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Preliminary programming

MAY 22-24, 2019
MONTREAL, CANADA

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The theme of C2 Montréal 2019: TOMORROW

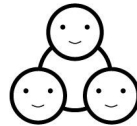
How will you shape TOMORROW?

After years of talk — about climate change, diversifying the workforce, embracing new business models and holding ourselves to higher professional and societal standards — the time has come to take action.

Whether it's reinventing your business, transforming an industry in distress, or coming to the rescue of the very planet on which we live, change can only begin with creative, collective acts. And that begins with each of us.

TOMORROW is already upon us. The time is now — prepare to act.

C2 Montréal 2019 programming consists of 5 key content pillars:



Marketing & Media
Moving audiences



Science & Technology
The next frontiers



Art & Design
Shifting perspectives



Leadership & Talent
Cultivating innovation



Society & Environment
Living in ecosystems

Conferences Overview

Wednesday
May 22

Thursday
May 23

Friday
May 24

CABARET

AM

MASTERCLASS
Designing digital with meaning

AM

Are climate solutions creative solutions?

What are the next steps for sustainability practices? Hear from an ecodesign pioneer setting industry standards. Be inspired by a photographer that uses storytelling to bring to life sustainability commitments in the coffee industry. Imagine the possibility of a future without animal farming courtesy of leaders of the movement.

PM

Speaking to Gen Z's mode de vie

Hear from a woman who left a stable career to pursue her passion, and a panel of content trendsetters who are connecting with Gen Z.

PM

MASTERCLASS
Adopting a circular mindset

AGORA

PM

Agora Talks

Hear from marketing powerhouse Bozoma Saint John and trailblazing creative Guy Laliberté.

FORUM

AM

Futurist foresights

Be inspired by a prolific scientist-entrepreneur conquering the impossible in the fields of tech and health.

AM

Attitudes of adaptation

Get a glimpse of the world ahead by exploring an assortment of speculative scenarios with a diverse panel of experts. Hear from both sides of the creative agency/client dynamic about making space for new types of collaborations.

PM

Creative visions of tomorrow

Meet an artist creating relics of the present. Discover how a social designer is fusing nature and technology to find sustainable solutions to urban life's issues. Get a renowned chef and restaurateur's take on how to navigate apocalyptic times.

PM

The new frontier for everyone

Meet two young scientists leveraging nanotechnology to extend human longevity. Hear from an astrobiologist hoping to find life beyond Earth. Be inspired by leaders in space travel development aiming to make it more accessible.

CABARET

AM

MASTERCLASS
Shifting food's value proposition

AM

Not the same old story

Explore how alternative narrative strategies can be used in space exploration, for multiplatform storyworld creation and as an approach to debunk stereotypes.

PM

The changing face of leadership

Learn how a company keeps a winning culture throughout exponential growth. Explore the new dynamics of decision-making with the implementation of AI solutions. Meet three leading figures with a pioneering vision for management.

PM

MASTERCLASS
Becoming harder to kill

AGORA

PM

Agora Talks

Speaker(s) to be announced shortly

FORUM

AM

Beyond traditional entertainment

Learn from an immersive storyteller about how the diversification of entertainment is making way for the next wave of audience experiences. Hear from industry leaders on their visions for the future of the arts.

AM

Peak performance

Discover the technological developments revolutionizing the world of sports. Learn from a neurotechnology pioneer about the breakthroughs made possible by the development of brain-machine interfaces. Join a conversation with a social robot studying philosophy.

PM

R(AI)sing the bar

Get key insights from leaders in artificial intelligence who are calling for increased transparency in research and development. Learn how pioneers in the industry are empowering human creativity with AI.

PM

Can we counteract climate change?

Hear how leaders in nature conservation, geoengineering and environmental activism are taking climate change matters into their own hands.

CABARET

AM

MASTERCLASS
Leadership for cultures of innovation

AM

Generational takeover

Gain valuable insights into how the next generation is changing global economic dynamics and shaping tomorrow's world.

PM

Knowledge economy 101

Meet leaders in the fields of science and innovation who are confronting the challenge of transferring research to business, and a tech exec forecasting the skills for a future workforce.

PM

MASTERCLASS
Why we brand, why we buy

AGORA

PM

Agora Talks

Hear from Spike Lee, the revolutionary filmmaker.

FORUM

AM

Cracking the branding code

What does it take to develop a successful brand identity? How do you move from storytelling to story-doing? And what can you do to master engagement?

AM

The human-tech relationship: rebuilding trust

Hear from an artist creating dialogue around digital discrimination and a professor analyzing technology's influence on our collective values.

PM

Impactful leadership

Meet the decision-makers laying the foundation for a creative economy where diversity and collaboration thrive.

PM

Beyond the balance sheet

Meet an investor on a mission to make our economic system more inclusive, and a comedian getting the last laugh on the corporate world.

* This programming is subject to change



Speakers Overview

Wednesday May 22

Anousheh Ansari, CEO, XPRIZE
Daniel Arsham, Artist
Samarth Athreya, Co-Founder, Genis & Innovator, The Knowledge Society (TKS)
Marc Blanchard, Global Head of Experience Design, Havas Worldwide
Daniela Bohlinger, Head of Group Design Sustainability Strategy, BMW Group
Rena Effendi, Photographer
Steve Ellis, Executive Vice President for Ad Strategy and Business Development, Viacom
Ayaan Esmail, Co-Founder, Genis & Innovator, The Knowledge Society (TKS)
Dominique Fularski, Communications Manager, Circular IKEA
Piera Luisa Gelardi, Executive Creative Director and Co-Founder, Refinery29
Isabella Grandic, Innovator, The Knowledge Society
Nicole Jacek, Co-Head of Design, Wieden + Kennedy
Guy Laliberté, Founder, Cirque du Soleil, One Drop Foundation & Lune Rouge
Dr. Luke McKay, Assistant Research Professor, Montana State University
David McMillan, Chef and restaurateur, Joe Beef
Jane Poynter, Co-Founder, World View Enterprises
Susana Reber, Sustainability Innovation Manager, Nespresso
Jacy Reese, Co-Founder and Research Director, Sentience Institute
Daan Roosegaarde, Artist and innovator, Studio Roosegaarde
Dr. Martine Rothblatt, Chairman and CEO, United Therapeutics Corporation
Bozoma Saint John, Chief Marketing Officer, Endeavor
Tom Standage, Deputy Editor, *The Economist* & *The World In...*, Digital Strategy
Sean Stanleigh, Head of Globe Content Studio, *The Globe and Mail*
Valentine Thomas, Spearfisher woman
Manish Vora, Co-Founder and President, Museum of Ice Cream

Thursday May 23

Dr. Foteini Agrafioti, Chief Science Officer, RBC & Head, Borealis AI
Alexandre Amancio, Co-Founder and CEO, Reflector Entertainment
Cam Battley, Chief Corporate Officer, Aurora Cannabis Inc.
Conn Bertish, Founder and Creative Director, Cancer Dojo
BINA48, Humanoid robot, The Terasem Foundation & LifeNaut
Laura Bourbeau, Author
Sarah Cooper, Author and comedian
David Cox, Director, MIT-IBM Watson AI Lab, IBM Research
Jacomo Corbo, Chief Scientist and Co-Founder, QuantumBlack
Piera Luisa Gelardi, Executive Creative Director and Co-Founder, Refinery29
Dr. Brent Hecht, Assistant Professor, Northwestern University
Lisa Jackson, Filmmaker
Prof. David Keith, Gordon McKay Professor of Applied Physics, Harvard John A. Paulson School of Engineering and Applied Sciences, Professor of Public Policy, Harvard Kennedy School & Founder of Carbon Engineering
Lisa Lindström, Co-Founder and CEO, Doberman
Jamie Margolin, Founder and Co-Executive Director, Zero Hour
Angelique Mohring, Founder and CEO, GainX
Paul Propster, Senior Strategic Planner and Story Architect, NASA Jet Propulsion Laboratory
Diane Quinn, Chief Creative Officer, Cirque du Soleil
Marcus Samuelsson, Chef, restaurateur and author
Dr. Justin Sanchez, Director, Biological Technologies Office, Defense Advanced Research Projects Agency (DARPA)
John Stackhouse, Senior Vice President, Office of the CEO, RBC
Elissa Strome, Executive Director, Pan-Canadian Artificial Intelligence Strategy, CIFAR
Mark Tercek, CEO, The Nature Conservancy (TNC)
Afo Verde, Chairman and CEO, Sony Music Latin-Iberia
Mounir Zok, Managing Director, N3XT Sports

Friday May 24

Carolina Bessega, Chief Scientific Officer & Co-Founder, Stradigi AI
Tom Brunet, Co-Founder and Co-Managing Director, YARD
Sarah Cooper, Author and comedian
Dax Dasilva, Founder and CEO, Lightspeed
Stephanie Dinkins, Artist
Lady Lynn Forester de Rothschild, Founder and CEO, Coalition for Inclusive Capitalism and Chief Executive, E.L. Rothschild LLC
Dr. Pauline Gagnon, Retired Senior Research Scientist, Indiana University
Sabrina Geremia, Country Director, Google Canada
Prof. David Keith, Gordon McKay Professor of Applied Physics, Harvard John A. Paulson School of Engineering and Applied Sciences, Professor of Public Policy, Harvard Kennedy School & Founder of Carbon Engineering
Daniel Lamarre, President and CEO, Cirque du Soleil Entertainment Group
Spike Lee, Film director, producer, actor and author
Jean-François Lépine, Directeur des Représentations du Québec en Chine
Shagun Maheshwari, Machine Learning Developer & Innovator, The Knowledge Society
Samaira Mehta, Kid entrepreneur, CEO CoderBunnyz
Debbie Millman, Writer, designer, educator, artist and brand consultant
Yoan Prat, Co-Founder and Co-Managing Director, YARD
David Saint-Jacques, Astronaut, Canadian Space Agency
Aithan Shapira, Founder and CEO, Making to Think
Alicia Tillman, CMO, SAP
Jameson Wetmore, Associate Professor, School for the Future of Innovation in Society, Arizona State University

Masterclasses Overview

Wednesday
May 22

AM

Designing digital with meaning

Marc Blanchard,
Global Head of Experience Design, Havas Worldwide

Consumers no longer want to be sold stuff. Instead, they're looking to brands for valuable experiences. Join UX-guru Marc Blanchard and learn how to inject meaning into your brand's digital experiences. Through collaborative design methods and by tapping into the power of AI (think rocket fuel for building personalized experiences), see how you can start engaging with your customers on a much deeper level.

PM

Adopting a circular mindset

Dominique Fularski,
Communications Manager, Circular IKEA

Imagine creating a zero-waste world in your own business or industry without compromising on quality, form or price. Dominique Fularski will unpack how IKEA's circular economy philosophy is transforming the world's largest furniture retailer's approach to product design, material sourcing and the customer experience. Learn why embracing, and adopting, circularity is critical to the future survival of the planet, and of any business.

Thursday
May 23

AM

Shifting food's value proposition

Marcus Samuelsson,
Chef, restaurateur and author

Food might be the most powerful catalyst for understanding each other better and being more open to a diversity of ideas. And as a leader, this is more important now than ever. Marcus Samuelsson believes that to know a place and its people, you must first know its food. Learn how Marcus, using the power of food, helps bridge gaps between communities one plate at a time.

PM

Becoming harder to kill

Conn Bertish,
Founder and Creative Director, Cancer Dojo

The science behind how your body reacts to what's going on in your mind is clear. Just ask Conn, a creative director and cancer survivor who gamified his disease to beat it. Learn how his Dojo Thinking Methodology empowers shifts in behavior and mindset for the better, and is a skill and strategy that can be applied to both humans and brands.

Friday
May 24

AM

Leadership for cultures of innovation

Aithan Shapira,
Founder and CEO, Making to Think

Roll up your sleeves and dive hands-first into collaborative decision-making, sense-making, and creativity through the artist's lens. Take home frameworks you won't find in any business book for developing a culture of innovation—your competitive advantage at the speed of change.

PM

Why we brand, why we buy

Debbie Millman,
Writer, designer, educator, artist and brand consultant

Take a deep dive with Debbie Millman into the impact branding has on our everyday lives, from the branding of ourselves and the world around us to the role branding plays in the products we buy and the way we live. Viewed through a sociological, scientific and anthropological lens, gain a new perspective on why we like some brands and dislike others, the real reason we are so addicted to our technological devices, and what causes us to ogle a particular pair of sneakers.

* This programming is subject to change



Workshops Overview

Wednesday May 22

AM

Shaping the cities of tomorrow together

(Title to come) Creativity in tomorrow's age of uncertainty

David versus Goliath: Creating scholl 2.0 through community engagement

PM

Beyond the boring: Augmenting the human experience with AI

Capitalism 2.0: Move over shareholder!

How to C2: Getting serious about meaningful play

PM

Hacking environmental challenges with tech: Teaming up with the charitable sector to heal the planet

The value of remembering and cultivating ritual

Designing the landscapes of our future

IN COLLABORATION WITH

Belles On Broadway
Business Development Bank of Canada (BDC)
C2
École d'Entrepreneurship de Beauce
Gouvernement du Québec
RBC Foundation
Stradigi AI
Studio Roosegaarde
SYPartners

Thursday May 23

AM

Take a stand and hyper-charge your brand

Enough with the bro culture: How to empower women in tech

From idea to "Minimum Delightful Experience" in 100 days

How to build a movement like your life depends on it

AM

Making relational intelligence work at work

Putting the tools of tomorrow in service of the fight against poverty

The Assembly: Setting the stage for open dialogue

The many faces of hemp: The zero waste crop

PM

Expectation and the predetermined outcome: A view through the blue

Irrational loyalty

PM

Expectation and the predetermined outcome: A view through the blue

Vertical film school

Developing a world-class startup ecosystem

Breaking down the divide: getting people, processes and technology working in harmony

IN COLLABORATION WITH

Aurora	Maple Leaf Sports & Entertainment
Blue Man Group	Officevibe
Centraide	Porte Parole
Edgenda	RedPeak
Facebook	Talsom
Gouvernement du Québec and CITIES	Zero Hour
IBM	

Friday May 24

AM

Changing the narrative to change the climate

The art of creating change

Trending away from throwaway culture: Infusing responsible consumption and production into the design and fashion industries

AM

Connected leadership: Tuning into the intelligence of your heart

When physical meets digital – interacting with robots in a human way

How to become a behaviour change expert

PM

Storydoing vs storytelling: How action speaks louder than words

Game of drones: Unmanned aircraft and the future of cities

Meaningful communication that strikes a chord

IN COLLABORATION WITH

BEworks
GOODEE
Gouvernement du Québec and Bell Helicopter
Moment Factory
National Film Board
One Drop
Once Upon A Time
wrnch
Yard

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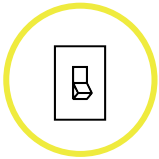
Labs Overview



Slow Lab

When did you last take time to really look at something with your full, concentrated attention? In Slow Lab, bask in beautiful art and the potential of slow-looking.

How does the practice of attentive observation unlock new modes of learning, meaning-making and critical thinking?



In the dark

What happens when you lose the use of one of your senses? In the dark explores how you manage leadership and communication... without sight.

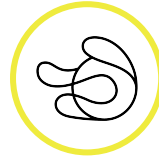
How can listening and speaking with intention allow us to collaborate more effectively?



Alter ego

What do David Bowie, Beyoncé and Andy Kaufman have in common? They all have alter egos. This Lab enables you to hack your own identity through a mirrored experience.

How can we break free from the perception we have of ourselves in order to be more bold?



Pivot

We tend to think and solve problems with our mind. But what about the information that comes from our body? By working with professional dancers, Pivot challenges your assumptions on strength, trust and collaboration.

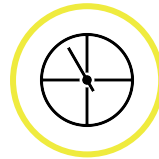
How does an understanding of the mechanics of the body help deepen trust in teams?



Sync

Do online platforms bring us closer together or further apart? Take part in an unusual group experiment that will have you question our shared responsibility towards technology's growing influence.

How can we stay both critical and optimistic with respect to social media?



Barometer

In Barometer, participants literally take a stand on pressing business, cultural and societal questions. The experience is designed to challenge assumptions, provoke peer-to-peer debate and open up new perspectives.

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MONTREAL, CANADA



Save
the date

