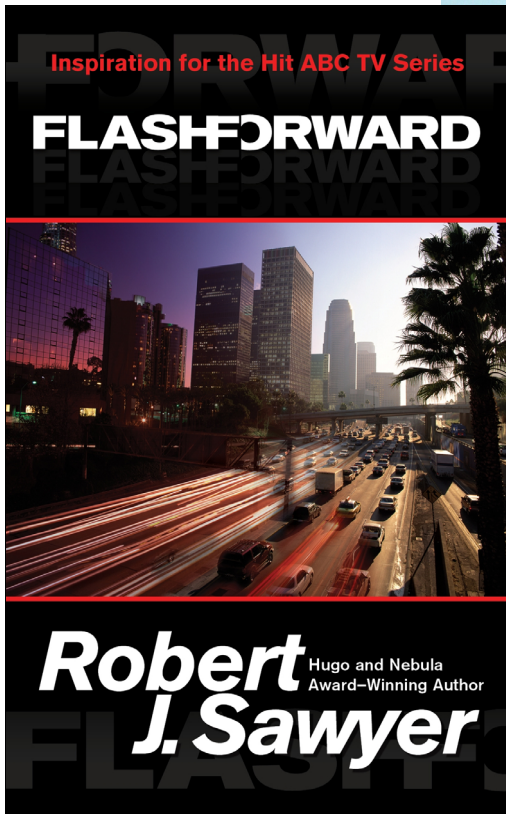


ROBERT J. SAWYER

The Challenge of Tomorrow



SPEAKER PROFILE

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www.sfwriter.com

Who better to help your organization prepare for tomorrow than the author of *FLASHFORWARD*, the basis for the hit ABC TV series about seeing the future?

Why have a Science Fiction writer speak to your group?

For the same reasons that **Google, Kodak, Motorola, NASA,** and Canada's **Federal Department of Justice** have all invited Robert J. Sawyer to their headquarters:

“Sawyer has mastered the skill of turning his powerful visions of tomorrow into relevant and thought-provoking commentary on the issues facing us today.”

— **Discovery Channel Canada**

And for the same reasons that ***USA Today, Maclean's, Report on Business Magazine, National Public Radio, CNBC,*** and **Forbes.com** all come to him for comments about technology and the future:

“What sets Sawyer apart is the rigor of his research, the shapeliness of his arguments, and the plausibility of his predictions and extrapolations.”

— **The Globe and Mail**

A Talk by Robert J. Sawyer will:

Prepare Your Organization for the Future

Rob will help you:

- Understand the accelerating rate of change
- Avoid future shock
- Position your business for the decades to come

Explain New Technology

Rob makes complex topics crystal-clear, including:

- Telecommunications and new media
- Computing and artificial intelligence
- Nanotechnology
- Biotechnology, cloning, and stem-cell research

Stimulate Creativity

Rob will show you:

- Creative ways to solve problems
- New, multidisciplinary approaches
- How to think outside the box
- How to leverage the power of technology

Raise Consciousness

Rob stimulates new thinking about such issues as:

- Climate change and environmental responsibility
- Bioethics
- Human rights in the years ahead

Sectors Spoken To

Business

- Alberta Land Surveyors' Association
- Canadian Public Relations Society
- Osprey Media Income Fund
- Ontario's Digital Economy Conference

Financial

- Life (Insurance) Communicators Association
- National Life
- Ontario Mutual Insurance Association

Medical

- Cancer Patient Education Network
- Federation of State Medical Boards
- Sanofi-Aventis
- Saskatchewan Registered Nurses' Association

Computing

- CA (Computer Associates)
- Gartner
- Google

Science and Technology

- Canadian Association of Science Centres
- Canadian Aviation Maintenance Council
- International Symposium on Physical Sciences in Space

Government

- Hansard Association of Canada
- Health Canada
- Manitoba Ministry of Energy, Science and Technology
- Ontario Ministry of the Environment

Robert J. Sawyer's Strengths

Understands Business

- Articles for *Financial Post*, *Globe and Mail*, *Report on Business Magazine*, *Backbone*, and numerous trade publications; former editor for *Financial Times of Canada*
- Consulting for numerous corporations, the Ontario Government, and the Government of Canada

Effective Communicator

- Author of 20 books and over 200 feature articles for magazines
- Over 250 television appearances; over 250 radio interviews
- Talks and readings all over the world, including the Library of Congress, the Canadian Embassy in Tokyo, and Harbourfront International Festival of Authors
- Hosted and narrated documentaries for CBC Radio and Discovery Channel

Renowned Futurist

- “Canada’s answer to Michael Crichton,” according to the *Montreal Gazette*
- One of only seven writers in history to win all three of the science-fiction field’s top awards for best novel of the year (the Hugo, the Nebula, and the John W. Campbell Memorial Award)
- Frequent on-air futurist for Discovery Channel Canada, CBC Newsworld, and CBC Radio
- Only writer invited to participate in the Federal Department of Justice’s Genetics Futures forum
- Futurism articles for *Maclean’s*, *Globe and Mail*, *Ottawa Citizen*, and many others
- Guest on *Rivera Live* with Geraldo Rivera, National Public Radio, *Canada AM*, *W-Five*, CBC and CTV national newscasts, and many more
- Quoted in *USA Today*, *The New York Times*, and *The Toronto Star*

Skilled Educator

- Past faculty member, University of Toronto, Banff Centre, Ryerson University, Humber College
- Highly praised as a teacher
- Frequent classroom speaker

Sample Topics

Facing Technology Together

Many industries still haven't embraced 20th-century technology, and we're now well into the 21st! A look at the state-of-the-art in technologies such as voice recognition, face recognition, and artificial intelligence — and where these technologies will be in just a few years, plus an analysis of what they can do for your business.

Genetics and Ethics

How the fallout from the Human Genome Project will affect civil rights, privacy, employment, and access to services in the 21st century; the truth about cloning, designer babies, personalized pharmaceuticals, and life prolongation.

Web 2.0 and the Future of Business

The World Wide Web has already changed how we do business, and Web 2.0 is going to have an even bigger impact. Ubiquitous computing will make the Web even more central to people's lives — and more crucial to your business's bottom line.

Nanotechnology, the Singularity, and More

Cutting-edge technologies, such as nanotechnology and inexpensive smart computers, will change everything in the next few years, as will the Semantic Web — the second-generation of the World Wide Web. The coming revolution has been dubbed the Singularity, and it will transform how we learn, how we do business, and even the very definition of what it means to be human.

The High Cost of Privacy

Given that ubiquitous monitoring and tracking of all our activities will be possible in the next few years, how do we safeguard privacy in the 21st century — and do we even need it? How to avoid the creation of Big Brother, and make sure that we — the public — can effectively watch the watchers.

The Future of Professional Certification

What's the future of professional certification in a world in which things change overnight? Is an engineer licensed in 1980 competent in a world of carbon nanotubes and nanotechnology? How will we handle testing and upgrading in the age of annual paradigm shifts?

Many Satisfied Clients

“What a fantastic job! **You are a captivating, stimulating provocateur who got us outside our comfort zone** and challenged us to contemplate the exciting and scary forces of change as we work to prepare our profession for an exciting and challenging future.”

— Saskatchewan Registered Nurses' Association

“Your keynote was **the perfect kickoff for our conference** ‘Facing Technology Together.’ **You obviously did your research on us**, and the message hit the nail on the head. Fantastic job!”

— Ontario Mutual Insurance Association

“Thank you for your superb presentation. **You focused precisely on those areas that were of most interest to the audience.** Your delivery was exciting and challenging. A number of our insurance-broker guests spoke to me later about your presentation and there were several discussions later at dinner and the next day.”

— National Life

“**Engaging, intelligent, entertaining, stimulating.** Although these are powerful adjectives that I don't use lightly, they still fall short of conveying the audience response to Rob's keynote. We were absolutely delighted!”

— Documentation and Training

“**Your well-researched speech was perfect for the occasion.** It was informative, entertaining, **uplifting and thoroughly enjoyed by all.** You made us all proud to be engineers, and to be Canadians.”

— Ontario Professional Engineers

“I don't have to tell you your talk hit the spot, as you personally saw how **the audience engaged in a lively Q&A at the end of your presentation.** This continued into the coffee break, which really shows how much **your thought-provoking words provoked the reaction I was hoping for.** Feedback from the participants was overwhelmingly positive.”

— CA (Computer Associates)