and that new forms of activity, demand and employment are always the consequence of sea changes in technology. It was also agreed that inclusiveness does not take care of itself and that it's a corporate imperative to accelerate hiring and advancement across gender, race and orientation.

The biggest doubt remains about the agility of government, business and educational institutions to create a skills and behavioral revolution that matches the need and opportunity and to recognize that the need to evolve underlying practices has moved from once in a lifetimes to many times in a generation.

That's why #wppstream exists. Gather together the change makers, allow them to interact and create a considered caucus of influence that can agitate for shared benefit across the economic, social and political spectrum.

We can only hope.

Rob Norman, Chief Digital Officer GroupM and Chairman GroupM North America



HOW TO EMULATE ELITE ATHLETES AND NAVY SEALS TO REACH PEAK PERFORMANCE

Earlier this month, I attended Stream, WPP's unconference hosted by their CEO Sir Martin Sorrell and Israeli technology pioneer Yossi Vardi where they handpick a group of 300 brand execs, media and technology leaders and entrepreneurs to share on any topics they want by the beach in Greece.

So, when pushed for a discussion topic, it seemed obvious to me to share and explore tips to reach peak performance from Navy SEAL and elite athletes with this group of individuals who want to be the best version of themselves on a daily basis. To understand why, let's go back in time.

In April 2014, I experienced a major burnout that landed me 8 days in the hospital and 3 weeks without working. I was running my own company at the time and the mix of not sleeping and eating well, intense pressure and the highs and lows of entrepreneurship got the better of me.

Since as long as I can remember, I've always wanted to be the best at what I do and push myself to the limit, never considering what the consequences would be if I ever went past that limit. So after that burn-out, I got my act together, started sleeping and eating properly and asked myself the question "How can I push myself to reach peak performance in the long run without going over the edge?"

DEVELOPING MENTAL TOUGHNESS

Mental toughness is the ability to thrive despite adversity, it's an ability to control panic and fear in order not to let them affect your performance. To improve the success rate of their selection program, The Navy SEALs, turned to neuroscience research to develop a mental toughness training program that enabled them to go from a quarter to a third of successful candidates. The four pillars of the program are Goal-Setting, Visualization, Self-Talk and Arousal Control.

GOAL SETTING

What the Navy SEALs learned from neuroscience is that concentrating on specific goals allows the brain to bring structure to chaos and uncertainty, which are both major sources of stress. Goals are formed in the prefrontal cortex of our brain and focusing on goals helps lower the effect of anxiety which is formed in the amygdala. Dr Jason Selk, Director of Mental Training for the St Louis Cardinals says that it is important to distinguish Product Goals (what you want to achieve) and Process Goals (how you are going to achieve it).

A product goal is what you can achieve in a 6 to 12 months' period. For instance, let's say you want to achieve \$100K in sales this year for your business. In order to get there, you'll need some process goals, which are actions you're going to do on a daily basis towards the product goal. There must be at least two or three process goals per product goal. In this example your process goal #1 might be calling 50 prospects/day while process goal #2 could be calling 10 leads/day. If you consistently hit your process goals, your product goal will eventually be achieved. It's important to remember that with both types of goals, they need to be specific, measurable, positive and displayed.

VISUALIZATION

Visualization is the practice of seeing in your mind vivid images of something that you want to achieve. Commander Mark Divine, former Navy SEAL and author of the book "Unbeatable Mind", says that there are two types of visualizations:

- "Rehearsal visualization": picturing yourself perform a skill to perfection.
- "Ideal state visualization": envisioning an ideal state for yourself at some point in the future.

Sport psychologist Jim Afremow in his book "The Champion's Mind", covers a prominent 1983 research study that demonstrated that visualization is "one of the most powerful weapons we have in our mental arsenal"...because "the brain does not always differentiate between real and vividly imagined experiences because the same systems in the brain are deployed for both types of experiences".

SELF-TALK

Jim Afremow, covers as well Dr. Antonis Hatzigeorgiadis's analysis of 32 previously published sport psychology studies which says that "The mind guides action. If we succeed in regulating our thoughts, then this will help our behavior". Average adults talk to themselves at a rate of 300 to 1000 words per minute. In many cases, these thoughts are negative and uncontrolled, thereby leading to a decrease in performance. What we need is creating a positive loop using self-talk. Jim Afremow suggests to replace self-critical thoughts like "I'm not cut out for this" by power sentences like "bring it on now". Other examples used by athletes are "Next play will be my best play", "Let's do this", "I start strong and finish stronger".

Lanny Bassham, Olympic medalist in rifle shooting in 1976 and mental training coach gives a great example of a combination of visualization and self-talk in his book "With Winning in Mind".

In the 1970s he wanted to beat the national record of 396/400 in the kneeling position and set it to a perfect 400/400. Although he had never reached that mark in practice, he would, twice a day, visualize himself shooting perfectly. He would also visualize feeling the pressure rising when getting close to the end, so he rehearsed saying to himself, "That's OK. I do this all the time". Then, when the first day of competition came, he was ready. "I started with a 100 kneeling. My next two targets were also 100s. I began my last series with ten, ten, ten, ten. Only five more to go. Ten. Ten. Ten. Then reality set in. I was above the record. I heard an internal voice say, "That's OK, I do this all the time." I shot two additional tens, setting the national record at a perfect 400."

AROUSAL CONTROL

Arousal control, also called breath control, is the ability to control the physiological reaction to stress through control of breathing. "To say that learning breath control is the most important component to forging mental toughness would not be an overstatement" says Mark Divine in Unbeatable Mind.

In the face of intense stress, anxiety or fear, your adrenaline spikes, your heart rate increases, your muscle tenses and your body starts shaking. These natural reactions, meant to help us survive life-threatening situations, get many of us to perform poorly in situations where we need to think straight. By breathing deeply, you can slow your heart rate and bring your nervous system back to normal. A simple breathing technique that Mark Divine suggests is called "Box-breathing":

- Inhale through your nose expanding your belly for 5 seconds
- Hold your breath for 5 seconds
- Exhale through your mouth for 5 seconds
- Hold your breath for 5 seconds

I have been using this breathing pattern in my meditation practice everyday for the past year and a half and I do that for 1 minute (3 repetitions) several times a day at work when I want to calm down, refocus or when I am switching tasks. This is game-changing.

BRINGING IT ALL TOGETHER – TRY THIS AT HOME

The concepts listed above are simple to understand but not easy to implement. They require a lot of regular practice and dedication. Here is a simple practice that will enable you to start integrating all four of these elements into your life. Set up—30 minutes a day for one or two weeks and try the following:

- Write down one important goal that you currently have: this is your product goal
- Write 2 or 3 process goals for this product goal
- Outline a visualization session of yourself performing your process goals (write on paper what you are going to imagine in your head)

For each process goals:

- Chose a power sentence to kick-off your process goal
- Chose a power sentence to get back on track when you lose focus during your process goal

PRACTICE—EVERY DAY

First thing in the morning or at the beginning of your work day do:

- 1 minute of box breathing (3 repetitions)
- A 10–15min visualization session of yourself performing your process goals: make sure to visualize yourself using your self-talk power sentences during this session

Perform your process goals. And for each of them:

- Start with 1 minute of box-breathing (3 repetitions)
- Kick off your session with your self-talk power sentence
- If you lose focus, use your self-talk power sentence to get back on track

Focus on only one product goals to get started. Once you'll get used to this process, you can expand to other product goals and other areas of your life. Just like working out, after a while, you will start to see that your mental is getting stronger. You'll be able to focus more, to handle pressure better, to be more and more in control and constantly able to perform at your desired state.

Here's to being mentally tough and reaching our ideal state of peak performance.

Pierre Ntiruhungwa, Head of Founders of the Future

OFF WITH THE TALKING HEADS - LONG LIVE THE UNCONFERENCE



If you don't see yourself on TV do you really exist?

Meaning that if your race, religion, ethnicity, body type, physical or intellectual nature isn't portrayed in a non-stereotypically way... if at all...how do you feel about who you are and how do you compensate.

Where is the line between reality and illusion?

Assuming that all that we sense is based on how our brains process data — what is real and what isn't...and more...how does that affect our judgment and relationships.

What human management and interpersonal skills can be learned from the great conductors of the most famous symphony orchestras of the world?

Some Maestros are about themselves; some about the music; others about sheer control...but the best are about the musicians and the difference can be heard.

Will the lack of women in high-tech positions affect the development of the world?

Considering that most code is created by men and that gender bias is already being seen inherent in AI it's pretty clear.

Are Facebook and Twitter media companies or just tech giants; what role did false news play in the recent US election and who is accountable; should I have access to my DNA data and does the government have the right to restrict it, and how do we reconcile the tension between corporations wanting to do good...media wanting to be credible and unbiased and real needs in the world.

These are just some of the questions I have been pondering with friends and colleagues the past few days.

Throw in homemade Lego drones with serious honking big camera drones hovering over them like protective eagles; crazy, state of the art and beyond VR and AR; make your own computer workshops and wild Indie cinema.

Add an eclectic assortment of people of all ages, from all walks of life, representing every imaginable industry...service, manufacturing, media, tech, Hollywood, music.

Garnish with a home-grown house band; cooking competition; endless food and drink; a village built from Giant Teepees and you have some idea of the ingredients that go into a WPP STREAM event.

Needless to say, sprinkle with a dose of the recent US election....

Full and open disclosure (the real kind...) I work for WPP...Sir Martin is my boss and I have been a STREAMER since day one...before even...so you clearly could say I am biased...my reply would be...I am...but not by association by participation...I have seen the light.

But let me step back...either by this time I have lost or intrigued you and if it's the second, stay with me a moment or two more.

The world is glutted by conferences. Every industry sector; interest group; cause; issue...you name it has their own. And after a while they blur.

They blur because they all follow the same linear predictable pattern. Big keynote addresses; carefully curated panels of talking heads and well thought out break-out groups. Traditional meals and private parties for the elite.

STREAM is the antithesis. It's an un-conference. There is no theme; no pre-considered outcome; no imposition of a POV and with the exception of a very few group sessions every moment is programmed by the attendees and every session has its own outcomes (or not), rhythm, discussion track and ethos as the point is investigation... not prescription but enlightenment...not an end but a possible new beginning with no suggestion or delusion that it will lead to an end.

Stream is a breath of fresh air in a world growing stale with sameness masquerading as disruption.

Unlike other conferences STREAM is all about personal contribution. You don't play, you don't stay...or more to the point you don't get invited back.

Your idea, your contribution is as good as anyone else's and in fact might be the catalyst or building block to someone else's eureka moment.

No hierarchy, no head table, no special status identified by multiple credentials and special passes...we all wear the same name tags around our necks and no one is allowed to suck the oxygen from a discussion...no matter who they are.

Over the years a community of STREAMERS has been built. People who go home challenging their own status quo...ready to impose a little disorder because they are ready to see what might happen...not just what will happen.

And, by the way, the lessons are not just about business...they are as often and maybe even more so about life and our relationships.

Truth told...we can't all be STREAMERS 24/7...would that we could... reality, expectation, KPI's...the daily grind get in our way and inject a dose of actuality.

But we can be STREAMER idealists 24/7...holding on to that core of chaos and abandonment of a linear life style. Allowing that synapse jump to take us from A to Z bypassing all the rest with the certainty that venturing into the unknown brings its own rewards and that as part of a community we are never alone.

I am an unabashed STREAMER. My life is fuller for the friends I have made and the relationships we have grown.

And every once in a while I pull on my STREAM T-Shirt and howl shamelessly in the night because at the end of the day that's what it's all about the ability to be unselfconsciously who we are.

Can't wait for the next AWOOOOOOOOOOOOOOOOOOOOOOOOOO

David Sable, CEO, Y&R



CONFRONTING GENDER INEQUALITY AND HELPING TO MAKE IT A THING OF THE PAST BY 2030

If women were to participate equally to men in the economy, global GDP would rise by a whopping US\$28 trillion annually. Women still earn 24% less than men on average globally. When women are involved in negotiating peace agreements, there's a 35% higher chance of them lasting by 15 years.

These are only some of the many powerful statistics Nanette Braun, UN Women's Chief, Communications and Advocacy, shared to introduce this year's Pitch at WPP's renowned Stream Unconference.

The purpose of the Stream Pitch is simple, to leverage the incredible skills, experience and expertise of the 350 thought leaders and innovators who attend Stream behind a pressing social cause.

This year, WPP's Stream team partnered with the UN Women to tackle one of the most relevant issues of our time, gender inequality. The brief came as a direct result of WPP's commitment to raise awareness of and tackle gender inequality through Common Ground, the initiative launched by Martin Sorrell, Ban Ki Moon and the CEOs of IPG, Publicis, Omnicom, Publicis and Dentsu at Cannes in 2016.

Common Ground saw the industry unite, setting aside their competitive differences to help pursue the UN's Sustainable Development Goal agenda. In addition to several dozen initiatives being launched across WPP, the creative brain-trust represented at Stream offered a unique opportunity to extend WPP's commitment and partnership with UN Women.

And so it was that 60 participants gathered for a 7:30am breakfast briefing with Nanette on the first day of the un-conference. The challenge was clear: we all know that gender inequality is damaging on many levels, but underlying social norms and unconscious prejudice are preventing action being taken quickly enough to address them. It is time to change tack, which raised the challenge:

How can we use creativity and technology to confront people and make them empathize with (and take action on) the realities of gender inequality?

The format of the Pitch is simple, volunteer 'Pitchers' form competing teams and meet several times over the course of two days to develop a solution to the brief, culminating in a two minute 'pitch.' No power points presentations, just a solid and impactful idea. Each team presents their ideas at the in front of an audience of 350 and the Dragon's Den style judging panel who then decide the winning idea.

The five teams of (until then) relative strangers went on to find every spare moment over the next two days between the discussions, activities, tech and innovation labs that typify Stream to develop their ideas. Two days of frenzied debates, skipped lunches, dinner time brainstorms which led to five unique ideas by five very passionate teams.

In what felt like a blink of an eye, the moment of truth arrived. Five teams with two minutes each to take on issues as broad as the gender wage gap, domestic violence and workplace inequality.

The ideas were emotional and impactful, from a platform to persuade mothers to address the issue of domestic violence with their sons to a classification system for corporations that would publicize their gender equality credentials. The judges grilled them with questions. Tensions and passions were high as the winner was announced: #24to0.

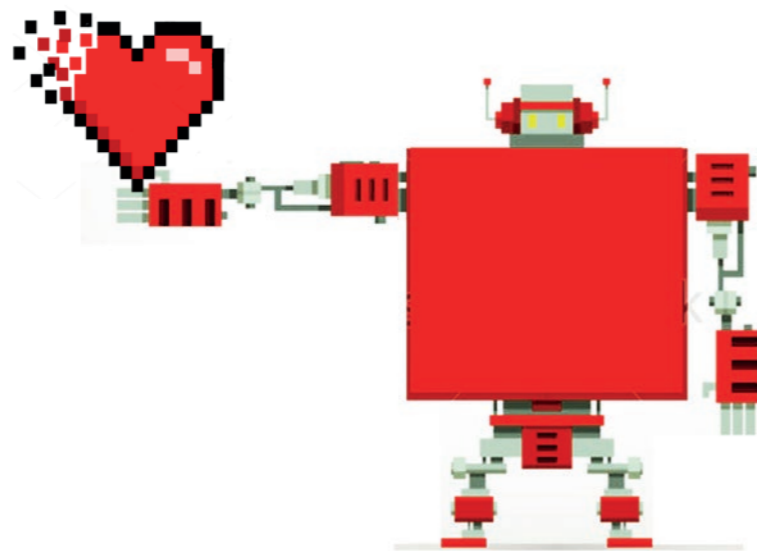
#24to0 is an idea to create a powerful movement aimed at narrowing the global wage gap from 24 to Zero. An insightful campaign that would confront governments, institutions, corporations, mothers, fathers, millennials...on the very real manifestations of the wage gap. Once again Stream had asked for the near-impossible, for groups of near strangers to come together and generate ideas of exceptional quality about an unfamiliar subject in almost no time. Once again, the minds of Stream had delivered.

As UN Women's Nanette Braun went on to conclude:

"Creative support is essential for successful public advocacy. To have some 60 of the best minds in advertising, marketing and technology apply their skills to a brief is absolutely priceless—and a privilege only to be had when you are invited to present the Pitch at WPP's Stream. We take these ideas with us to inspire our thinking as we work to raise awareness and impact change for women's rights and gender equality. At UN Women, we deeply appreciate this opportunity and the overall commitment of WPP, as part of the UN Secretary-General's Common Ground initiative, to help advance gender equality as a precondition to achieve the goals set out in the Sustainable Development Agenda."

Nandita Goel, Director,
Data Strategy & Applications at Data Alliance

JUSTICE AS A SERVICE THE TRILLION -DOLLAR CURE TO BAD CUSTOMER SERVICE



For most consumers, trying to get a refund when you don't get the service you paid for can feel a bit like playing darts with spaghetti. Most of these types of interactions end up sucking you into a soul-crushing vortex of hours spent on hold, writing responses, and are likely to result in nothing more than a bill from the repairman for fixing the head-shaped hole in your wall.

On the other end, businesses and government agencies struggle to deal with an increasing number of customer complaint channels, and the expectation of an answer within milliseconds.

This ends up frustrating consumers and costing billions to businesses and government agencies.

\$62 billion lost on poor customer support each year

In fact, according to a report done by NewVoiceMedia, businesses are losing \$62 billion per year through poor customer service—up more than \$20 billion since 2013.

That is only the money lost due to a customer switching to a competitor. If you then add on the additional cost of refunds, legal bills and compensation, we're likely talking hundreds of billions of dollars. As an example, for delayed flights alone, passengers are owed \$3.3 billion each year in compensation.

So let's talk about the future of consumer rights and customer support, and why companies and governments alike need to be prepared for a new consumer paradigm. It's a future where third party startups will automate and handle the process of enforcing contracts, terms and conditions...

.... And justice (as a service) for all.

Justice as a Service (JaaS) is a new type of online service that helps consumers enforce contracts and consumers' rights by utilizing Artificial Intelligence, Big Data and legal process automation. JaaS companies act as intermediaries and resolve disputes on behalf of consumers, often for a contingency fee.

I am the founder of a JaaS company called AirHelp. However, there is a range of companies providing the same service—solving a multitude of pain points ranging from parking ticket disputes to refunds for online purchases.

When we started, only lawyers offered this type of service. As more and more JaaS companies started to emerge, I noticed that something bigger was happening, something that went beyond the individual startups, or the specific pain points they solved.

These were simply the first steps towards a fundamental change in how consumer rights and disputes could be handled: without the need to spend time waiting on the phone, doing the dispute response tango, or getting lawyers involved. With Blockchain and smart contracts on one hand, and artificial intelligence and chat-bots on the other, the technology is already here. The impact on consumer rights is massive as these technologies become able to automate the fulfillment of legal rights.

How has the reception been?

The response from companies and government agencies so far has been akin to what happened when social media emerged. Initially, brands were scared that they would lose control if they went on the new platforms. The fact of the matter was just that, they were on social media whether they liked it or not. The same thing is happening with JaaS.

Justice as a Service is the evolution of the power that consumers got through social media. But, while social media only has the power to affect a dispute on a reputation/brand level, JaaS goes one step further and will actually solve your claim, one by one.

This means that not only can consumers have their justice automated, but companies and government agencies can also dramatically reduce the cost of handling disputes... and offer a great user experience in the process.

Because, let's face it, things don't always go as planned. Every company will have instances of delivering a subpar customer experience, but when it comes to customer loyalty, how those situations are handled counts as much as having happy customers. Now, there's a technology that can help.

How will this affect me?

Think about the following scenario with the implications of blockchain technology:

You get a new phone plan and sign the terms and conditions through a smart contract on Blockchain. In those terms and conditions, it states that if the price drops on a similar plan, you will automatically be transferred to the new rate. Today, many carriers won't automatically notify you, as they will consider it your job to actively inform them about this.

However with the terms and conditions documented through a distributed ledger such as blockchain, it is very easy to setup a trigger that will automatically change your plan if the price drops. The beauty is that this already exists through a company called Billfixers.

Build or buy?

Now, you may be thinking: "Isn't this just something that companies and government agencies will build themselves without the need for third party companies?" If history has shown us anything, the answer is almost certainly "no." Imagine if, in 2005, every company who wanted to harness social media went and built its own social media management platform. Like any other industry or technology shift, it will take third party companies to build world-class products whose sole focus is getting this part of equation right.

What's next?

We've only just scratched the surface of this nascent industry. Wherever there is friction and bureaucracy, tech will provide a solution to benefit both consumer and company. The question will be whether companies and government agencies embrace the automation of consumer rights. If not, you can be sure there will be someone willing to do it for them.

Nicolas Brañas Michaelsen, Co-Founder, AirHelp



ARE YOU ASKING THE RIGHT QUESTIONS?

Most of us live in an industry bubble. We easily spend 10–12 hours per day working—interacting all day long with people who work in the same industry, who face the same challenges, who think in the same way we do. Not only is this a bit draining, but it impacts our ability to be creative. To innovate. To think differently.

Stream, WPP’s annual (un)conference, does the exact opposite.

Stream sets us up to challenge our norms, and then puts great minds together to tackle problems, large and small. But it’s not just your expected cast of characters—agencies, big brands, media publishers and content producers. As well as these usual suspects, Stream also invites experts from different fields—entrepreneurs, academics, investors and even neuroscientists. And when you put experts together in situations where they no longer know all of the answers... they start asking a lot of questions.

It’s the questions—the “why’s” and the “what if’s”—that challenge the assumptions we make and push us to think differently. Now more than ever, the questions seem to be centering around one topic in particular: content. Content is the foundation of how we communicate, and the ways we communicate are fundamentally changing. So let’s take a page out of Stream’s book and start asking some questions...

Who owns your brand? I’m surprised by how many brand marketers view influencer- and UGC-based content strategies as a complete loss of brand control. Why is an influencer treated differently than a traditional content producer? An influencer creates content, just like a traditional photographer or videographer you might use, when shooting your press or TVC assets. You hire a photographer because you think their style is the right fit for your brand. You give them a brief. You let them do their job, and then you review the work to choose the best assets. This is the standard production process that we are all familiar with, but now with a new ecosystem of artists and mediums.

Is your content reflective of the world we live in today? The content we create is shaping our future generation’s view on the world. But are we actually keeping up with how quickly the world is changing? Platforms like Instagram are already becoming a window into different communities and giving a louder voice to people who are taking a stand and challenging our norms. You see people like Rhyannon Styles (@Rhyannon_styles), a transgender columnist for Elle UK, sharing her personal experience of transitioning. Or Zoe de Pass (@dresslikeamum),

subverting the stereotypes of what Mums should look like and how they should act. And as content producers, it’s our responsibility to ensure the images and videos we create about our brand are just as representative of the world we live in today.

What are your actions really worth? Any investor can immediately tell you the framework they use to evaluate whether to invest in a company and how they measure ROI. When you’re investing anything—time, money, resources—in your marketing efforts, you should be just as ruthless about making smart decisions and tracking the value it adds back to your business. With content, that means having a clear understanding of exactly what you want to accomplish. Do you want this particular asset to drive someone to your website? To increase sales of your new product line? To change how people view your brand? Make sure you’re developing content that actually performs against your objective, and then measure the impact it has against those goals.

Are you built for innovation? The way we need to talk with consumers, the frequency of that communication and the mediums we’re using are all evolving. Are your own process and organizational structures built to keep up? Start ups have an advantage because they created their company with these new ways of working in mind. But even they will need to keep up with the rapid changes facing our industry today. There operational models we need in the future will almost certainly be different than the ones we use today, which means the best model is one that is designed to change.

Are you asking the right questions? We may not have the answers to questions being raised today, but we’re going to get there a lot faster if we start encouraging more opportunities to debate and collaborate across industries and areas of expertise. If we start thinking outside of the constraints we impose on ourselves. If we start asking ourselves one simple question: “How would I do this differently if I started from scratch today?”

Amy Cole, Head of Instagram Brand Development, EMEA, Instagram

LAW AND ORDER IN A BOT TO BOT WORLD

No doubt about it, bots are coming. Forgive the hyperbole, but I mean REALLY coming – in a big, pervasive, omnipresent, life-changing sort of way.

I'm not talking about today's experimental first-generation business chatbots on consumer messaging platforms like Facebook Messenger, Kik and WeChat.

I'm talking about personal bots. Maybe not in 2017, but soon each of us may have a virtual personal assistant to help us -- and they'll coexist in the digital ether with AI-powered software agents that represent businesses.

Imagine that you need a hotel room for a last minute business trip. You tell your digital assistant to go find you one -- along with a few other parameters, like basic requirements and max budget. Your bot can instantly distill EVERY SINGLE REVIEW ever posted on Hotels.com, Expedia and TripAdvisor. It then goes off to negotiate pricing with bots that represent favorable (and available) hotels, like Westin or Marriott.

I recently guided a thought-provoking discussion about this topic at WPP's Stream, held in Ojai, California, along with Eric Shapiro, who co-founded ArcTouch with me. The "unconference" format of Stream allowed us to present this idea to a group of progressive marketing and ad execs, and get immediate feedback. As the discussion unfolded, the reality of where we're headed set in. This could change everything. Especially as you start to think about how we do business.

MARKETING TODAY

Today, much of marketing relies on human emotion. Great marketing leverages emotion to help companies build brand relationships, influence, and ultimately drive purchase intent. The web and social media offer unprecedented information transparency -- and make it easier for digitally savvy consumers to distinguish between hype and actual value for the products and services we seek. But undeniably, we humans are still influenced by emotion, and our time and human brain capacity is finite. We can't efficiently synthesize the wealth of information available, so we often perform a limited search for online feedback about a product or service, then ultimately make buying decisions based on intuition and emotion.

Imagine then a future where a personal bot, motivated completely by logic and unswayed by emotion, has access to all the information in the world, and can synthesize and analyze it in seconds. And imagine that trusted personal bot is empowered to make purchase decisions. Then how do brands build loyalty, or does loyalty even matter? How do startups, without any following, build awareness to a universe of bot "consumers"?

The answer, of course, is through bot to bot marketing.

THE NEW B2B: BOT TO BOT MARKETING

Businesses will have to respond to an emerging world of virtual personal assistants by creating their own agents, which unlike today's chatbots designed to communicate with humans, are designed specifically to interact with consumers' personal bots. This raises a lot of questions, to say the least, especially for traditional marketing firms that are still coming to grips with how programmatic advertising is changing how we reach audiences.

How will brand bots "influence" personal bots? In the hotel example, how does the Westin bot "win" the negotiation over its competitor Marriott bot? What does a "promotion" in this logic-driven world look like? Will brands be able to pay Google or Facebook a fee, e.g. pay per click, so that their brand bot is more "likable" to a personal bot? How do you affect or improve your bot "reputation"? How do you make your brand bot more "discoverable"?

I'd love to have the answers, of course. But we'll be grappling with these questions soon enough.

However, there is one thing that we -- as humans, and as businesses and developers creating these bot-based experiences -- need to start thinking about now.

REDUX: THE LAWS OF ROBOTS APPLIED IN 2017

I mentioned earlier that today's chatbots, which are rapidly populating consumer messaging platforms, are often guilty of bad behavior. Sadly, user experience has been a casualty for many companies rushing to have a presence on these platforms. There are some great bots that are focused and serve a very specific purpose. These good bots act as a brand concierge, helping users get quick answers and directing them to other mediums, like the web, apps or even (hark!) human customer service agents.

Of course, it's early days, and the platforms and artificial intelligence we can apply to these digital agents is still fairly primitive. Especially compared to where we're headed. Massive capital and immense brainpower is being invested in AI from the likes of Amazon, Google,

IBM and an ecosystem of startups. This investment will eventually make the vision idea of an incredibly capable personal bot a reality.

The inevitability of this got me thinking. For this bot to bot universe to function smoothly and productively, we humans whom these bots will represent need to fully trust their virtual agents. We need some guiding principles.

In 1942, science fiction author Isaac Asimov published a short story called "Runaround" that defined the Three Laws of Robotics, which have since been referenced and iterated upon dozens of times in other literature and film. As technology has evolved, these laws have also been taken out of the realm of science fiction and brought into discussions about early robotics technology. The original laws are as follows:

1. A robot may not injure a human being or, through inaction, allow a human being to come to harm.
2. A robot must obey the orders given it by human beings except where such orders would conflict with the First Law.
3. A robot must protect its own existence as long as such protection does not conflict with the First or Second Laws.

Inspired by Asimov's laws, I'm humbly suggesting the following Three Laws of Personal Bots:

1. **A personal bot must not do harm to other personal bots or business bots.**
2. **A personal bot must always make buying decisions according to the best interest of its human.**
3. **A personal bot must resist being influenced or manipulated by "sponsored bots" from businesses.**

Perhaps more importantly to consider, especially for marketers, is some governing principles to guide behavior for business bots. To start:

1. A business bot must not manipulate or harm personal bots, or sabotage other business bots.
2. A business bot must truthfully and faithfully represent its business -- without exaggerating the capabilities of the product or service.
3. A business bot must be helpful to personal bots, even going so far as providing information that may not benefit the business directly.

What do you think? Tweet with hashtag #LawsOfBots to chime in guiding principles that you think should govern personal and business bots.

Adam Fingerman, Founder and CXO of ArcTouch Mobile & Connected Experiences



**THE REAL VOYAGE
OF DISCOVERY CONSISTS
NOT OF SEEKING NEW
LANDSCAPES BUT HAVING
NEW EYES** MARCEL PROUST

Tim O'Reilly, Founder of O'Reilly Media
and Foo Camp



IS SILICON VALLEY EATING THE GOVERNMENT?

As the iconic tech giants of Silicon Valley mature, and become pervasive in our lives, so too their influence is expanding from a cultural, ideological and increasingly civic standpoint. They're moving in to infrastructure, schools, education, public transport, applying a 'disruptive lens' to reinvent these, while using bigger bolder altruistic rhetoric to glamorize their mission. Meanwhile their influence on government continues to grow – the hiring crossover between the two, being one example. The US Government is staging its own SXSW on the White House lawn, in a bid to visibly connect itself to the glamor of the tech world. What does this mean for the long-term future? Especially as they try to take their 'change the world' idyll to international markets. Is it imperialism? Should they be able to innovate, then apologize? Doubtless this group have created an exciting narrative around what they do, and solving world problems – but how much of it is real? And does the government need a PR overhaul to remain relevant in the eyes of a millennial generation whom Disruption is more compelling than Due Diligence? Lucie Greene, J. Walter Thompson

MENTAL HEALTH AND MILLENNIALS

According to Psychology Today, "the average high school kid today has the same level of anxiety as the average psychiatric patient in the early 1950s". Is it true? If so, why? As employers and media owners/brands/distributors/platforms, how can we use our media Klout to help change negative perceptions of mental health issues? Daniel Fisher, Playbuzz

HOW DO YOU ADVERTISE TO ROBOTS?

We are increasingly using virtual personal assistance to help us deal with our daily chores. Furthermore we can argue that we have also recently given them our credit cards, through Apple Pay, Android Pay and the likes. So it is not far fetch to think that soon we are going to empower and entrust them in making purchase decisions on our behalf, and there's actually already early example of this happening. If that so, how do you advertise to a robot? How do you market to them? How do you influence a robot to choose your products or services instead of your competition? Gregory Roekens, Grey

ARE TECH EXECs SET TO BECOME THE NEW BANKERS?

In a world where Brexit is a reality and Donald Trump as president is a possibility, to what extent has the overwhelming power of new technology platforms enabled the rise of the populist mob? How alert to this new reality are the hypercreative, smart people behind those platform? Are they as attuned to what's happening out on the street, outside of the bubble of their own creation? And are we - the public, the media - asking the right questions of them? Ravi Mattu, Financial Times

HOW ARE YOU PREPARING FOR THE AGE OF ARTIFICIAL INTELLIGENCE?

With new AI models powered by deep learning rapidly advancing their intelligence and concentration of skills and data with a handful of companies, how are you thinking of tackling AI/ Machine learning disruption in your organization? If you haven't given it a thought then join this session to find out why you should. If you have, join the session to share your learning. Yasir Khokhar, Connecterra

NEXT STOP: ADS YOU CAN SPEAK WITH

Conversation is the most intuitive way to interact and communicate. Developments in machine learning and processing power will make conversation the default user interface for interacting with a range of devices. We already see explosive growth of voice enable devices such as connected cars, IoT, AR/VR, audiobots, Alexa Echo and Siri-like assistants. What does this mean for brands? There is a huge opportunity to reach new consumers in smarter ways by finding the right means to be present in this new landscape. Simon Dunlop, D1

WHAT NEXT FOR COFFEE SHOPS?

We all go there. What separates the best from the rest and what opportunities are there for innovation in the experience? Alan Cahoon, Visit Britain

BRANDS AND CULTURE: CHALLENGING GENDER NORMS

More and more, we're seeing an evolution in the way society thinks about traditional gender roles. Young people are increasingly challenging conventional gender stereotypes, with nearly half identifying as gender-fluid. Somewhere between 30-40% of women in the US & UK are the main breadwinners of the household, with more men picking up on household work. Less than half of American men and less than a third of British men say they feel "masculine." What does this mean for us in marketing and media? How can brands lean in to this cultural shift in a positive and authentic way? From the rise of gender-neutral retail, to an increase in women's working clubs, to laundry detergent for men, we'll talk about the good, the bad, and the industries ripe for change. Kristin Cardwell, Refinery29

CHRISTMAS IS THE KEY TO THE FUTURE

An exploration of consumer behaviour at Christmas as a proxy for macro communication trends over the next 30 years. Ira Dubinsky, Marks and Spencer

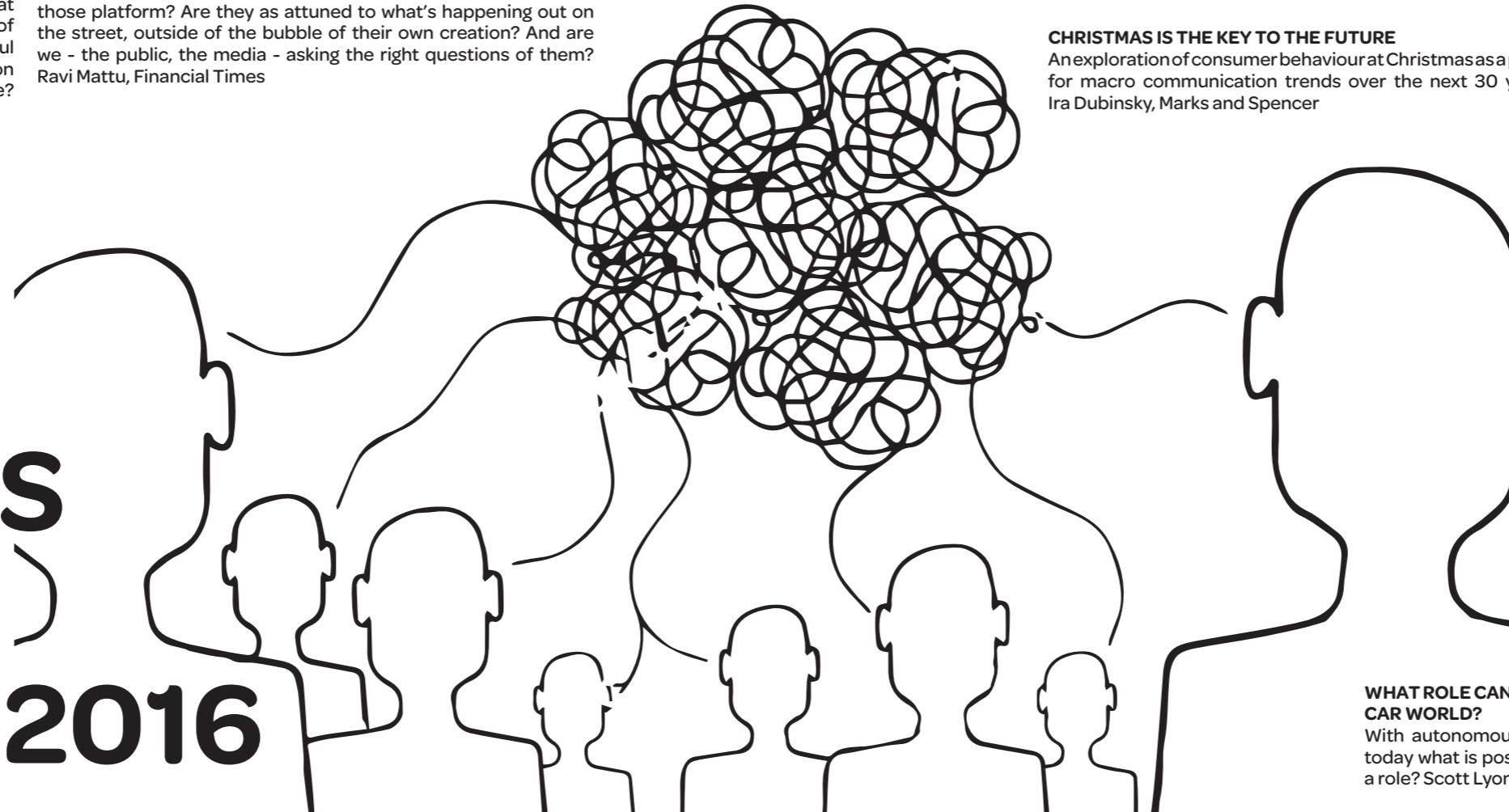
STUPID IS, AS STUPID DOES

The key to going global in a post literate socially driven world is to pander to the distracted -- Can you prove us wrong? How are key digital, multi-platform franchises born, nurtured and extended. There are historical examples from old western movies that draw a correlation to what we are doing is not new, but rather reborn for a social age. Ali Dib, BuzzFeed

WHAT ROLE CAN BRANDS PLAY IN A CONNECTED/AUTONOMOUS CAR WORLD?

With autonomous cars on the horizon and connected cars here today what is possible and how can brands/advertising/media play a role? Scott Lyons, Ford of Europe

SNIPPETS FROM STREAM 2016



INDIA - DISCUSSION HIGHLIGHTS

SMART CITIES ARE WELCOME. BUT CAN WE BE SMART CITIZENS?

WHAT DOES IT TAKE TO INSTILL A SENSE OF CIVIC PRIDE IN ALL OF US AND OUR CHILDREN? INDIA IS PERHAPS ONE OF THE NATIONS WITH THE LOWEST SENSE OF CIVIC PRIDE. WHAT DOES IT TAKE TO CHANGE THIS? LITTERING ON PUBLIC SPACE EVEN BY THE EDUCATED, CORPORATE FOLKS IS A COMMON SCENE (MOSTLY PLASTIC FOOD PACKETS AND BOTTLES), HOMELESS VIOLATION OF TRAFFIC RULES, DISREGARD FOR PUBLIC SPACES...

THE LIST IS ENDLESS. AND YET OUR BLAME IS ALWAYS ON THE CIVIC AUTHORITIES.

IS THERE A SOLUTION TO THIS?

EDUCATION/INFLUENCING RIGHT AT SCHOOL?

CAN BRANDS & MARKETERS PLAY ANY INFLUENTIAL ROLE?

CAN WE BE RESPONSIBLE CONSCIOUS THAN RIGHT CONSCIOUS?

UNNY BADHAKRISHNAN, MAXIS

IS FACEBOOK THE NEW GOLIATH? WHO IS THE DAVID?

FACEBOOK - VIDEOS ARE GETTING MORE VIEWS POSTS ARE GETTING MORE INTERACTIONS TRENDS ARE BECOMING MORE RELEVANT. NEW USERS ARE JOINING PROVIDING IT A MASSIVE SCALE (130+ MN IN INDIA).

FACEBOOK SEEMS TO BE GROWING AND GROWING. EVEN TO THE EXTENT OF DECIDING WHAT KIND OF AN INTERNET WILL IT BE? WHAT DO MARKETERS FEEL ABOUT MARKETING ON FACEBOOK VS OTHER PLATFORMS? DO THEY SEE A BETTER/MORE EFFICIENT PLATFORM EMERGING THAT CAN TAKE ON FACEBOOK? VENKE SHARMA, STAR INDIA

IT'S NOT YOUR OPINION, YOU ARE JUST WRONG: CAN WE RETRIEVE TWITTER FROM THE TROLLS?

TROLLS AND CYBERBULLIES ARE TAKING OVER THE NET SPECIFICALLY TWITTER. DRIVEN MORE BY BELIEFS THAN REASONING OR FUNDAMENTAL UNDERSTANDING OF ISSUES. THIS IS POSING A SERIOUS THREAT TO FREEDOM OF SPEECH ON THE INTERNET IN THE INDIAN CONTEXT. THIS CAN QUICKLY DEGENERATE INTO FARICAL DISCUSSION ON SERIOUS ISSUES. IS THE RECENTLY LAUNCHED TWITTER SAFETY AND TRUST COUNCIL ENOUGH TO DEAL WITH THE MENACE OR CAN MORE BE DONE?

SHASHANK SAKSENA, MAX BUPA

BUSINESS INTELLIGENCE & INSIGHT: FROM "REAR WINDOW" TO CONTINUOUS

WHILE SEEDS OF THIS WERE SOWN IN THE YEAR WHEN MACHINE DATA ANALYTICS DISRUPTED THE MAINSTREAM, 2016 COULD BE THE YEAR WHERE ORGANIZATIONS ADOPT THIS DATA ON A CONTINUOUS, PRE-EMPTIVE MANNER AND NOT JUST POST-MORTEM.

TUSHAR VYAS, GROUPM SOUTH ASIA

BYOM - BRING YOUR OWN MURAKAMI

INSTRUCTIONS ARE SIMPLE: TO PARTICIPATE YOU HAVE TO (GET AND) READ OUT YOUR FAVORITE PARAGRAPH IN THE WORLD THE BEST PIECE OF WRITING YOU HAVE EVER COME ACROSS. IT'S A PROSE BATTLE. IT'S YOU AGAINST THE WORLD OR YOUR WRITER AGAINST EVERYONE ELSE'S TO FIND OUT WHAT YOU KNEW AND SO MUCH THAT YOU DIDN'T LITERATURE APPRECIATION SOCIETY MUCH?

WE CAN ALSO SPEND 10 MINUTES ON BENEDICT CUMBERBATCH, IF THAT MAKES IT MORE COMPLETE.

ASHIMA CHETAN, GROUPM

SMALL SCREEN, BIG BETS

INDIA, NOW THE WORLD'S SECOND LARGEST SMARTPHONE MARKET, IS SET TO REACH 371 MILLION MOBILE USERS BY MID-YEAR.

HOWEVER, INDIAN MOBILE ADVERTISING STILL LAGS SIGNIFICANTLY BEHIND INDIA'S EXPLOSIVE MOBILE CONSUMPTION.

HOW CAN BRANDS AND AGENCIES KEEP UP

WITH MOBILE AUDIENCES EFFECTIVELY?

WE'LL DISCUSS THE TREMENDOUS OPPORTUNITY

THE INDIAN MOBILE MARKET PRESENTS

AND UNIQUE CHALLENGES OF MOBILE ADVERTISING.

PREETHY VAIDYANATHAN, MEDIALETS

WHY JUGAAD IS THE BANE OF INNOVATION IN INDIA

JUGAAD NOW HAS A BOOK BY ITS NAME

AND IS A CASE STUDY AT IVY SCHOOLS.

IT IS PROJECTED AS GOD'S GIFT TO INDIA AS FAR AS

INNOVATION IS CONCERNED.

THE TRUTH IS THAT JUGAAD IS AT BEST A COPING MECHANISM.

YOUR CAR HAS A HOLE IN ITS SILENCER, YOU TAKE IT TO THE

NEIGHBOURHOOD GARAGE, AND THE GUY FIXES IT BY WELDING

YOUR CAR NOW SOUNDS LIKE A FERRARI, BUT IT WOULD BE DELUSIONAL TO

THINK THAT IT INDEED IS ONE. JUGAAD MEANS FIXING IT BY HOOK OR BY

CROOK. IT'S THE REASON THAT OUR ROADS NEVER GET RID OF POTHOLES

AND ALMOST EVERY NOW AND THEN, GAS CYLINDERS BURST IN FLAMES.

BECAUSE THEY WEREN'T STORED ACCORDING TO PROCEDURES. JUGAAD IS

AN ENEMY OF SERVICE EXCELLENCE AS IT PROMOTES SKIPPING STANDARD

OPERATING PROCESSES. JUGAAD HAS MEANT THAT WE HAVE INVESTED LITTLE

IN R&D IN MANUFACTURING, WHY INNOVATE IF YOU CAN COPY?

I AM TOLD THERE'S GOOD JUGAAD AND THERE'S BAD JUGAAD. IS THAT SO?

DHEERAJ SINHA, GREY WORLDWIDE INDIA

WHAT'LL IT TAKE FOR INDIAN BRANDS TO BECOME GLOBAL (BRANDS) LEADERS?

WE'VE COME A LONG WAY SINCE 1991... 25 YEARS APPROXIMATELY BUT WHY ARE INDIAN BRANDS STILL MISSING FROM MOST MAJOR GLOBAL BRAND RANKINGS? IS 25 YEARS TOO LITTLE TIME, AND SO DO WE NEED TO GIVE INDIA INC MORE TIME? OR IS IT ENOUGH TIME BUT SOMETHING MORE FUNDAMENTAL IS WRONG? AND WHICH INDIAN BRANDS WILL MOST LIKELY SCALE THE SUMMIT (AND BY WHEN - ANYBODY WILLING TO HAZARD A GUESS)? OLD ECONOMY OR NEW-AGE STARTUPS? WHO WILL LEAD THE CHARGE? AND MOST IMPORTANT, WHAT DO THE ASPIRANTS HAVE TO DO TO GET THERE?

KARTHIK BALAKRISHNAN, MAHINDRA

OVER
HEARD
IN
ASIA

“Social does NOT equal Facebook - shining light on the sharing economy.

By definition “social” is all about sharing and on average 75% of content sharing online in APAC is done via more intimate channels such as email and instant messenger - dark social sharing. Yet, most brands are investing the majority, if not all of their social marketing budgets into Facebook and other public social networks. Why the imbalance? Patrick Darcy, RadiumOne

Mobile is so measurable... but are we measuring the right things?

Measurement is critical in any medium – and digital has offered marketer’s a multitude of metrics to measure campaign performance. But in a mobile first world are we measuring the right things in the right way? Have our measurement techniques kept pace with consumers changing behaviours? And are we measuring what we can measure rather than what is critical to create business value? Kishore Parthasanathy, Facebook

Will free basic income make us more creative?

Free Basic Income is a new study being done by Y Combinator as a saviour to Mass Unemployment as a result of The Rise of Robots. Will it make people more creative? What effects will it have in the bigger scheme of things? Eliminate poverty, emancipate people to pursue their passion and live happier? Or will people veg out, be lazy and game online all day? Eric Cruz, Shirley Ling, AKQA

Who gets killed by the electric car? (Machine Ethics & Algorithmic Transparency)

As more and more of our world is sensed and measured by machines, more and more decisions that impact us are made by computers. Some of these decisions are easy, and make our lives better. But some could also kill us. How do we understand the ethical and algorithmic decisions made in everything from our fridge to our news feed to our cars? Nic Hodges, News Corp

The Chinese Sports Dream

President Xi has 3 dreams: for China to qualify for, host, and eventually win the football World Cup. When the President dreams, the Chinese bosses wake up: Buy-out of top European football clubs, billion dollar international M&A, sky-rocketing media rights fees - the Chinese sports market is booming. From LeTV’s expensive rights acquisitions to Alibaba’s newly minted Ali Sports, digital media is leading this revolution of the China sports market. How fast can the state’s sports structures, traditionally concerned chiefly with churning out Olympic medals, adapt to the digital revolution and market forces? What will be the lasting impact for sports rights holders and international media? Will sports sponsorship finally bring Chinese brands to the world stage? Jump on the pitch and join the discussion... Olivier Glauser, Shankai Sports International

Let’s make paying our taxes delightful!

As consumers, we expect to be delighted by our digital experiences. Yet as citizens, our experience of digital government services - if they exist at all - often falls short. This discussion asks how we can take the ingredients of brilliant digital experiences and apply them to public services. What role do personalization, programmatic, eCRM, wearables, augmented reality and the rest have in making our experiences of government better? Or put differently ... can we make paying our taxes delightful?! Laura Citron, WPP Government & Public Sector Practice

Wearables will disrupt disease management! Is it real? Where is the tipping point?

There are numerous companies, groups, individuals working on wearables in medical applications. It’s intuitive that they can have a revolutionary effect on wellness and cure! Are we seeing success yet? If not why? Manoj Coelho, Johnson & Johnson

The ‘pay as you live’ lifestyle is here to stay

The younger generation are born digital natives and grows up living in a ‘pay as you live’ lifestyle - they younger generation values experience as the most precious commodities and, subsequently, ownership is being more irrelevant. This has impacted the economy and also sustainability and gave rise to the likes of Uber and Airbnb. What is the long term effect and what is it? Mary Chan, Redfuse

Online grocery startups will eat the world -- In a good way :)

The global food tech and food media ecosystem was piping hot in 2015, with at least US\$6.8 billion of capital flowing into private companies. The logistical and economic challenges that have kept groceries offline for so long are being solved by startups with innovative models. Let’s discuss what the shift online means for FMCG brands, consumers, startups and the big boring supermarkets. Morgan Ranieri, YourGrocer

Artificial intelligence: the explosion or reduction of choice

- imagine a world where every human is partnered up with an almost sentient and omniscient virtual presence

- in this connected human future, streams and streams of data will allow the AI to predict your behaviour, your preferences, your desires, your dreams and your likely action

- would this present an explosion or reduction of choice and how will companies build awareness? Willie Pang, MediaCom

STREAM USA 2016 -

DISINTERMEDIA

It not just that people are not reading news anymore. The election has exposed an insidious and dangerous issue: People no longer trust trusted sources. Part of the reason is that the news media never allowed the facts to get in the way of opinion; even if they are dedicated to fact-checked journalism. Part of the reason is that there is so much compelling fiction, posing as fact, in the newsfeed and in blogs, that it just is a more satisfying journey for some to believe Breitbart instead of Vox. In a world where news media is no longer trusted to tell us the facts, much less the truth, what replaces media as a mechanism to ensure that citizens get the information they need to make better decisions about politicians and politicized issues?
Dee Salomon, Medialink

WHY AMERICA HATES TO FLY

Greg Richman, SkyJet

CAN AUTISM BE A COMPETITIVE ADVANTAGE?

Global IT firms like SAP and venture-backed tech startups like ULTRA are proactively recruiting talent on the Autism Spectrum, and in some cases, delivering superior results through their neurodiverse teams. What can we learn from these early experiments? And how can we tap into this incredible talent pool as a source of competitive advantage to fuel our own teams?
Rajesh Anandan, UNICEF USA | ULTRA

ANTI-CORPORATE POPULISM AMONG AMERICANS IS BIPARTISAN AND ISN'T GOING AWAY

What does corporate America need to change?
Joel Benenson, Benenson Strategy Group

VIRTUAL OR REALITY? HOW TO BE YOURSELF & NOT YOUR SELFIE

The more technology and media companies innovate, the more time society and individuals spend on their devices. What's the impact on culture? How does it affect relationships? Is it improving or declining individual development? Do we have a responsibility to get people off their phones and into real life?
Cat Lee & Andy Holton, Pinterest

NAVIGATING TRUMP'S AMERICA -- THE ROLE OF THE NEW 4TH ESTATE

America just witnessed the first presidential election in which the majority of the electorate got its news from social media. With lines blurred, and the proliferation of fake news, what is the role of the journalist, of the publisher and / or the media-enabled tech company. With Trump's platform and policy seemingly unchartered, what is the best path for coverage and what is the civic responsibility of the new 4th estate. Cory Haik, mic

A FEW DISCUSSIONS

CAN DIGITAL BRIDGE THE CIVILIAN-MILITARY DIVIDE? OR: NAVY – THAT'S THE ONE WITH THE SHIPS, RIGHT?

Paradoxes abound: The U.S. Navy has never been more important to our economic, diplomatic, humanitarian and national defense functions – but familiarity with the Navy is on the decline with fewer people having friends or relatives who served. Navy ships, aircraft, submarines and satellites have never been more networked – but how do we overcome the concern of centennial prospects who fear not staying plugged in 24/7? Mobile First, Digital Always – but how do we get meaningful marketing messages to the right people through the sea of digital noise?
Dave Bouve, U.S. Navy

APPLIED AI/ML: IS THIS A GOOD IDEA?

Artificial Intelligence, Machine Learning, Convolutional Neural Networks and other things that go bump in the night: Just because we can, should we? Just because we should, how can society cope? Just because we can cope, will it be more fun? Come hash it out!
Miles Ward, Google

HOW TO COMPETE IN A POST-SCALE ECONOMY?

How do the large, mature companies in nearly every category compete with the rising "Craft" brands?
Jim Stengel, Jim Stengel Company

WTF HAPPENED TO THE LATINOS IN THE ELECTION?

How the DNC "blue" it with young audiences (and what we can learn from it) Election night was stunning to everybody, Democrats and Republicans alike. In just 36 months, over half of Americans under 30 will be from non-white backgrounds. Diversity is the new mainstream and with it a new set of consumer behaviors and cultural connections are emerging.
Beatriz Acevedo, mitú

THE NBA, NFL, PREMIER LEAGUE, OLYMPICS AND WORLD CUP ARE ALL F**KED ; EVERY SPORTS TEAM AND MAJOR SPORTING EVENT YOU LOVE IS GOING BROKE!

The business of sport has been underpinned by commercial television. What happens when

the broadcast rights to major sports collapse? How will fans, leagues, culture and broadcasters be impacted by the coming sports retrenchment? Who wins? Who loses? How can sport keep scoring?
Joshua Spanier, Google

THE LOS ANGELES RIVER: YES LA HAS A RIVER

Los Angeles is leading the country in infrastructure investment, and the LA River is at the heart of it. In this discussion, we'll share the paradox and large-scale opportunity of the Los Angeles River and what I have learned about design from Frank Gehry on transforming this public resource. We'd love your contributions to our ongoing plans!
Omar Brownson, River LA

IF I SEE ONE MORE FRAGRANCE / FLAVOUR / DOUBLE DO 7 BENEFITS SOMETHING I'LL PUKE.

What's wrong with our innovation model? Why do we clutter shelves and lives with that one more blade or pump or flavour when what humans need is simplicity and experience? Are consumerism and innovation dog gone?
Christina Habib, Unilever



YOU LOVE ME, YOU DUMPED ME, YOU SAY SORRY, YET YOU WANT ME. THE ROLLER COASTER RIDE OF STARTUP FUNDRAISING.

THE 101 STARTUP FUNDRAISING SHARING AND DISCUSSION. BUILDING A STARTUP? ARE YOU FUNDRAISING NOW? JOIN THIS DISCUSSION AS I WILL SHARE MY JOURNEY IN STARTUP FUNDRAISING. THE FUN, THE JOY, THE ANXIOUS, THE ANGER, THE DESPERATION AND THE PRIDE ARE THE FEELINGS YOU WILL FACE ALONG THE COURSE OF FUNDRAISING. EXPECTING THE PARTICIPANTS TO SHARE THEIR THOUGHTS AS WELL.

CALVIN KIZANA, PICMIX

DO RELATIONSHIPS STILL MATTER?

What would Starbucks be without the barista? Four Seasons without the conceirge or wealth managment without the relationship manager? Mobile/digital is driving many things -- but is it driving loyalty? Is it getting all the outcomes we seek? What do the clients think? --- or 'it depends'? Where is the line drawn?

Blake Hellam, HSBC

WHAT IS MORE IMPORTANT TO BUILD BRANDS IN TODAY'S AGE?

Managing technology or understanding culture shifts?

Kishan Kumar

READING VERSUS SKIMMING

THE EXCESS INFLUX OF INFORMATION FROM ALL SOURCES HAVE MADE US INTO SKIMMERS, OR SCROLLERS, RATHER THAN READERS. WHAT IS THE IMPACT OF THIS ON HUMAN INTERACTIONS, LEARNING AND DEVELOPMENT, AND ALSO MEDIA TRENDS?

AMANDA WITDARMONO, TABLOIDKU

MOST BRANDS KNOW ABOUT ADVERTISING ONLINE, BUT NOT REALLY THAT MUCH ABOUT SELLING ONLINE

Hear the testimonials from the online grocery guys. HappyFresh, the true regional player in online grocery. Having operated in 5 countries for a full year now, learn some customer insights, and how to transform that customer behaviour from offline into online. Or how to really capture the pure online customers.

Rizki Suluh Adi, Happy Fresh

FROM WORDS, SYMBOLS TO PICTURES, HOW WE COMMUNICATE CHANGES THE WAY WE CONNECT

AN OPEN DISCUSSION ABOUT THE EVOLUTION IN HOW WE COMMUNICATE AND ITS IMPLICATION IN OUR RELATIONSHIP. ARE WE COMMUNICATING LESS TO EACH OTHER OR MORE? ARE WE MORE OPEN IN SHARING THINGS ABOUT OUR LIVES BECAUSE PICTURE IS BECOMING A SUBSTITUTE TO LANGUAGE? LESS PERSONALIZE BECAUSE WE USE EMOTION AND ABBREVIATIONS? WHAT ARE THE IMPLICATIONS OF THIS TO OUR BUSINESSES? I AM INVITING YOU TO SHARE YOUR VIEW AND DISCUSS!

HASWAR HAFID, FACEBOOK

THE RISE OF ONLINE HEALTH INDUSTRY

INDONESIA IS A COUNTRY WITH LARGE POPULATION, PEOPLE HERE STILL HAVE LESS HEALTH CARE ACCESS. THIS COUNTRY STILL HAVE BIG NUMBERS IN MATERNAL MORTALITY RATE, INFANT MORTALITY RATE, TB PATIENTS, DIABETIC, ETC. MOST OF THE PEOPLE STILL HAVE LOW EDUCATION. HOW WE CAN HELP AND SUPPORT THE GOVERNMENT BY EDUCATING THE PEOPLE THROUGH ONLINE ACCESS FROM DOCTORS.

MIA ARGIANI, KARSA LINTAS BUWANA



CONCRETE WALLS AND GLASS CEILINGS: THE MEDIA ADAPTS TO AN UNPRECEDENTED ELECTION
Anderson Cooper in conversation with John Martin CEO, Turner

MYTHS ABOUT MILLENNIAL AMERICA (OR WHY YOUR KEY AUDIENCE DGAF ABOUT SPANISH AND TV)
Beatriz Acevedo, CEO, Mitú

IMMERSIVE VIRTUAL REALITY: EXPERIENCING THE STORY WITH THE WHOLE BODY AND NOT JUST THE MIND
Nonny de la Peña, VR Filmmaker

ALL THE WAY UP: HOW TECHNOLOGY AND HUMANS ARE MAKING THE WORLD A BETTER PLACE
Daniel Ek, CEO, Spotify
Mark Read, CEO, Wunderman

DO IT LIVE OR DON'T BOTHER: THE AGE OF AUTHENTICITY
Andrew Bosworth VP, Engineering Ads and Pages Facebook

ENOUGH WITH THE RAMEN NOODLES: A NEW ERA FOR ARTISTS IS HERE
Tim Westergren, CEO, Pandora

THE FLIGHT TO QUALITY: BUILDING BRANDS IN AN ERA OF INNOVATION EXHAUSTION
Jim Bankoff, CEO, Vox

WHAT'S GOING ON: WHY EMPATHY AND HUMAN CONNECTION ARE THE NEW SUPERPOWERS
Frank Cooper, CMO, BuzzFeed

STORY, ART AND MEMORY
Clay Bavor, VP, Virtual Reality Google

Discussions
Cannes 2016

**ARE ELECTIONS BAD FOR DEMOCRACY?
WHAT COULD BE DEMOCRACY 2.0?**

Post Brexit, post-Trump, with high risk elections coming up in France and elsewhere, with an uncharted and likely post-ANC future looming in South Africa, is it still alright to decide the fate of a country – or of an entire continent– by the single swing of the blunt axe that is the ballot box, wielded by mostly disenchanted and poorly informed (and now often misinformed through the proliferation of fake news) citizens? What could be Democracy 2.0?
Thierry Cassuto, Both Worlds



**USING VIDEO GAMES TO UNDERSTAND A
DEMOGRAPHICS' PSYCHOLOGY**

Video games are interactive. Different people make different decisions to achieve the same goal. Even a slight approach to solving a problem can say a lot about a player especially when it's a pattern among multiple players. The interactive behavior creates interesting signals, which can give deeper information about the audience. How can this be harnessed to help brands understand their audience? Does demographic information really matter or is it a psychological profile that really matters? Are video games the key to discovering this psychological profile? Can this be used to evolve marketing campaigns to keep up with behavioral/psychological trends in particular demographics? Nuff questions, lets share some answers in 5 days.
Wesley Kirinya, LetiArts



HOW TO RETAIN -TALENTED- STAFF?

If you think Rhino poaching is bad.... Wait until you get to know this industry's poaching tactics :) The digital media & marketing industry in SA (and generally outside of SA as well) has one big bottleneck: companies are only as good as the talented staff they manage to hold on to. Looking forward to a constructive discussion around how to attract and retain staff in this industry. Any suggestions are welcome.
Stijn Smolders, Silvertree Capital



**HOW AFRICAN BRANDS CAN BE PUSHED
TO EMBRACE DIGITAL MEDIA TO GO PAN
AFRICAN / GLOBAL**

Day in and day out I see amazing African brands with amazing products, but extremely poor digital marketing channels. How can we push these brands to embrace digital media and go Pan-African / global. How do we put Africa on the map? Nkemdilim Uwaje Begho, Future Software Resources



WILL REAL NEWS SURVIVE IN THE POST-TRUTH WORLD?

The news business is facing multiple challenges on multiple fronts. As the younger generation goes digital, they're just not reading newspapers. Online the news industry has other threats, from the distractions of social media to visual clickbait like Snapchat. Fake news might have influenced the US elections, as the post-truth reality sets in. Meanwhile, digital marketing budgets are being decimated by Google and Facebook What's next for the news industry in the distracted age?
Toby Shapshak, Stuff



**THE FUTURE OF SIN - AN AI
WORLD**

What are the ethical implications surrounding AI? What are the frameworks we need to start constructing? Who will be responsible for implementing and controlling the frameworks? How will we manage potential power abuse? Lana Strydom, Vodacom



**THE RISE OF PROPAGANDA AND PARTISANSHIP IN
THE SOUTH AFRICAN MEDIA LANDSCAPE**

The South African news media landscape is fracturing. It's no longer controlled by a bunch of (white) liberal journalists or finger-wagging Apartheid acolytes. Instead, we have different media houses catering to different agendas. With Naspers, Primedia, Independent Media/Sekunjalo, the Gupta media empire and Hlaudi Motsoeneng's SABC, we now get to choose whose narrative we listen to, and those in power get to use the media to push their agenda. What are the implications for our country? Are we heading towards a future where there is no objective narrative for all South Africans to depart from in our social discourse? Will we end up with a media landscape like in the USA with Fox, Breitbart, MSNBC, CNN, etc. all catering to different ideologies? Let's discuss. Kyle Findlay, Kantar TNS / Kantar Innovation



HOW TO ADVERTISE TO ALIENS

Advertising appeals to the most basic human instincts. What would the most basic alien instincts be? I'll give a quick rundown of what little the budding science of exobiology (and my own even more budding speculation) can tell us about what intelligent alien species might be like to kick off a brainstorming session about how we might convince an alien to buy something, which in turn will lay bare some of our most basic assumptions about humans.
Gideon Lichfield, Quartz



**EDTECH: TOO MANY
DEVICES, NOT ENOUGH
SOLUTIONS**

How do we move from devices to solutions to solutions that work in schools? Teachers do NOT want to use technology in classrooms, we need to build solutions that they find impossible to do without.
Nivi Sharma, BRCK Education



**WHY DO WE DO SUCH A
POOR JOB OF CELEBRATING
OUR RICH MUSICAL LEGACY IN
SOUTH AFRICA (AND AFRICA)**

We have hundreds of forgotten bands and musicians in our country's back catalogue. Much of it can only be found in second hand bins. Where are the classic rock, jazz and funk radio stations? Why will my kids know the words to a Beatles song before a Hawk or Harari song? This irks me. Let's discuss. Kyle Findlay, Kantar TNS



**IS A WALLED GARDEN
BETTER THAN NO GARDEN
AND DO THE POOR REALLY
CARE?**

The open internet is how the internet should be. Is that a luxurious statement to made by people who can already afford it? Erik Hersman, BRCK





Rob Norman, GroupM and Buck Wise SWIFT, on stage at Stream 2016

Jonah Peretti and Henry Blodgett



Nunu Ntshingila



Martin Sorrell



Scott Spirit, with Joe Chen



Kemi Green



Scott Spirit, with Juliana Rotich



Cristiana Falcone Sorrell, Ella Kieran, Scott Spirit and Gyve Safavi

*"I'd made a resolution
3 years ago
not to attend any conferences
and i'm so glad
that I actually broke it.
It was truly different
and exceptional"*

Siddharth Mangharam, Floh



Stream USA 2016

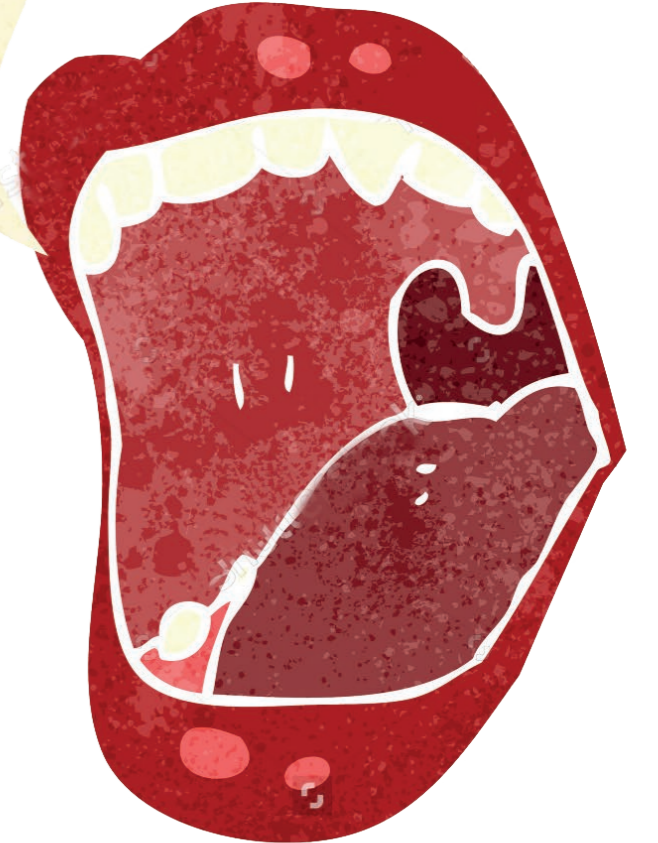


Stream Africa 2016



Gabourey Sidibe with Amy Emmerich
Chief Content Officer, Refinery29

**“STREAM
WAS A FANTASTIC
FANTASTIC EVENT.
EVEN THREE DAYS AFTER
I’M STILL BLOWN AWAY
ABOUT ITS QUALITY,
CONTENT-WISE AND
EASY-AND NICENESS”**
STEPHANIE CZERNY,
DLD





Thomas du Pre de Saint Maur



Kara Swisher and Anne Wojcicki



Brent Hoberman, Clay Bavor and Chris Milk



Troy Carter



David Moore



Mark Read



Martin Sorrell and Imran Khan



Shane Atchison



Lachlan Murdoch



Ella Kieran, Jing Zhang, Kemi Green





“INSPIRATION AMONG THE DIGITAL ELITE,
I FOUND THE EXPERIENCE ENERGIZING AND SO CREATIVE. I HOPE
YOU’LL HAVE ME BACK FOR THE NEXT STREAM USA!”
NATE NICKERSON, MIT

Stream USA 2016



Stream Asia 2016



'I loved Stream, its ethos, atmosphere and freedom to think and do things outside of my daily routine. It was liberating and invigorating' Nicola Bamford, Sky



Stream 2016



SXSW

2017
3-6PM
SAT 11 MARCH

For the seventh year, Stream SXSW will bring together brands, technology companies, agencies and media groups to meet, mingle and have a drink together away from hustle of the streets. Stream SXSW is a mix of just 100 leaders and rising stars from the WPP group, partners and friends. Like any good Stream event, there are no PPTX presentations, no pitches and no free branded mouse pads. Instead, we focus on bringing together an eclectic, but influential group of CEOs, VCs, CMOs, CDOs to discuss and debate the future of digital.



"STREAM IS A PLACE TO GO,
TO REACH THE CONCLUSION
THAT YOU DON'T KNOW
EVERYTHING ABOUT
EVERYTHING"

ROB NORMAN, GROUPEM

THE TOP 50 UNMISSABLE TECH EVENTS IN 2017



JAN 15-17	DLD (MUNICH, GERMANY)
JAN 17-20	WORLD ECONOMIC FORUM ANNUAL MEETING 2015 (DAVOS, SWITZERLAND)
FEB 15-18	STREAM INDIA (JAIPUR, INDIA)
FEB 27-MAR 2	MOBILE WORLD CONGRESS (BARCELONA, SPAIN)
FEB 27-MAR 3	SOCIAL MEDIA WEEK (MULTIPLE CITIES)
MAR 9-	WIRED HEALTH (LONDON, UK)
MAR 11	STREAM @ SXSW (AUSTIN, US)
MAR 10-14	SXSW INTERACTIVE (AUSTIN, US)
MAR 10-18	SXSW FILM (AUSTIN, US)
MAR 16-19	STREAM ASIA (PHUKET, THAILAND)
MAR 19-23	ADOBE SUMMIT (LAS VEGAS, US)
MAR 20-22	O'REILLY DESIGN CONFERENCE (SAN FRANCISCO, US)
MAR 20-24	CEBIT (HANNOVER, GERMANY)
MAR 23-26	AAA ANNUAL CONFERENCE (BOSTON, US)
APR 3-6	MIPTV (CANNES, FRANCE)
APRIL 4-7	SKOLL WORLD FORUM (OXFORD, UK)
APR 6-8	STREAM INDONESIA (JOGJAKARTA, INDONESIA)
APR 6-8	OFFF (BARCELONA, SPAIN)
APR 14-16	KINNERNET USA (LOCATION TBA)
APRIL 24-28	TED 2017 (VANCOUVER, CANADA)
APR 27-29	DIGIFEST (TOTO, CANADA)
APRIL 30-MAY 3	MILKEN INSTITUTE GLOBAL CONFERENCE (LA, US)
APRIL TBA	KINNERNET 2017 (TEL AVIV, ISRAEL)
MAY 2-4	COLLISION (NEW ORLEANS, US)
MAY 7-9	FESTIVAL OF MEDIA (ROME, ITALY)
MAY 15-17	TECHCRUNCH: DISRUPT NY 2017 (NEW YORK, US)
MAY 17-28	CANNES FILM FESTIVAL (CANNES, FRANCE)
MAY 18-19	THE NEXT WEB EUROPE (AMSTERDAM, THE NETHERLANDS)
MAY 30-JUN 1	CODE CONFERENCE (PALOS VERDES, US)
MAY TBA	TECHCRUNCH DISRUPT (NY, USA)
JUN 7-9	99U CONFERENCE (NEW YORK, US)
JUNE 8-10	KINNERNET (ISRAEL)
JUNE 15	FOUNDERS FORUM UK (LONDON, UK)
JUN 17-24	CANNES LIONS (CANNES, FRANCE)
JUN 20-	STREAM CANNES (CANNES, FRANCE)
JUN 22-23	NOAH BERLIN (BERLIN, GERMANY)
JUNE 22-25	KINNERNET EUROPE (AVALLON, FRANCE)
JUN TBC	DIGIDAY RETAIL SUMMIT (CA, US)
JUNE TBA	KINNERNET EUROPE (FRANCE)
JUL 11-17	WORLD DOMINATION SUMMIT (PORTLAND, US)
JUL 17-19	FORTUNE BRAINSTORM TECH (ASPEN, COLORADO)
JULY 11-13	RISE HONG KONG (HONG KONG)
AUG 27-SEP 4	BURNING MAN (NEVADA, US)
AUG 27-30	TED GLOBAL 2017 (ARUSHA, TANZANIA)
SEP 13-14	DMEXCO (COLOGNE, GERMANY)
SEPTEMBER TBA	TECHCRUNCH DISRUPT (SF, USA)
OCT 11-12	CMO CLUB FALL SUMMIT (SANTA MONICA, US)
OCT 12-15	STREAM 2017 (MARATHON, GREECE)
NOV 6-9	DREAMFORCE (SAN FRANCISCO, US)
NOV 6-9	WEB SUMMIT (LISBON, PORTUGAL)
NOV 8-11	STREAM LATAM (NEW!) (SALVADOR, BRAZIL)
NOVEMBER 9-10	FOUNDERS (LISBON, PORTUGAL)
NOV 16-19	STREAM USA (OJAI, US)
NOV 29-30	AD:TECH LONDON (LONDON, UK)
DEC 6-9	STREAM AFRICA (STELLENBOSCH, SOUTH AFRICA)



Stream 2016





WHAT MAKES WPP STREAM SUCCESSFUL?

"WHY DO I LOVE STREAM? BECAUSE PEOPLE ARE IN JEANS AND ARE READY TO INTERACT, INSTEAD OF SUITS AND TIES MAKING STATEMENTS." Esther Dyson, Investor

"CONNECTS ADVERTISERS TO TRENDSETTERS"

Tom Buday, Nestlé

"MOST EVENTS AND CONFERENCES ARE AN EXTREME EXAMPLE OF THE PARETO PRINCIPLE AT WORK - 95% OF THE VALUE COMES FROM 5% OF THE TALKS. STREAM IS DIFFERENT. LIKE WIKIPEDIA, THE BIZARRE, SELF-ORGANISING FORMAT WORKS FAR BETTER IN PRACTICE THAN IT DOES IN THEORY." Rory Sutherland, Ogilvy & Mather



25* creativity hacks

*According to Academy Award Nominee Filmmaker, Lucy Walker

IMAGE: Jati Putra Pratama Graphic Designer - jatiputra91@gmail.com

- 1.** Find techniques for shifting perspective. Think like someone else. What would your brother or school principal or Barack Obama do?
- 2.** Think like an object. When Einstein imagined riding along a light beam he came up with the theory of relativity!
- 3.** Think with the muscles and skin and sinews of your body. Like you would if you were a surgeon or a dancer.
- 4.** Use your senses. Imagine hearing the sound of Edvard Munch's famous image.
- 5.** Put some distance between yourself and your work. Imagine solving your problem in 100 years' time.
- 6.** Then try the opposite. Lose yourself in the thing you're studying, integrate "I" and "It". The fisheye lens was invented by someone who wanted to understand how fish saw the world.
- 7.** Pay attention to what doesn't make sense. The greatest discoveries are often preceded by the thought, "That's strange...".
- 8.** Recognize the importance of good problems. If you're stuck, maybe it's a different problem you need, not a solution to an existing problem.
- 9.** People are literally more creative after performing a pulling action than a pushing one. Don't retreat. Go towards your problem with open arms.
- 10.** Find ideas in Nature. The inventor of Velcro was inspired by the grasping properties of plant burs.
- 11.** Trust your intuition. "The heart has its reasons that reason cannot know" (French philosopher and mathematician Blaise Pascal).
- 12.** Simplify it! The words love, honor, truth, and duty are all representations of very complex ideas.
- 13.** Be an ideas factory! Produce lots of ideas, then just throw out the bad ones.
- 14.** Be attentive to seemingly mundane things. Picasso learned to draw by sketching pigeons' feet.
- 15.** Analogize. Try to force a relationship between two dissimilar objects. In the 17th century, William Harvey compared the heart to a pump.
- 16.** Be different. But not so different it's hard to be taken seriously.
- 17.** Be sloppy. Make a mistake. See what happens.
- 18.** Who'd have thought light could be both a particle and a wave? Bring new things together, create paradoxes.
- 19.** Find your favorite place to go and let your mind wander.
- 20.** Change the medium. What would a picture of your favorite song look like?
- 21.** Pursue your bliss. Alexander Fleming noticed penicillin growing in his petri dish because he had the somewhat unusual hobby of making portraits out of bacteria, meaning he could instantly identify new types of mould just by their appearance.
- 22.** Look for patterns. Sir Francis Bacon noticed that Africa and South America were similar shapes.
- 23.** Welcome and nurture diversity in your home, school, workplace and community.
- 24.** Resist premature closure. Don't let a good idea stop you having a great idea.
- 25.** Be an explorer: go where there's no light, and look for the land on the other side of the known.

CLASS OF

21st Century Fox	Cheddar iNC	Globant	Marks & Spencer	Parag Foods	Singapore Airlines	TouchCast
23andMe	Chevron	Globus	Marriott	Patrika Group	Singapore Tourism Board	Treasury Wine Estates
247 Technology	Church and Dwight	GOODSTUPH	Mars	PayU Money	Sitcore	Tribeca Enterprises
500 Startups	Cisco	Google	Mary Kay	PCH International	SJR	True[x]
AB InBev	Citi Bank	Grey	Maserati	PepsiCo	SKAK Management	Turner
Abbott	Civil	GroupM	Mashable	Periscope	Skimlinks	Twentieth Century Fox
Acceleration	Clue	GVM Networks	Masima Corp	Permutation AI	Skin Inc	Twitter
Acquia	CNBC-TV18	H++K Strategies	Maslow Capital	Pernod Ricard	SKINFOOD	U.S. Navy
Ad Dynamo	CNN	Happy Fresh	Mastercard	Pfizer	Skriilo	Uber
ADK	Coca-Cola	Harley-Davidson Japan	Max Bupa	PicMix	Sky	Ubisoft
Adobe	CODIGO	Heineken	Max Life	Pinkshastra	Skyjet	UCT
AdParlor	Cognifide	Hellas Direct	Maxus	Pinterest	Smollan	UMC
Adskom	Cohn & Wolfe	HelloPay	McDonald's	Playbuzz	Snap Inc	UMG
AIA	Colgate-Palmolive	Hershey's	MCN	POKKT	Snaplytics	UN Women
Air Asia	comScore	Hogarth	ME Bank	Police Now	SociaBuzz	UNICEF
AirHelp	Connecterra	Hokben	Mead Johnson Nutrition	Pop Box Asia	Socialbakers	Unilever
Airtel Africa	Consol Glass	honestbee	MEC	POSSIBLE	Sokrati	Unilever Ventures
AKQA	Contagious	Honey & Blanckenberg	MediaCom	Potato	SONY Computer	University of Oxford
Alibaba	Cube26	Hotel Quickly	memBrain LLC	Printivo	Entertainment	Unmetric
Allianz	Culture Machine	HSBC	Mercedes-Benz	Procter & Gamble	Southwest Airlines	Unruly
AllSaints	Danone	Huawei	Metro UK	PT Kreatif Media Karya	Spotify	Unruly
Amazon	DataSift	I-Com Global	MetropolitanRepublic	Pyco Group	Squad Digital	Unscriptd
AOL	DBF Capital	i-dac Indonesia	Miaozhen	Q Ventures	Standard Bank	Upstream Systems
Appier	Dell	I/D	Mic	Qualcomm	Star India	V&A Waterfront
Apple	Deutsche Bank	IBM	Michelin	Quartz	Start VR	Verse Innovation
AppNexus	Diageo	ICICI Bank	Microsoft	Quirk	Starwood Hotels & Resorts	Vestel
Argos	Digilab	IDG China	MikMak	Quintype	Resorts	Viacom
Arka Media	Dimo Pay	IKEA	Millward Brown	Quirk	Stock Shop	Vibease
Ars Thanea	DirectAxis	IMRB International India	Mindshare	Qyuki	STW Group	VICE
Astro Digital	Discovery	Information Capital	MIINI	Radish	Suntory Pepsico	Viddsee
AT&T	Disney	InGameAd (IGA)	Miroma Ventures	RadiumOne	SuperAwesome	Videology
Autonomous Ventures	DLI	InMobi	Mirum	Rajasthan Patrika	SuperPedestrian	Vidooly
Avenu Indonesia	dmexo	Innovid	MIT	Recharge	SVG Media	VimpelCom
Avon	Dollar Shave Club	Insightee	mitú	Red Hat	Swift	Visit Britain
Bank of America	Domo Inc.	Instagram	MiX Telematics	Redfuse	SYZGY Group	Visual Country
Barclays Africa	DoNotPay	Instaroid	MMA Global	Refinery29	T-Mobile	VML
Barrows	DoubleDutch	Intel	Mobile Walla	Reliance Broadcast	TabloidKu	Vodacom
Bates CHI	Dow Jones	InterContinental Hotels Group	Mogae Group	RENDEAVOUR	Tata AIA	Vodafone
Baxter	Electronic Arts	Interlude	MOO.com	Reportbrain	Teads.tv	Volvo
Bayer	EatOut	iProperty.com Group	MSix	Restart Group	TechCrunch	Voto Latino
BBC	eBay	J. Walter Thompson	Mulberry	Revlon	TechSitter	Vox Media
BDA China	Edelweiss	J.M. Smucker	MultiChoice	Richard Attias & Associates	Techsys Digital	Voyager Labs
Beiersdorf	EDventure	Jaunt VR	Mutual Mobile	Ripple Inc	Telkom Capital	Vpon Big Data Group
Belkin International	Ekistic Ventures	Jim Stengel Company	Nat Geo China	River LA	Telkomsel	WAKAYAMA I/O AB
Benenson Strategy Group	Eleve Media	Jingle Punks	National Gallery Singapore	ROAM Africa	Telkomtelstra	Wall Street Journal
Beritagar	Elite Daily	Johnson & Johnson	NATIVE VML	Roam Analytics	Tencent	Wallplay
Bertelsmann	eMarketer	Jubilant Foods	NBC	RoboSavvy.com	tenthavenue	Wander
betaworks ventures	Emblematic Group	Jupiter Drawing Room CT	Near	Rockfish	Tesco	Warner Music Group
Biznet Networks	Emtek	Kano	Nedbank	Roam Analytics	TFG	Wattpad
Blibli.com	Emvay	Kantar	Nestlé	Wattpad	Thando's	Webfluent
Blippar	Enstylement	Kapanlagi	News Corp	WEF	The Data Alliance	Wendy's
Blis	Equinox	Karbons	News UK	Wezzoo	The Economic Times	Wired
Bloomberg	Essence	Kargo	Nexus Productions	WIRE2	The Foundry, Rand	Wired
Blue State Digital	Eureka Forbes	Kaskus	Nielsen	Within	Merchant Bank	Withings
BMW	European Central Bank	KCB Bank	Nike	Withings	The Front Media	Wobbe
Boehringer-Ingelheim	Fabacus	Keiichi Matsuda Ltd.	Nimbuzz	Wobbe	The Futures Company	Wondermento
Bottle Rocket	Facebook	Kellogg	Nine Entertainment	Wunderman	The Guardian	X Prize
BP	Fairfax	KFC	Nokia Technologies	XAxis	The Hardy Boys	Xbox
Brand Union	Falcon House Partners	KidinaKorner	O'Reilly Media	XL Axiata	The Human Harp	Xtrader
Brave Venture Labs	FamousID Network	Kimberly Clark	OCBC	Y&R	The New York Times	Y&R
Bravo and Oxygen Media	Fanstang	Kinetic Worldwide	Odeabank	Yahoo	The New Yorker	Yes Bank
BRCK Education	Femina Group	Kompas.com	Ogilvy & Mather	YesBoss	The Partners	YesBoss
British Telecom	Ferrero	L'Oreal	Old Mutual	Yildiz Holding and Godiva	The Partnership	YouKu
Brookings Institution	Fiat Chrysler Automobiles	Landor	Olive Bridge	YourGrocer	The Raine Group	Yum!
Burger King	Financial Times	Layer3TV	Entertainment	Zanadu	SB Projects	Zee Entertainment
Burson Marsteller	FITCH	Leaf Wearables	OMGyes.com	Zuan Design Labs	The Trade Desk	
Business Insider	Flipkart	Lee Kuan Yew School of Public Policy	Omnia		The Viral Fever	
BuzzFeed	FNB	LEGO	Open Bionics		Scrollmotion Blue	
Calm.com	Food Standards Agency	Lenovo	OPERA Mediaworks		Company	
Cancer Dojo	Ford	Lexus International	Operator		The Weather Channel	
Capital One	Forky	Liberty Group	Optum		The&Partnership	
Capitec	Founders Factory	Lightning / Comma.ai	Oradian		Sensoria Inc.	
Car Advice	Fox Networks Group	LinkedIn	Orami		Sequoia Capital	
Cars Guide	FullScreen	Lloyds Banking Group	Orang Tua Group		SES Africa	
Catalyst Strategy	Garuda Indonesia	Loeries	Our Better World		Shankai Sports	
Celtra	GDP Venture	Lombard Odier	P&G		International	
Cerebos	General Mills	LUMA Partners	Paddy Power Betfair		Shell	
Cerebra	Geometry	Madhouse India	Group		Shopalyst	
Chanel	Geopoll	Maker Studios	Pandora		P&G	
Changi Airport	GHG	Makro			ShowMax	
Channel NewsAsia	Girlboss				Siemens	
Chanzo Capital	Glaxo SmithKline				Siemens	
					Silicon Cape	
					Silvertree Capital	

The first 10 years of WPP Stream

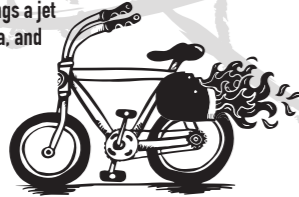
2013 – Netflix produces first show, *House of Cards*

Stream Indonesia

launched, co-hosted with Axton Salim of Indofoods

2013

19-year-old Raul Oaida brings a jet powered bike to Stream Asia, and nearly sets the stage on fire



Stream Cannes

set's up camp on Ile St Honorat, with Lorraine Twohill, David Karp, Emil Micheal, Carolyn Everson and Nassim Taleb among others join the Stream Island

2014

Stream India launched, co-hosted with Academy-Award winning director Shekhar Kapur

Stream Asia moves to Malaysia



Stream Cannes

returns, with Nikesh Arora, Marissa Mayer, Ben Silbermann Adam Bain and Olympic Snowboarder Shaun White roped in debate technology, entertainment and life after likes

Stream Health

launched, partnering with Human Performance Institute and bringing together over 250 health policy experts, deans of medical schools, pharmaceutical and executives, heads of electronic medical record companies and technology entrepreneurs



Stream SXSW

launched, taking over Searsuckers in downtown Austin to host 300 friends and partners for drinks, music and dancing



2012

Stream Cannes launched, bringing together 100 CEOs and CMOs for a "mini" 1-day Stream. Arianna Huffington, Shane Smith, Jeff Weiner and Chris Capossela amongst others jump on boats to join us

Martin Sorrell sings my Funny Valentine on stage



"A peak into the digital future of the African mass markets"



Stream 2014

moves to Turkey. Israeli rock-star Yoni Bloch turns the audience into a human piano

January 2010 – Whatsapp launched



2011

Stream Asia launched, bringing together 250 leaders from across Asia



September 2011 – Snapchat launched

2010

Stream 2010 – Stream grows to 350 people



2010 – Instagram launched



January 2011 – Wechat launched

Stream 2009

Israeli stuntman sets himself on fire



2009

Stream 2009 – Adobe, AOL, Google, Facebook, Microsoft, LinkedIn and Yahoo! Join Stream as partners



2008 – Spotify launched

2008

Stream 2008 – two music industry executives turned up, saw the venue and promptly got back in their Mercedes to the Hilton Athens – they did come back



Marko Ahtisaari sings opera at the poolside, – the crowd jump in and swim towards him fully dressed

Matthew Weiner

creator of Mad Men, joins Mark Thompson, Keith Weed and Dick Costolo (then CEO Twitter) risk their lives in small dinghies abreast 6ft waves to join us on the Stream Island



Stream returns to Greece and a team from Swiftkey send a 3D print of Martin Sorrell and Yossi Vardi to space

Nunu Ntshingila, head of Facebook Africa joins Scott Spirit to host the second Stream Africa

2016

Harsh Mariwala, Chairman, Marico joins Ranjan Kapur to host the third Stream India

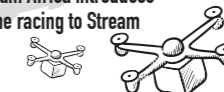
Anderson Cooper, Tim Westergren, Lachlan Murdoch and Jack Dorsey join friends and partners on the Stream island at Cannes



Stream USA

launched. Sheryl Sandberg, Imran Khan, Gabourey Sidibe, Michael Dubin, Tim O'Reilly, Anne Wojcicki and Troy Carter join 200 friends and partners for three-days camp in Ojai, California

Stream Africa introduces drone racing to Stream



2017 Stream turns 10!

Alumni now numbers some 10,000 creative and technology CEOs and rising stars around the world.

Stream LATAM

arrives! 8-11 November, 2017 in Salvador, Brazil

"How do we create a conference people actually want to go to?"

2007

Yossi Vardi and Cristiana Falcone-Sorrell convince Martin Sorrell and Mark Read that there's merit in bringing together digital change-makers

Stream 2007

Stream is born, the very first event sees Martin Sorrell and Yossi Vardi host 250 start-ups, clients, partners, frenemies, start-ups, venture capitalists, academics NGOs and friends. WPP employees see for themselves that Martin Sorrell has knees when he shows in public for the first time in history with shorts

And the story goes on...

THANKS TO OUR PARTNERS

"WPP invests in Stream and so do our partners. We have a tremendous group of sponsors who really fund a lot of what we do here, and they benefit from it, and people benefit from it, and we WPP benefit from it. We do make an investment in it, but it's a co-investment" Martin Sorrell

Global Partners:

247 Technology

Acquia

Adobe

Alibaba

Amazon

AOL

AppNexus

BBC Worldwide

Blis

Bloomberg

Buzzfeed

Car Advice

Cars Guide

comScore

Datasift

Domo

EA

Facebook

Fairfax

Fullscreen

Google

The Guardian

InMobi

Kargo

Maker Studios

MCN

Mi9

Miaozhen

mitù

News Corp

Pinterest

Playbuzz

Refinery29

Social Bakers

Spotify

Teads

The Trade Desk

True[X]

Turner

Twitter

Videology

VICE

Vox Media

Wattpad

The Weather Company

xAD

Yahoo

YouKu

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Affle

Biznet

Blue Robot

Codigo

Cosmic Info Tech

Culture Machine

Eleve

GDP Venutures

HappyFresh

Hindustan Times

India.com

Innovid

Kapanlagi Network

KFC

Kompas.com

LinkedIn

Maika Collective

Makna Creative

Marketo

Nimbuzz

Opera Media Works

Patrka Group

Phar Focus

POKKT

Quartz

Queen Production

Raj Patrika

Saavn

Salesforce

SAP

Standard Bank

StudioD

The Discovery Channel

TLC

Unmetric

Unruly

Viacom 18

Vidio.com

YesBoss

YuMe

WPP