



THE EXECUTIVES' CLUB OF CHICAGO

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Disruptive Thinking: Preparing for Unpredictable Futures

Anders Sorman-Nilsson
Futurist and Author

Leadership Circle Program

Monday, November 10, 2014

Moving to digital platforms has become a business imperative. But as we push to take customer engagement online and scale our inputs and outputs, customers are increasingly demanding more meaningful connections. Winning strategies of today must blend the faceless digital world of tomorrow with the high-touch analogue world of yesterday.

How do companies hold on to their legacies and combine analogue values like customer service and storytelling, with digital technologies like customizable online stores, multi-channel marketing, express delivery, as well as unknown advancements yet to come, to engage with the 21st century customer?

On November 10, futurist and innovation strategist Anders Sorman-Nilsson will share lessons on how business leaders can think differently, identify new, non-traditional partnerships and alignments, and create proactive strategies on the digital-analogue spectrum to satisfy the needs of the customers of tomorrow, and plan for the unforeseeable future.



SPEAKER

Anders Sorman-Nilsson

Futurist, Innovation Strategist,
Founder and Creative Director of
Thinque and Author of *Digilogue:
How to Win the Digital Minds and
Analogue Hearts of Tomorrow's
Customer*

When:

Registration & Networking: 7:15 a.m.

Program: 8:00 - 9:00 a.m.

Post-Program Reception: 9:00 - 9:45 a.m.

Where:

BMO Financial Group

115 S. LaSalle Street

Proceed up tall escalators to 3rd floor registration.

Then proceed to 8th floor, Auditorium.

Ticket Information:

Member: \$49 | Non-Member: \$79

A late fee will apply for registrants seven days prior to event.

Reserved Seating for Groups of Five:

Leadership Circle Member: \$285

Member: \$325

Non-Member: \$355

For more information on sponsorship opportunities or to register for this program visit: ExecutivesClub.org or call: (312) 263-3500