

Press Release

TheConference.Digital

Announcing a new concept for events and conferencing during extraordinary times

Zurich, 12 March 2020. Events and conferences are being postponed or are cancelled completely. The Corona-Virus and mounting climate change concerns are drastically reducing our options. How can we swiftly respond to these new circumstances? How can we keep meeting, talking, learning and innovating?

Adapting to the sudden future that presents itself, Gerd Leonhard and his company, The Futures Agency, are now offering an entirely new conference experience that can bridge the gap between attending real-life events or simply staying at home, binging on streaming services.

The digital conference concept meets these new needs of conference planners and event managers that are impacted by this crisis. In the past, online events and webinars have mostly been a casual and often low-budget affair, met with little excitement by most professionals - this is about to change!

It is a certainty that more and more professionals will work remotely or from their homes in the future. Thus, TheConference.Digital aims to provide a new and exciting environment that is conducive to human experiences, serendipity and discovery. The goal is to offer a content and conversation-driven platform that parallels the live experience online, while making it infinitely easier to participate.

Whether moving online as a contingency or exploring custom-designed digital experiences, Gerd and The Futures Agency has the people, the content, the accumulated insights, the proven network and the technological expertise to help organisations leapfrog into state-of-the-art digital events.

Digital conferencing can also add a new life to event content, as critical learnings and insights build up into a unique library of knowledge, illumination, motivation and imagination, while reducing travel and health risks, lost productivity and CO₂ output.

“As we move towards a more resilient planet both ecologically and in terms of public health, digital conferencing will rapidly become the new normal.” (Gerd Leonhard, CEO)

Futurist, Author and The Futures Agency CEO Gerd Leonhard is one of the world's most prestigious keynote speakers - www.futuristgerd.com

The Futures Agency, based in Zürich, Switzerland, is a unique organisation designed to help businesses discover, understand and create their preferred future - www.thefuturesagency.com

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