

# RISE!

## Next-Gen Tech And The Spectacular Rise Of The Emerging Markets And The Developing World

See Videos Of CK In Action!



While the inventions of the 20<sup>th</sup> Century bolstered the already advanced nations, the innovations of the 21<sup>st</sup> Century are giving rise to the rest of the world.

In an astonishing turn of fate, traditional growth paradigms are being wholly upended. Between the ubiquity of mobile devices and the proliferation of digital platforms, the barriers that have plagued these nations' past—namely, excessive technological costs and the lack of modern infrastructure—are no longer prohibiting their future.

These countries are overcoming the improbable by way of the inventive: Instead of playing catch-up, they're playing *leapfrog*, and astutely leveraging next-gen tech as their ticket to modernity.

Whereas high-tech titan South Korea lays claim to the world's most connected city (Seoul), in just a decade, "the little country that could" of Estonia became the planet's most connected country. While the superpower of China is pouring billions into becoming an AI leader, Kenya's immense levels of ingenuity have already made it a leader in mobile currency—used by over 70% of its citizens.

Rwanda is pioneering medical drone delivery. India is tapping AI to rapidly scale access to top-tier healthcare. And Malaysia is leveraging cloud robotics to remotely deliver nursing care to . . . everywhere.

Smartphones are becoming ingenious health tools. VR is providing first-world training to the third world. And Blockchains will finally bring the billions of people who have always been marginalized into the global economy.

As for businesses in the advanced nations, the choice is clear: Already representing 60% of the global economy, and driving 80% of worldwide growth, the emerging and developing nations will soon be home to billions of your future customers. Is your company readying for this spectacular rise—or will you let your competitors reap the rewards of this once-in-a-generation opportunity?

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### Session & Speaker Overview:

This inspiring, insightful session showcases how next-gen tech is giving spectacular rise to the emerging markets and the developing world—and why companies in the advanced nations should be preparing for this one-in-a-generation opportunity.

Speaker, futurist, and professor Christina "CK" Kerley has been featured at Verizon, Microsoft, Amazon, The United Nations, Johnson & Johnson, Cisco, Prudential, The Ad Council, The IAB, and IDG.

Along with teaching at Rutgers Business School, she has guest lectured at Stanford, Cornell, Carnegie Mellon, Saint Peter's, and Northwestern.

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# What Companies Say About CK:

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CK changes the energy level of a room...  
and it only gets better as she speaks! 

CK's session was in many  
ways a game-changer  
for our future plans

  
DEPARTMENT OF PUBLIC INFORMATION

By the end of CK's energetic, engaging  
speech, everyone is thinking, "How do  
I make this happen in MY business?" 

CK's content, style, passion,  
and performance are bar none!



CK's passion and humor is  
beyond compare—she really takes  
innovating your business to heart



CK's insights, incredible energy  
and contagious passion gives  
marketers the guidance they need



With humor and high energy,  
CK easily transfers her passion  
for innovation to her audience



An exceptional speaker, I hung  
on CK's every word as she made  
complex technical concepts  
accessible to everyone!



An engaging speaker who makes  
everyone feel connected,  
inspired and thirsting for more 

Memorable and forward-thinking,  
CK captures the true spirit of innovation

  
Association of National Advertisers

A rare presenter that meets  
the needs of those that are new  
to tech and those with experience



CK never just "brings it"...  
she has a way of bringing it BEYOND!



One of the most-gifted  
presenters I have ever seen



Incredibly informative  
and entertaining



CK has a gift ...  
we were all mesmerized!



A powerhouse of knowledge,  
passion and engaging delivery



**Christina "CK" Kerley**

**The 10+ Tech Of The Next 10 Years**

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