

20
21

9TH-11TH
DECEMBER

WIZKID (SPECIAL GUEST)

MUSEUM OF ICE CREAM | @ABBYROBERTS | @VIKIGOMEZBMX-RED BULL

VICE MEDIA | @NINTENDO.GRL | **TECH CRUNCH**

NASA | **GYMSHARK** | ZAHRA LARI | **ALICAI HARLEY**

ELECTRONIC ARTS | HARRODS



FUTRWORLD

MIDDLE EAST

LIVE
FESTIVAL
SUMMIT

Manarat Al Saadiyat | Abu Dhabi

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Abu Dhabi 

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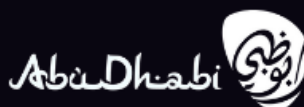
DAY 1: FUTR SUMMIT

THURSDAY, DECEMBER 9, 2021

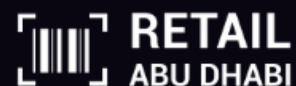
GST	THURSDAY, DECEMBER 9, 2021	
08.30 AM	REGISTRATION & WELCOMING RECEPTION	
	GALLERY A	
09.30 AM	Entertainment consumption wars - the future of streaming	
	OPENING KEYNOTE	
09.55 AM	Inspiring innovation: ideas are welcome, execution is worshipped - the future of entrepreneurship	
	KEYNOTE	
10.10 AM	What will consumer trust & frictionless experiences look like in 2030? - the future of loyalty	
	KEYNOTE PANEL	
10.50 AM	NETWORKING BREAK & 1'2'1 MEETINGS	
	GALLERY A	AUDITORIUM
11.20 AM	The technology behind superbrands & retailers - the future of fashion	Creating unforgettable content by using innovation as inspiration - the future of media
	PRESENTATION	PRESENTATION
11.40 AM	Balance to the people & creating meaningful relationships - the future of digital	Entering the dawn of buy now & receive today - the future of delivery
	PRESENTATION	PRESENTATION
12.00 PM	Make over from the lab of in-store technology, experiences & customer planning - the future of retail	Anything, anytime, anywhere, anyplace, anyhow: mobility magic - the future of travel
	PANEL	PANEL
12.40 PM	NETWORKING LUNCH & 1'2'1 MEETINGS	
	GALLERY A	AUDITORIUM
14.00 PM	How startups transform economies & ideas move continents - the future of everything	Entertainment, interaction & technology blending real-life & virtual experiences - the future of fitness & apparel
	PRESENTATION	PRESENTATION
14.20 PM	Sustainability: The driver of industry innovation in 2021 and beyond - the future of us	Security, trust, and multicurrency must haves of tomorrow - the future of payments
	PRESENTATION	PRESENTATION
14.40 PM	Resonating with the youth, subcultures and getting people to give a damn about you - the future of consumers	The new normal of e-commerce & m-commerce - the future of online
	PANEL	PANEL
15.20 PM	NETWORKING BREAK & 1'2'1 MEETINGS	
	GALLERY A	AUDITORIUM
15.50 PM	Exceeding expectations & going above for customers in phygital spaces - the future of experiences	Unleashing the power of human, robotic and connectivity tools in the gig economy to flexible company models - the future of work
	PRESENTATION	FIRESIDE CHAT
16.10 PM	The land of the livestream - the future of social commerce	Stop reading and start doing - the future of innovation
	PRESENTATION	PRESENTATION

**Please note that the agenda is subject to change without prior notice.*

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16.30 PM

Liberating creativity through your fingertips & the power of analytics based decisions - the future of mobile & marketing

More than just a product mission - The future of brands & D2C

PANEL

PANEL

17.10 PM

NETWORKING BREAK & 1'2'1 MEETINGS

17.40 PM

GALLERY S & ATRIUM
FUTR SUMMIT PARTY

20.00 PM


ACTIVATION OPENING TOUR
END OF DAY 1



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DAY 2: FUTR LIVE / FUTR FESTIVAL

GST

FRIDAY, DECEMBER 10, 2021

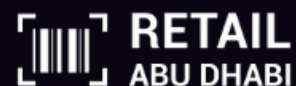
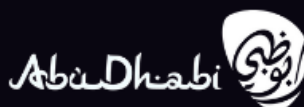
		REGISTRATION & WELCOMING RECEPTION			
09.00 AM		GALLERY S		PHOTO LAB	GARDEN
10.00 AM		IMMERSIVE ACTIVATIONS		LIVE EXPERIENCES	
UNTIL		1) Future of Beauty		Planeswalker - sound shifting	
		2) Future of Sport & Fitness		Tiffany Loy - materials	
		3) Future of Retail		Iwei Foo & Kent Lee - five senses	
12.30 PM		4) Future of Balance & Wellness		Ong Kian Peng - reflective visions	
		5) Future of Travel & Auto		JO-HO's - man machine	
		6) Future of Fashion			
		7) Future of Entertainment & Media		VIDEO	
		8) Future of Food		Vice Media Exclusive Documentary Screening	
		GIVEAWAYS, COMPETITIONS OR SHOWCASES		NASA Images Soundscape	
		The Watchbox		Formula 1 Practice	
		MOB Kitchen			
		Vice Media		TALKS & INTERACTIVE WORKSHOPS	
		Ruuby		Venetia Archer, CEO & Founder, RUUBY	
		Careem		Rebecca Roth, Social Media Specialist & Imaging Coordinator, NASA	
		Rubicon		Tina Bock - yoga	
		Red Bull			
		The Inkey List			
		Anghami			
		NASA			
		T/ALA			
13.00 PM		IMMERSIVE ACTIVATIONS		LIVE EXPERIENCES	
UNTIL		1) Future of Beauty		Planeswalker - sound shifting	
		2) Future of Sport & Fitness		Tiffany Loy - materials	
		3) Future of Retail		Iwei Foo & Kent Lee - five senses	
15.30 PM		4) Future of Balance & Wellness		Ong Kian Peng - reflective visions	
		5) Future of Travel & Auto		JO-HO's - man machine	
		6) Future of Fashion			
		7) Future of Entertainment & Media		VIDEO	
		8) Future of Food		Vice Media Exclusive Documentary Screening	
		GIVEAWAYS, COMPETITIONS OR SHOWCASES		NASA Images Soundscape	
		The Watchbox		Formula 1 Practice	
		MOB Kitchen			
		Vice Media		TALKS & INTERACTIVE WORKSHOPS	
		Ruuby		Grace Beverley, Influencer, Founder & CEO, T/ALA & SHREDDY	
		Careem		Nintendo Girl	
		Rubicon		Abby Roberts	
		Red Bull		Tina Bock - yoga	
		The Inkey List			
		Anghami			
		NASA		E-GAMES COMPETITION	
		T/ALA		Champion & Influencer Gaming Challenges	
				SOCIAL MEDIA HOUR	
				Instagramable hour	
				TikTok green screen	
				Projection playtime	
				AR experiences	
				FOOD POP UPS	
				Food trucks	
				Cocktail bar	
				Artisan area	
				Street food exclusive	

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16.00 PM
UNTIL
18.30 PM

- IMMERSIVE ACTIVATIONS**
- 1) Future of Beauty
 - 2) Future of Sport & Fitness
 - 3) Future of Retail
 - 4) Future of Balance & Wellness
 - 5) Future of Travel & Auto
 - 6) Future of Fashion
 - 7) Future of Entertainment & Media
 - 8) Future of Food

- GIVEAWAYS, COMPETITIONS OR SHOWCASES**
- The Watchbox
 - MOB Kitchen
 - Vice Media
 - Ruuby
 - Careem
 - Rubicon
 - Red Bull
 - The Inkey List
 - Anghami
 - NASA
 - T/ALA

- LIVE EXPERIENCES**
- Planeswalker - sound shifting
 - Tiffany Loy - materials
 - Iwei Foo & Kent Lee - five senses
 - Ong Kian Peng - reflective visions
 - JO-HO's - man machine

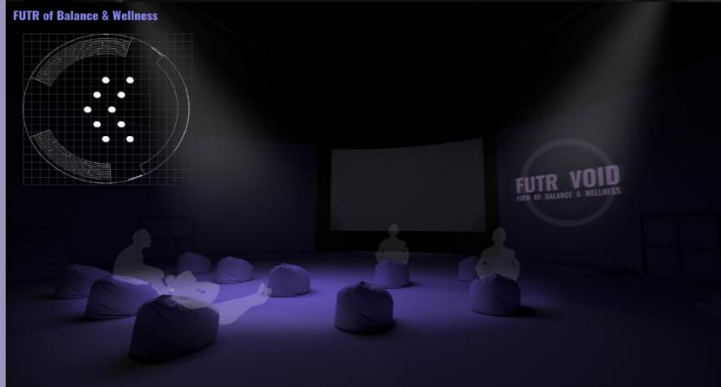
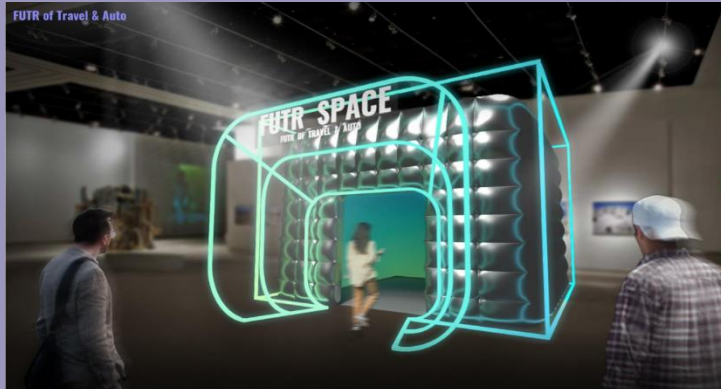
- VIDEO**
- Vice Media Exclusive Documentary Screening
 - NASA Images Soundscape

- TALKS & INTERACTIVE WORKSHOPS**
- Ben Lebus, Founder & Director, MOB KITCHEN
 - Tala Samman

19.00 PM
20.00 PM
22.00 PM

GALLERY A
FUTR FESTIVAL
ALICAI HARLEY
WIZKID


END OF DAY 2



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DAY 3: FUTR LIVE

GST

Saturday, December 11, 2021

REGISTRATION & WELCOMING RECEPTION

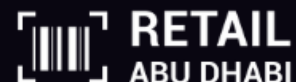
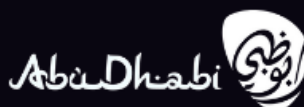
		GALLERY 3		PHOTOGRAPHY LAB	GARDEN	
09.00 AM				REGISTRATION & WELCOMING RECEPTION		
10.00 AM		IMMERSIVE ACTIVATIONS 1) Future of Beauty 2) Future of Sport & Fitness 3) Future of Retail 4) Future of Balance & Wellness 5) Future of Travel & Auto 6) Future of Fashion 7) Future of Entertainment & Media 8) Future of Food GIVEAWAYS, COMPETITIONS OR SHOWCASES The Watchbox MOB Kitchen Vice Media Ruuby Careem Rubicon Red Bull The Inkey List Anghami NASA T/ALA		LIVE EXPERIENCES Planeswalker - sound shifting Tiffany Loy - materials Iwei Foo & Kent Lee - five senses Ong Kian Peng - reflective visions JO-HO's - man machine VIDEO Vice Media Exclusive Documentary Screening NASA Images Soundscape Formula 1 Practice TALKS & INTERACTIVE WORKSHOPS Zahra Lari, Figure Skating Champion & Ambassador, NIKE & ETIHAD Ayesha Erkin Mawadah Muhtasib - design Wellness with Dina - meditation		
UNTIL						
12.30 PM						
13.00 PM		IMMERSIVE ACTIVATIONS 1) Future of Beauty 2) Future of Sport & Fitness 3) Future of Retail 4) Future of Balance & Wellness 5) Future of Travel & Auto 6) Future of Fashion 7) Future of Entertainment & Media 8) Future of Food GIVEAWAYS, COMPETITIONS OR SHOWCASES The Watchbox MOB Kitchen Vice Media Ruuby Careem Rubicon Red Bull The Inkey List Anghami NASA T/ALA		LIVE EXPERIENCES Planeswalker - sound shifting Tiffany Loy - materials Iwei Foo & Kent Lee - five senses Ong Kian Peng - reflective visions JO-HO's - man machine VIDEO Vice Media Exclusive Documentary Screening NASA Images Soundscape Formula 1 Qualifying TALKS & INTERACTIVE WORKSHOPS Hadia Ghaleb Darin Al Bayed Wellness with Dina - meditation E-GAMES COMPETITION Champion & Influencer Gaming Challenges	SOCIAL MEDIA HOUR Instagramible hour TikTok green screen Projection playtime AR experiences	FOOD POP UPS Food trucks Cocktail bar Artisan area Street food exclusive
UNTIL						
15.30 PM						

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16.00 PM
UNTIL
18.30 PM

IMMERSIVE ACTIVATIONS
1) Future of Beauty
2) Future of Sport & Fitness
3) Future of Retail
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6) Future of Fashion
7) Future of Entertainment & Media
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GIVEAWAYS, COMPETITIONS OR SHOWCASES
The Watchbox
MOB Kitchen
Vice Media
Ruuby
Careem
Rubicon
Red Bull
The Inkey List
Anghami
NASA
T/ALA

LIVE EXPERIENCES
Planeswalker - sound shifting
Tiffany Loy - materials
Iwei Foo & Kent Lee - five senses
Ong Kian Peng - reflective visions
JO-HO's - man machine

VIDEO
Vice Media Exclusive Documentary Screening
NASA Images Soundscape

TALKS & INTERACTIVE WORKSHOPS
Viki' Gomez - Freestyle BMX
Blaise Bellville, Founder & CEO, Boiler Room

18.30 PM

END OF DAY 3

9-11 DECEMBER



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LIVE FESTIVAL

WIZKID (SPECIAL GUEST)

SIR MARTIN SORRELL VICE MEDIA @ABBYROBERTS

SPACE NK ADIDAS @GRACEBEVERLEY ALICAI HARLEY

@NINTENDO.GRL ZAHRA LARI KURT GEIGER PUMA

@VIKIGOMEZBMX - RED BULL TECH CRUNCH

ELECTRONIC ARTS DEFECTED RECORDS RUUBY B8TA

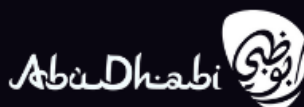
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