



KEIZAI
SILICON VALLEY
US - JAPAN BUSINESS FORUM



GABA
NORTHERN CALIFORNIA

Shaping the Future Starts Today Fireside Chat, Engagement & Networking

Thursday | June 20, 2024 | 6:00 PM – 8:00 PM

Event Overview

Join us for an engaging evening of big ideas and hands-on experiences with Dr. Frederik Pferdt. We will hear about his experience as Google's first Chief Innovation Evangelist and the stories of some of the Googlers he trained to be ready for the future. We'll also discuss Frederik's personal journey that led him on his current mission and to write his new book, ["What's Next is Now: How to Live Future Ready."](#)

Discover how to use the power of your mindstate to create what's next. Gain valuable perspectives on innovation, leadership, and the art of reimagining what's possible. It's about navigating uncertainty with intention, leveraging change to your advantage, and making choices that will build the future you hope for, rather than one that just happens to you.

Frederik will lead us through an interactive experience designed to ignite your creativity and curiosity. This hands-on, minds-on segment will empower you to take tangible steps towards creating the future you want to live in.

Stay tuned for the announcement of special guests!

Why You Should Attend

- Exclusive Insights: Learn principles and practices to shape your future.
- Meaningful Dialogue: Participate in an open conversation to share and explore ideas.
- Hands-on Activities: Engage in interactive experiences that inspire and equip you to take action.

Speaker: **Dr. Frederik G. Pferdt** — Former Chief Innovation Evangelist, Google, Author
Tracey Grose (*Moderator*)— Next Curve Strategy

Date: **Thursday, June 20, 2024**
Registration/Networking: 5:30 PM – 6:00 PM
Program: 6:00 PM – 7:30 PM
Networking: 7:30 PM – 8:30 PM

Venue: **Japan Innovation Campus**
212 Homer Ave., Palo Alto, CA 94301

Fees: \$15: Early Bird Discount by Wednesday, June 12 (11 PM)
\$20: Regular Registration by Tuesday, June 18 (11 PM)
\$35: Late Registration by Thursday, June 20 (Noon)
\$50: Walk-ins (Seats are limited and may not be available)
Food and beverages will be served.

Registration: <http://www.keizai.org>

Speaker and Moderator



Dr. Frederik G Pferdt, *Former Chief Innovation Evangelist, Google*

As Google's first Chief Innovation Evangelist, Dr. Frederik G. Pferdt helped shape one of the most fabled creative cultures in the world. He founded Google's Innovation Lab, where he trained tens of thousands of Googlers to develop and experiment with cutting-edge ideas and taught ground-breaking classes on innovation and creativity at Stanford University for more than a decade. He has also worked with dozens of international government agencies, organizations, and businesses ranging from the United Nations to NASA to the NBA. His work has been highlighted in *Fast Company*, *Harvard Business Manager*, *Der Spiegel*, and BBC news, among many other media outlets. Born in Germany, he lives with his family in Santa Cruz, California.



Tracey Grose (Moderator), *Founding Principal, Next Curve Strategy*

Tracey Grose is Founding Principal, Next Curve Strategy and member of the GABA Board of Directors. Tracey helps leaders concretize strategic vision into actionable and sustainable initiatives. She works with CEOs of mid-size companies and nonprofit organizations as well as public sector leaders in the US and Europe. She helps energize teams to boost innovation and prepare for growth. Tracey also assists European companies in gaining foothold in Silicon Valley through the development of partnerships or the acquisition of a US-based company.



Founded in 1990, Keizai Silicon Valley US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. Its primary purpose is to provide opportunities for executives and professionals to develop the knowledge and human networks for successful US-Japan Business.