

Are we ready for the future? – Media & Advertising

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Importance of creative minds in an increasingly digital and technological future. How to shape leadership for a better future.

Answers by David Shing and Dr. Frederik Pferdt at QSP SUMMIT 2023

QSP SUMMIT – taking place from the 27th to the 29th of June, in Porto – Matosinhos, will bring great speakers to its stages, to address the theme “Shaping The Future Leadership”.

David Shing is the newest addition to the QSP SUMMIT program. Known as “Shingy”, David is an Australian futurist, speaker, creative director, digital strategic consultant and entrepreneur, recognized by Forbes as “Artist, world speaker and market explorer, he is a storyteller who identifies emerging trends and inspires clients to think differently.”

Along with Dr. Frederik Pferdt – “Dr. Innovation”, first Chief Innovation Evangelist at Google and Adjunct Professor at Stanford University -, these speakers will mark the 16th edition of the event, addressing issues about futuristic leadership and the future of work on the Main Stage.

Are we ready for the future? Both speakers will address this issue from different perspectives. David Shing will address the influence of technology on professional life and human behavior, as well as the importance of creativity in an increasingly digital and technological world. Already Dr. Frederik Pferdt aims to encourage the creative mind and prepare everyone for the future in a radically optimistic way through experiences that will help participants shape a better tomorrow.

In addition to those already mentioned, the program already has other names of great international recognition that will also be present on the Main Stage of the event, among them: Gary Hamel (London Business School), John Bercow (British Politician and former President of the House of Commons of the British Parliament), Helen Edwards (London Business School), Ian Woodward (INSEAD) and Elizabeth van Geerestein (Papillon & Partners). Add to these many more speakers who will address the topic of leadership in its different visions and applications, through the different stages of the event.

In this edition, the QSP SUMMIT expects to receive more than 3 thousand participants, gathered to listen to more than 60 speakers. Its renowned exhibition area will feature more than 120 brands, motivated to activate and create outstanding experiences.