



## Ryan McLaughlin Presentation Topics

### Duration:

All presentations can be booked for 40 or 90 minutes.

### Future of Retail

*The Six Trends that will dictate retail till 2025. Impressions from New York, Los Angeles, Tokyo, Seoul, Singapore, and Shenzhen.*

After meeting with the most innovative brands in markets around the world, how are they creating immersive experiences for consumers? How are using digital in-store? How are they using the physical store as the frontline research center for brand strategy and product development? And how are consumers reacting?

*How DTC (Direct to Consumer) is changing retail forever.*

More retail brands have been created in the last 5 years, than in the 20 years prior. How has DTC changed retail forever? How can traditional brands compete against DTC brands and what can they learn from DTC brands?

*Immersive Store Experiences and how to create them.*

The most innovative retailers all have one thing in common, and it's not digital expertise. They understand experiences and how to create them so that customers que and want to see more no matter the effort on their part. See the most unique store experiences directly from the source. How can you create more immersive experiences and bring in more customers to your retail footprint than you ever have before?

*Watched, liked, followed, sold. Internet Stars Disrupting Retail Models.*

Youtuber, professional Esports players, and meme based 'merch' are gaining an incredible amount of traction and they've barely been featured in the traditional retail world. Learn how this \$4 Billion industry works and how retailers can develop strategies to take advantage of this major trend.

Additional Retail related talks on:

Fashion and Lifestyle, Athletics, Electronics/Hardware, Footwear, Esports, eCommerce, Beauty, Grocery, Cannabis, Food & Beverage, Hospitality

## **Future of Work**

### *Level up your people. How to Upskill and Reskill for the future.*

How do workforces develop new skills? The answer is not: on their own. Training will be the largest human resource expenditure 10 years from now. Training and preparing workers for new tasks, roles and jobs will be essential to every company, especially in a tech-first world. Learn about the world of Upskilling and Reskilling and how others are tackling this challenge.

### *How to Co-Working like a pro. And new Collaborative Models.*

Sharing insights and learnings from visiting over 140+ collaborative workspaces. After speaking to the creators of the spaces and the users you can see what works and what could be improved, in the design, space and culture. How do you more effectively connect the right people, and really allow workers to do their best work?

### *New Challenges require new Motivators. Redefining Success for Leadership.*

Young leaders are not motivated by the same factors as current top management. However, top management will still lead for the coming 10-15 years. How can we create the right landscape for current leaders so they are less motivated by title, salary and power? Learn about how redefining success for executives can positively change their focus.

### *Culture Hacks for the Future*

How can you create small internal changes to your meeting culture, organizational processes and team structures, that yield big results in employee satisfaction, passion and purpose. Learn how to make small steps towards a larger purpose goal.

## **Mobility**

### *Who is creating the future of mobility today?*

Sharing insights and learnings from interviewing 150 mobility startups in the fields of Lidar, Radar, Computer Vision, Micro Mobility, Inductive Charging, Battery Production, and many more. What trends do the latest startups in the mobility world see as relevant and what are the larger auto manufacturers doing about them?

### *How did you get here? Future Cities and their impact on how we'll move.*

How can cities allow urban planners, architects, creatives, technologists, and mobility experts to all collaborate and develop transportation that doesn't just work, but fits into a city's cultural fabric? Explore visions for the future and how you can use these groups of people to create your future mobility solutions.

### Additional Mobility related talks on:

Autonomous, Shared, Electric.

## **Innovation und Tech**

### *The Next Disruptions*

The three 10-year trends that will upset consumer behavior, supply chains, and the way we live. Dive into Dematerialization, Autonomy, and Distro 2.0.

### *Innovation Hubs, Labs, Incubators and Accelerators*

Sharing insights and learnings from visiting hundreds of innovation spaces and campuses across the globe, in addition to supporting architecting Labs in New York and Berlin. What is your business model, who do you hire, and how do you structure our innovation space to be successful? How do you bring innovations from your space into the larger organization and create a community with global partnerships?

Additional Innovation and Tech related talks on:

Top Tech Startups, Machine Learning, VR/AR Innovation Management

## **Client and Audience Testimonials**

“As a Global Digital Ambassador Ryan is unparalleled in Germany”

**Roland Berger**

**Jochen Ditsche, Sr. Partner, Digital Lead**

“How he brings together all of the amazing trends and innovations globally into one presentation is very impressive”

**BMW**

**Jasper-John Wendenburg, Car R&D, Strategy, Process Management**

“Really, just amazing, inspiring and enlightening.”

**WMF**

**Jörg Heinen, CIO**

“One of the best Fireside interviews of all time and the best conference because of him”

**Deutsche Telekom**

**Alexander Marten, Chief Evangelist**

“A great presentation on what the future will hold for the workplace, very inspiring”

**Commerzbank**

**Nino Keiber, Head of Talent Management International**