Session 1: The Economy - Shape of Recovery and Growth Thursday 1 October 2020
(15:00-17:00 GMT / 10:00-12:00 EDT)

10:00am Welcome and Introduction

10:10am The Rise of the Intangible Economy
Jonathan Haskel
Professor of Economics at Imperial College Business School, Imperial College London
Director of the Doctoral Programme at the School
Imperial College London

10:35am If Demography Is Destiny, What Do Business Leaders Need To Know About The Future Of
The Workplace & Marketplace?
Joseph Coughlin
Director
MIT AgeLab

Joseph Coughlin, PhD is Director of the MIT AgeLab. Based in the Center for Transportation & Logistics, he teaches in MIT's Department of Urban Studies & Planning and the Sloan School's Advanced Management Program. Coughlin conducts research on the impact of global demographic change and technology trends on consumer behavior and business strategy. He advises a wide variety of global firms in financial services, healthcare, leisure and travel, luxury goods, real estate, retail, technology, and transportation. Coughlin has served on advisory boards for firms such as Bell Canada, British Telecom, Daimler, Fidelity Investments and Sanofi-Aventis. He was appointed by President George W. Bush to the White House Advisory Committee on Aging and by Governor Charlie Baker to the Governor's Council on Aging in Massachusetts, where he co-chaired the Innovation & Technology Subcommittee. A Behavioral Sciences Fellow of the Gerontological Society of America and a Fellow of Switzerland’s World Demographics & Ageing Forum, Coughlin is a Senior Contributor to Forbes and writes regularly for MarketWatch and the Wall Street Journal. He was named by Fast Company Magazine as one the ‘100 Most Creative in Business’ and by the Wall Street Journal as inventing the future of retirement. Recently, Coughlin was recognized as one of 15 World Minds by the Zurich-based World Minds, a select community of global leaders in science, arts and business. His new book, The Longevity Economy: Inside the World’s Fastest Growing, Most Misunderstood Market (Public Affairs, 2017), is one of CEO READ’s Business Bestsellers.

11:00am Industry Presentation
Aireen Omar
President (RedBeat Ventures), AirAsia Group
Roundtable Discussion

Michael Schrage
Research Fellow, MIT Sloan School's Initiative on the Digital Economy

Michael Schrage is a fellow with MIT Sloan School's Initiative on the Digital Economy and the author of 'The Innovator's Hypothesis' [MIT Press 2014], 'Who Do You Want Your Customers To Become?' [Harvard Business Review Press 2012], and 'Serious Play' [Harvard Business Review Press 2000], among others. His research, writing, and advisory work focuses on the 'behavioral economics' of models, prototypes, and experiments as collaborative media for managing 'innovation risk' and opportunity. His current research explores the interplay of 'network effects' with innovation and human capital. Schrage's pioneering work in 'selvesware' technologies was designed to augment aspects, attributes, and talents of productive individuals. Current research building on that theme, in collaboration with Google and the Sloan Management Review, addresses the 'future of KPIs' and digital dashboards. His particular interest is the future of 'agency' in algorithmically-rich networked environments.

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Aireen Omar
President (RedBeat Ventures), AirAsia Group
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker details</th>
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</thead>
<tbody>
<tr>
<td>10:00am</td>
<td>Welcome and Introduction</td>
<td></td>
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</tbody>
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| 10:10am  | Climate Change and the Environment             | Richard Templer  
Faculty of Natural Sciences, Department of Chemistry at Imperial College London  
Director of Innovation at the Grantham Institute  
[Imperial College London](https://www.imperial.ac.uk) |
| 10:35am  | TBD                                            | Yet-Ming Chiang                                                                |
| 11:00am  | Industry Talk                                  | Lisa Perkins  
Adastral Park and Research Realisation Director, BT                           |
| 11:25am  | Roundtable Discussion                          | Harveen Chugh  
Principal Teaching Fellow in Entrepreneurship  
[Imperial College London](https://www.imperial.ac.uk) |