

# DR CATHERINE BALL

SCIENTIFIC FUTURIST, TECH INFLUENCER, AUTHOR, CHAMPION OF DIVERSITY, ROBOTICS EXPERT, ASSOCIATE PROFESSOR.

“The Future is here,  
say what You want.”

Dr Cath likes to demystify emerging technology and empower people to make a change.



# Manifesto:

## Building the Future with Technology and Purpose.

As a scientist, technologist, and futurist, I don't just watch the world change - I build it.

I've always looked at the sky with curiosity, not just as a limit to break but as a frontier to reshape. Early in my career, I realized that the boundaries we encounter—whether glass ceilings or technological barriers—are meant to be dismantled. In stepping beyond them, we discover boundless opportunities and limitless abundance.

Today, the future is far more than we once imagined. It's a future powered by **cybernetics, AI, quantum computing, and emerging technologies** that will fundamentally reshape how we interact with our world.

The integration of humans and machines is not some distant vision - it's already happening. We are moving into an era where **biology and technology converge, where the human element and machine intelligence collaborate** to solve our greatest challenges.

From the smallest microchip to the vast expanse of space exploration, the technologies we create today are tools that will redefine every industry, every community, and every individual's potential.

I believe the future is interconnected, intelligent, and guided by purpose. **The future is about thriving.**

But I've also seen a future where too many innovators

are left behind, their sparks dimmed by challenges. Too many brilliant minds, look up and see ceilings, not opportunities. It's time to lift those barriers and empower the next generation of leaders, technologists, and dreamers.

**“I'm here to help you build your future. To help you understand and harness the technologies that are shaping tomorrow”**

from AI-driven health solutions to environmental tech that will reverse climate change. I'm here to show you what's being created in labs today, years before it enters the mainstream.

Some futurists review research; others dream. **I roll up my sleeves and get to work.**

Let's build the future—one that's interconnected, intelligent, and undeniably human.

**Let's work together to make tomorrow incredible.**

**Dr Catherine Ball,  
The Scientific Futurist.**

## Dr Cath's Story

**O**ne of my earliest memories is from the famine in Ethiopia in the 1980s. I remember vividly watching the footage on the BBC, asking my mother endless questions about why such a catastrophe could happen. My mother, like so many others, didn't have all the answers. Today, I can revisit those haunting images on YouTube - over 30 years later - and still feel the weight of that moment.

### “Humans can do terrible things”

But I also remember the Live Aid concerts, the rock stars, the music on endless cassette tapes, and the global outcry that followed. People donated, raised their voices, and children like me kept asking 'why' - why do these things happen? Despite all the pain and suffering, there was something remarkable about people coming together to fight the darkness. The outpouring of support showed that, even in the bleakest times, humans are capable of extraordinary good.

### “Humans can do extraordinarily good things”

Now, as a mother of two, I find myself wondering what will be my children's 'Live Aid' moment? Will it be something generated by a response to climate change, devastating floods, bushfires, the collapse of biodiversity, or the rise of autonomous killer robots? What can we do today to stop those terrible moments from becoming their reality? How do we tip the scales in favor of humanity's better instincts - to make the choice to do extraordinarily good things in the face of mounting global crises?

**Industry 5.0** (the next (5th) industrial revolution) should tip the invisible hands of economics towards a purpose-driven economy, and let it be a natural transition via investors, subsidies, government policy, and media campaigns. But it won't reach its full potential unless we, as a collective, care enough to take action. Australia has the opportunity to become a global leader in the #TechForGood movement, demonstrating that technology and profit can coexist with purpose.

## “THE FUTURE OF WORK IS ALREADY HERE, BUT IT'S NOT DISTRIBUTED EQUALLY.”

My journey into entrepreneurship began when I identified the gap between technological capabilities and their real-world application. We have powerful tools - artificial intelligence, blockchain, quantum computing - that can solve real-world problems, from **climate change** to **medical breakthroughs**. Yet, business cultures, outdated management models, and insurance restrictions have slowed the integration of these innovations into mainstream industries. The start-up ecosystem, with its ability to take risks, is fundamental to bridging this gap and fostering the kind of innovation needed for a more sustainable future.

A good friend of mine survived a terrible terrorist act. When asked what advice people should be given when watching such horror unfold she said to me **“look for the people helping”**. And the same can be said for the Science, Technology, Engineering, and Mathematics (STEM) community: There are always people investigating new ways of doing things, trying to help, working on a better way. From cancer drugs to ethical artificial intelligence, from methods of clean up for ocean plastics to using drones to monitor endangered species. If we can focus on the good that people are doing and share it across our networks then we amplify the voices of the excellent people doing extraordinarily good things.

Interesting opportunities are emerging from the digital technology space that will help people feel like they're actually making a difference, this should encourage others to build purpose into their business models, whilst satisfying shareholders

### “My works are a long love letter to my sons. After all, the future is theirs”

At the end of the day, everything I do is motivated by my desire to leave a better world for my children. The future will always belong to the next generation, but it's our responsibility to lay the foundations for them today. The tools we create will shape their world, and it's up to us to make sure those tools serve the greater good.

## Dr Cath's Bio

**A**ssociate professor, dr catherine ball is an academic, company director, bestselling author, futurist and visioneer working across global projects where emerging technologies meet humanitarian, education and environmental needs.

Having been called a 'social architect', catherine also likes to create businesses and champion movements, search for unicorns, collaborate with peers, and advise current and future game-changers.

A champion of diversity and inclusion, catherine believes we need points of difference to truly innovate and curate the changes we want to see in the world. working to protect the natural environment and empowering all members of society through mutual education and respect are core aspects of her chosen projects. As well as supporting Australian start-ups and leaders from all generations; Catherine is particularly passionate about social mobility and equity.

Catherine is proud to be an advisor to a broad range of enterprises and philanthropic organisations; i.e. an international advisory board member for the Schmidt Ocean Institute, and an XPRIZE visioneer and member of their Global Brains Trust.

Catherine's latest business ventures span angel investments and advisory across the broad emerging technology sector, from insect protein to personalised brain health through AI and neuroscience. Her internationally recognised work on drones and robotics community engagement via the World of Drones and Robotics Global Congress continues and is evolving. Catherine is also proud to be a member of Australia's Robotics Advisory Council.

Catherine holds a BSc Honours (Environmental Protection), a PhD (Spatial Ecology, Descriptive and Predictive Statistics) both from the University of Newcastle-upon-Tyne in the UK, and recently was awarded a DSc (Doctor of Science Honoris Causa) from Worcester Polytechnic in Massachusetts, USA.

Catherine lives in Sydney, Australia, with operations out of Los Angeles and London.

# Awards & Honours

2023 - DSc (Honoris Causa) Worcester Polytechnic Institute

2020 – Lord Mayor’s Business Awards - Outstanding Micro Business Winner

2020 – Analytics Insight World’s 50 Most Renowned Women in Robotics Award

2018 – Drone World UAV Congress 2018: Global UAV Award

2017 – AFR’s BOSS Magazine True Leaders Game Changers

2017 – Women in Leadership Awards – Finalist Innovation Category

2016 – Financial Review & Westpac 100 Woman of Influence

2016 – Top 25 Women in Robotics List

2016 – Courier Mail QBM Magazine: 25 Influential Movers and Shakers of Queensland

2015 – AFR’s BOSS Magazine Young Executives of the Year Winner

2015 – National Telstra Business Woman of the Year, Corporate and Private Award

2015 – Queensland Telstra Business Women’s Awards Winner

2015 – Queensland Telstra Business Woman of the Year, Queensland Corporate and Private Awards Winner.

2015 – Innovator of Influence at Innovation Week

2015 – Courier Mail Q Magazine: Queensland 50 Best and Brightest



# Topics

## Current Trends

- Chat GPT
- Analog knowledge in digital world
- Generative AI
- Web 3
- Metaverse
- How to think like a futurist

## Business

- Industry 5.0
- The New Director
- Sustainability
- Future of Work

## Innovation

- Creativity
- Future Technology
- Science & Engineering
- Robotics
- Cyber Security
- Artificial Intelligence
- Drones & Robotics

## Motivation

- Goal Kicking
- Resilience
- Recovery from Failure

## Politics & Advocacy

- Environment & Climate Change
- Communication & New Media
- STEM economics



## Talking Points

### Disconnect to Reconnect: The Future of Humanity in a Tech-Saturated World.

In a world where screens dominate our attention and every moment is linked to technology, *Diverge* explores the growing movement toward intentional disconnection and what it means to be human in a digital age. This talk delves into the themes of digital minimalism, analog rebirth, and the ways in which individuals and companies can reclaim focus, creativity, and mental well-being by stepping away from the constant distractions of technology. We'll explore the practical steps to balance our digital lives, the ethics of human consent in robotics, and the rise of the slow-tech movement. By drawing parallels between modern tech overload and historical disconnection, this talk offers a roadmap for fostering creativity, innovation, and human connection.

#### KEY TAKEAWAYS

- Boost productivity with digital minimalism strategies.
- Promote well-being by reducing screen time and sitting.
- Ensure ethical tech use, self awareness and human consent.

# Talking Points

## Workplace 2040: AI Colleagues and the Rise of Hybrid Humans.

In the not-so-distant future, your colleagues might not be entirely human. As we enter the era of AI-driven workplaces, machines will no longer just assist but work side by side with humans, performing complex tasks with increasing autonomy. In this eye-opening talk, Dr. Catherine Ball explores how human-machine symbiosis will reshape industries and what businesses must do to stay ahead of the curve. She covers the rise of 'Hybrid Humans,' AI-driven digital twins, and the future of AI-powered recruitment, talent management, and leadership. Attendees will leave with actionable insights into how companies can ethically integrate AI, optimize performance, and prepare their teams for a hybrid workforce. This talk is essential for any business looking to navigate the complex, rapidly evolving relationship between AI and human workforces.

### KEY TAKEAWAYS

- Enhance remote collaboration with immersive technologies.
- Leverage advanced communication systems for global operations.
- Prepare and innovate for the future of remote work.

## Metaverse to Mars: The Next Generation of Remote Work.

Remote work is evolving far beyond video calls and emails. In this talk, Dr. Catherine Ball delves into the future of workspaces, where the metaverse and space technologies converge to redefine how we collaborate. From immersive virtual offices to the application of digital twins and real-time, interplanetary communication systems, this presentation explores how businesses will operate in a global and potentially interstellar landscape. Dr. Ball highlights the technologies that will drive these changes and offers insights into how companies can adapt, innovate, and prepare for this radical transformation in workplace environments. Whether it's managing teams in immersive virtual spaces or communicating across vast distances, this talk will provide corporate audiences with a blueprint for navigating the future of remote work.

### KEY TAKEAWAYS

- Elevate remote team dynamic and enhance productivity.
- Utilise cutting-edge communication technologies.
- Actionable strategies for future-ready work environments.



# Talking Points

## Synthetic Life Forms and Corporate Responsibility.

The dawn of synthetic biology is here, and with it comes a host of ethical and corporate challenges. In this talk, Dr. Catherine Ball explores the future of creating synthetic life forms—from lab-grown organs to genetically engineered organisms—and the responsibilities that corporations face in this emerging field. How should businesses navigate the ethical minefield of bioengineering and genetic editing? What policies should they implement to ensure that the creation and commercialization of synthetic life forms are aligned with societal values and regulations? This talk offers an in-depth analysis of the scientific advancements driving these changes and provides guidance on how corporate leaders can foster innovation while maintaining ethical accountability. It's essential for businesses to adopt responsible policies around the patenting and commercialization of life itself, ensuring that the benefits of these technologies are shared ethically and sustainably.

### KEY TAKEAWAYS

- Gain insight into ethical accountability and business alignment.
- Effectively navigate the regulatory and compliance landscape.
- Build a responsible, and strategic Innovation policy.

## The Longevity Ecosystem: Thriving in an Age of Extended Lifespans.

As advancements in biotechnology, artificial intelligence, and healthcare converge, the possibility of dramatically extending human lifespans is becoming a reality. In this talk, Dr. Catherine Ball explores the emerging Longevity Ecosystem—a world where aging is slowed, health spans are extended, and industries are redefined by these transformative changes. From biohacking to regenerative medicine and AI-driven health monitoring, this session highlights the innovations reshaping how businesses need to plan for a workforce that will live and work longer. With these developments come profound questions around ethics, workforce strategy, healthcare management, and financial planning. What do companies need to know to prepare for an age of extended human lifespans? This talk provides a roadmap for corporate leaders to thrive in the Longevity Economy, ensuring sustainable growth in a world where people work and live well beyond current expectations.

### KEY TAKEAWAYS

- Future-proof workforce planning and management strategy.
- Embrace healthcare innovation and leverage new systems.
- Ethics, metrics, and equity in longevity and ageing.

# Talking Points

## Converge: Harnessing Emerging Technologies for a Unified Future.

In **Converge**, the future is not just something that happens to us—it's something we shape. Dr. Catherine Ball's book is a deep dive into the convergence of humanity's most powerful tools: artificial intelligence, robotics, drones, biotechnology, and more. These once separate innovations are now merging, blurring the lines between industries, and creating unprecedented opportunities for businesses. How do organizations navigate this convergence of technologies, staying relevant while embracing radical change? This talk unpacks the themes of **Converge**, offering a roadmap for businesses to thrive in a world where boundaries between human and machine, physical and digital, are disappearing.

### KEY TAKEAWAYS

- Unlock opportunities through technological convergence.
- Drive growth with cross-disciplinary Innovation.
- Build ethical strategies for rapid technological integration.

## Emerge: Shaping Tomorrow's Technologies for a Better World.

In **Emerge**, Dr. Catherine Ball guides us through the next wave of technological evolution, where emerging innovations are poised to redefine industries, society, and human experience. This book is a future-focused exploration of cutting-edge technologies like AI, quantum computing, biotechnology, and space exploration, with a call to action for businesses to harness these advancements responsibly. How can organizations stay ahead of the curve in an era of constant disruption? This talk draws on the themes of *Emerge* to showcase the technologies that are reshaping the global landscape and how businesses can position themselves for success in this rapidly evolving ecosystems.

### KEY TAKEAWAYS

- Invest in technologies shaping future industries.
- Cultivate a meaningful culture of ethical innovation.
- Leverage technology to tackle global challenges.

# Talking Points

## Beauty and the Beast: How Emerging Technology and Industry 5.0 Will Allow Us to Be More Human.

As we march toward the era of Industry 5.0, where humans and AI work together in harmony, the question arises: is artificial intelligence a tool for bettering humanity, or a potential threat? The ‘Singularity’ promises AI that rivals human intelligence, but is it just smoke and mirrors? This talk explores the reality behind AI and Intelligence Augmentation (IA), examining how these technologies allow us to tackle more meaningful tasks and give us time for what makes us human—creativity, relationships, and purpose. By offloading repetitive work to machines, we can address global challenges such as climate change and social equity. But how do we ensure AI is created ethically, with diversity, and for the greater good? As we enter the 5th Industrial Revolution, businesses must leverage AI, ensuring they adopt technology with a human-centred approach.

### KEY TAKEAWAYS

- Unlock opportunities through technological convergence.
- Drive growth with cross-disciplinary innovation.
- Build ethical strategies for rapid technological integration.

## Diversity and Success Are Two Sides of the Same Coin: Why We Need Points of Difference to Truly Innovate.

Diversity in the corporate world isn't just a social responsibility—it's a business imperative. Companies with diverse leadership, backgrounds, and perspectives are statistically more successful, resilient, and innovative. Despite this, less than 2% of global venture capital goes to female-founded businesses, and many major corporations still have male-dominated boards. This talk dives into why diversity should be a key metric in decision-making, from investing to hiring, and why homogeneous teams are a risk for innovation and growth. Drawing comparisons with nature, where diverse ecosystems thrive, we see that corporate diversity directly correlates to corporate health. We'll explore how embracing differences—gender, cultural, educational, and experiential—leads to greater stability, happier work environments, and ultimately, better business outcomes. It's time for a culture shift, one that goes beyond numbers and truly values diverse perspectives as a core strength in business.

### KEY TAKEAWAYS

- Leverage diversity and inclusion for greater success.
- Foster more than just an inclusive culture, make it a community.
- Strategic Investment in and benefits from diversity.

# Talking Points

## The Rise of Digital Twins and Doppelgangers: Navigating Privacy, Ethics, and Corporate Innovation.

Digital twins, or virtual doppelgangers, are no longer limited to engineering and manufacturing - they are rapidly becoming integral to corporate life. From simulating workforce dynamics to modeling consumer behavior, digital twins offer unparalleled opportunities for innovation, efficiency, and personalized service. However, the rise of this technology introduces significant ethical considerations, particularly around data privacy, consent, and social responsibility. How much data is too much? How can corporations balance the benefits of digital twins with their ethical obligations? This talk delves into the real-world applications of digital twins, exploring how businesses can leverage them for operational success while maintaining trust with stakeholders. We'll examine the opportunities for growth, from predictive analytics to employee wellness, alongside the challenges - such as data misuse, surveillance concerns, and the need for transparent governance frameworks. By understanding both the benefits and risks, corporate leaders can responsibly integrate this technology into their strategy.

### KEY TAKEAWAYS

- How to strategically balance innovation with ethics.
- Learn to seamlessly integrate digital twins with data governance.
- Learn to identify and manage risks to ensure trust.

## Every Day is a School Day: The Future of Education in the Age of the Never-Graduating Student.

Education as we know it is evolving at breakneck speed, moving far beyond the traditional classroom. Welcome to a future where micro-learning, immersive virtual classrooms, gamified experiences, and haptic suits are the norm. In this era, education is continuous, and students never truly *graduate*. With non-accredited, self-directed learning platforms, we can upgrade skills anytime, anywhere. But what does this mean for our cognitive development? Are we sacrificing deep, critical thinking for quick-fix learning through hyperlinks and short-form content? This talk delves into the exciting opportunities and hidden dangers of this new educational landscape. While technology is reshaping how we learn, there's still value in traditional, slow-paced education to build strong neurological connections. Personalised education has the potential to be as impactful as personalised medicine, catering to individual learning needs. Let's explore how businesses and individuals can thrive in this educational evolution.

### KEY TAKEAWAYS

- Embrace continuous learning no matter your age.
- Blend traditional and digital learning with aplomb.
- Leverage personalised education to tailor success.

# Talking Points

## Space 2.0: From the Cosmos to Corporate Strategy.

The commercial space race is revolutionizing industries on Earth, reshaping logistics, resource management, and more. This topic explores groundbreaking innovations driven by aerospace advancements, including satellite mega-constellations, space-based data analytics, and space mining. As companies face a future where global connectivity, energy solutions, and manufacturing increasingly rely on space technologies, adapting to these changes becomes crucial. Dr. Catherine Ball delves into how these space-driven innovations will impact business strategies, emphasizing the need for global connectivity, corporate responsibility, and leveraging space advancements for a competitive edge. Discover how to position your organisation at the forefront of this new frontier and harness the potential of Space 2.0 to transform your strategic approach.

### KEY TAKEAWAYS

- Innovation beyond earth drives competitive advantage.
- Global connectivity and infrastructure transformation.
- Sustainability and corporate responsibility in the space era.

## The Future of Job Security: Embracing Flexibility in a Rapidly Changing World.

In the age of automation, AI, and gig work, job security is being radically redefined. The traditional lifetime career path is fading, replaced by a fluid workforce where individuals juggle multiple roles, side hustles, and freelance opportunities. As companies evolve to meet the needs of this new landscape, they must also redefine what security looks like—not just for employees, but for themselves. How can businesses attract top talent while offering the stability that flexible workers crave? And how do individuals future-proof their careers in a world where everything is constantly shifting? This talk explores how the future of work demands innovative strategies for both employers and employees to find security in the chaos.

### KEY TAKEAWAYS

- Redefine job security with flexibility, personalisation and trust.
- Equip your workforce for evolving multi-role success.
- Build a resilient culture of adaptability and a curious mindset.

# Talking Points

## Mental Health 4.0: Harnessing Current and Emerging Technologies for Corporate Wellbeing.

In the fast-paced corporate environment, mental health has become a critical concern. **Mental Health 4.0: Harnessing Current and Emerging Technologies for Corporate Wellbeing** dives into how cutting-edge technology is reshaping mental health support in the workplace. From AI-driven diagnostic tools to wearable stress monitors and immersive VR therapies, companies now have access to advanced resources that can enhance employee wellbeing, productivity, and retention. This talk addresses how integrating technology with mental health strategies can empower organizations to create a healthier, more resilient workforce. We will also explore emerging innovations, including digital mental health platforms, teletherapy, and predictive analytics, as well as the ethical considerations surrounding the use of AI in diagnosing and treating mental health conditions. Attendees will leave with actionable insights on leveraging technology to support mental wellbeing, reduce burnout, and foster a culture of emotional intelligence and mental resilience in the corporate world.

### KEY TAKEAWAYS

- Enhance mental health with emerging technology.
- Adopt digital wellbeing solutions, platforms, and therapies.
- Prioritise timely, ethical and transparent use of AI.

## Cybersecurity in the Age of Emerging Technologies: Balancing Risk, Opportunity, and Responsibility.

As emerging technologies such as AI, blockchain, quantum computing, and IoT continue to evolve, they bring both significant opportunities and increasing cybersecurity risks. This talk focuses on how businesses can effectively harness these technologies while addressing the new threats they introduce. From AI-powered systems vulnerable to sophisticated cyberattacks to the revolutionary potential of quantum cryptography, leaders must be prepared for the complexities of this digital age. The responsibility for cybersecurity now extends beyond technical teams, requiring board-level engagement to protect digital assets, safeguard sensitive data, and uphold corporate reputation. With the rise of cloud services, interconnected devices, and decentralized data systems, ensuring robust governance and personal responsibility has never been more critical. The talk will provide insight into how companies can capitalise on new technologies, implement strategic defenses, and embed cybersecurity into their operational and governance frameworks, ensuring resilience and responsibility in a rapidly changing digital landscape.

### KEY TAKEAWAYS

- Strategic integration and adoption of emerging technologies.
- Elevate board-level cybersecurity engagement and systems thinking.
- Adopt a balanced approach to innovation and security.

# Talking Points

## Embracing Tomorrow: Robots, Remote Workers, and Digital Staff for Business Longevity.

As businesses evolve in a hyper-connected world, the integration of robots, remote workers, and virtual staff is redefining operational efficiency and growth. This talk dives into how companies can harness robotics for automation, leverage remote workers for global scalability, and integrate digital staff-like AI-driven chatbots - to streamline processes. By embracing these technologies, businesses can achieve greater flexibility, reduce costs, and ensure longevity in a fast-paced market. We'll also discuss the importance of fostering a hybrid workforce culture that balances human creativity with technological capabilities to stay competitive.

### KEY TAKEAWAYS

- Automate tasks to boost efficiency and reduce costs.
- Expand global talent pool with remote workers.
- Integrate human creativity with AI for innovation.

## X Marks the Spot: How XPRIZE Challenges Unlock Global Innovation.

The **XPRIZE** is more than a competition; it's a catalyst for breakthrough innovations that solve some of the world's biggest challenges. This talk dives into how XPRIZE competitions push the boundaries of what's possible, inspiring collaboration across industries, geographies, and disciplines. With a focus on impact-driven solutions, XPRIZE fosters a culture of innovation, bringing together visionaries, technologists, and corporations to tackle problems ranging from climate change to space exploration. Learn how businesses can harness the power of challenge-driven innovation to fuel their growth, stay competitive, and create lasting global impact.

### KEY TAKEAWAYS

- Form strategic innovation partnerships with XPRIZE.
- Leverage challenges for global impact and leadership.
- Future-proof your business with visionary projects.

# Talking Points

## Digital Rebirth: Redefining Creativity in the Age of AI and Quantum Computing.

In an age where artificial intelligence (AI) and quantum computing are pushing the boundaries of what's possible, creativity itself is undergoing a dramatic transformation. This talk, **Digital Rebirth: Redefining Creativity in the Age of AI and Quantum Computing**, explores how these technologies are revolutionizing creative industries such as art, music, and storytelling. AI can now generate paintings, compose symphonies, and write novels, while quantum computing promises to open even more expansive possibilities for human expression. Yet, as we enter this new era of co-creation with machines, profound questions arise. What role will human creativity play in the future? How can businesses and artists harness these tools while maintaining originality and authenticity? This session offers insights into how AI and quantum computing will reshape industries and human expression, encouraging companies to embrace these technologies for innovation, while maintaining a focus on human ingenuity.

## The Workforce of 2040: Australia's Future in a Human-AI Hybrid World.

By 2040, Australia's workforce will be transformed by advances in artificial intelligence (AI), robotics, and automation. In this talk, **The Workforce of 2040: Australia's Future in a Human-AI Hybrid World**, we explore how humans and intelligent machines will work together to reshape industries and redefine job roles. From AI-powered collaboration tools to autonomous systems in manufacturing, businesses must adapt to these changes to remain competitive. As remote work technologies evolve, hybrid models will become the norm, requiring new management approaches and talent strategies. Additionally, the emergence of AI-enhanced decision-making and skills augmentation will enable employees to focus on creative, high-impact tasks. This session will provide insights into how companies can prepare for the shift, harnessing these tools to foster innovation, improve productivity, and maintain a human-centered approach in a tech-driven environment.

### KEY TAKEAWAYS

- Leverage AI for creative innovation and process improvement.
- Navigate ethical and legal considerations and compliance.
- Prepare for quantum computing breakthroughs and mishaps.

### KEY TAKEAWAYS

- Adapt and thrive in hybrid, and flexible work environments.
- Invest in continuous learning, reskilling, and upskilling.
- Implement and adopt ethical AI practices and systems.



# Custom-Tailored Keynote

## Innovate to Inspire - Your Unique Vision, Our Bespoke Solutions.

Unlock the power of personalised insight with Dr. Catherine Ball's bespoke speaking engagements. Whether you're looking to spark innovation, address industry-specific challenges, or inspire your team, Dr. Ball will craft a unique and tailored presentation that aligns perfectly with your objectives. With a focus on delivering impactful content that resonates with your audience, she transforms your vision into an engaging and memorable experience. Let's collaborate to create a topic that addresses your specific needs and drives real results for your organisation.

- **Create Impactful Solutions with Custom Insights**  
Tailor a keynote with Dr. Ball to deliver insights specifically designed to address your unique business needs.
- **Elevate Your Team with Personalised Inspiration**  
Inspire and motivate your team with a presentation crafted to align perfectly with your organisation's goals.
- **Transform Challenges into Opportunities for Growth**  
Work with Dr. Ball to turn your specific challenges into strategic opportunities that drive business growth.

# Engagements

## Keynote Speaker

Dr Catherine Ball has a unique way of presenting. Captivating the audience with emerging technologies. Challenging the ethical and moral aspects of modern society. Educating and teaching to the deepest technical level, Catherine likes to demystify emerging technology. Confidence and exuberance are tempered with humility and personal reflections: audiences emerge invigorated, and switched on to the hope and challenges of future society.

## Panellist

Dr Catherine Ball really adds value to any panel discussion, bringing current affairs and news to any technical dialogue. As a mother of two sons, she brings her real world voice that is unique in the realms of technology communication. Catherine's academic works and writings translate to a value add, technically having the most current ideas at hand. Having Catherine speak on a panel also immediately removes the risk of having a #manel. Bonus

## Master of Ceremonies

Quick witted, well prepared, broad horizons of life experience, and the ability to react to sudden changes or last minute moments. Cool headed and articulate, Catherine also likes to bring her unique sense of humour and geek chic to any MC role. Audiences and event organisers both appreciate being kept on time and in good humour. Catherine particularly likes to keep the audiences engaged with the content and presenters by creating interactive ice-breakers, micro breaks, and having fun!

## Moderator

Dr Catherine Ball appreciates a good moderator when presenting herself, and has learned over the years what makes a good one. Ensuring that the most is made of everyone's time and energy by asking the right questions and pulling the best out of the presenters, artists and panellists. Working in the world of documentary and film-making means Dr Cath loves to interview people and ask pertinent and (when necessary) the difficult questions.

## Workshop Facilitator

Dr Catherine Ball runs a series of professional workshops, boardroom briefings, and delivers content that is developed by herself and can be tailored to individual needs and group sizes. Many clients have appreciated the workshop aspects of Catherine's work as part of a longer presentation, or as a warm up for the day or an event. Primarily focussing on innovation culture, new and emerging technology, and even governance and risk management for boards.

# Clients

“Catherine had our audience in the palm of her hands as she toured them through future trends and used her unique way of truth telling to call them to action to help shape a better world.”

“The feedback we received from brokers and our executive team was overwhelmingly positive, and your efforts played a significant role in the overall success of the event. Your focus on delivering insightful and engaging content made a lasting impact.”

“Catherine was an integral part of our Palo Alto Networks, Ignite on Tour, participating in three key speaking engagements: as a Women in Cyber panelist, Keynote Speaker, and AI Expert Panelist. She transformed each of these events from good to great! Her keynote was thought-provoking, funny, and engaging”

“Dr Catherine Ball shared so many interesting and thought provoking applications of AI for the good of humanity in the near future as well as confirming that businesses and governments need to embrace AI in an ethical and responsible way to propel them forward. Thank you Catherine, you were amazing”



# SHARING THOUGHTS, KNOWLEDGE, AND EXPERIENCE

“Nothing in life is to be feared, it is only to be understood” — Marie Curie.



## Media



**ABC NSW Afternoons Radio**  
Podcast-01.04.24

**Afternoons will have you smiling and thinking as you get through your day.**

Since the 1990's XPrize has run a competitive philanthropy competitions with big cash prizes to encourage research and development in specific fields. Start Time 1:00:50 ...

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**NEC**  
Article-31.10.23

**Brightest Minds Backing Women's Sport**

More than 100 guests from across government, technology, sport and business came together to celebrate the inaugural NEC Women's Leadership and Innovation lunch. The aim is to foster a network ...

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**NSW Education**  
Article-04.09.23

**STEM stars headline Hunter conference**

Comedian and maths geek Adam Spencer, maths teaching guru Eddie Woo and futurist Dr Catherine Ball were among the STEM stars attending STEM 2023 for teachers in the Hunter last week ...

[Read More](#)



**The Brilliant**  
Article-25.07.23

**Catherine Ball: Scientific optimist**

Chatting with Catherine Ball can be stimulating, eye-opening and exhausting, all at once. She'll have you engrossed in methods of seafloor mapping and bushfire tracking at one moment, before casting ...

[Read More](#)



**Worcester Polytechnic Institute**  
Article-13.05.23

**WPI Class of 2023 Charged to Apply Knowledge, Values, and Resilience to Improve the Future**

Worcester Polytechnic Institute (WPI) capped its 2023 Commencement Week celebrations today as 1,088 undergraduates received their diplomas on the stage under a sprawling tent on the campus quadrangle ...

[Read More](#)



**Aussie Theatre**  
Article-10.05.23

**Lucie In The Sky – a world-first production combining dance and drones**

Dancers and drones entwine in the provocative and poignant world premiere of Lucie In the Sky by Australasian Dance Collective (ADC) at QPAC Playhouse from 5 to 13 May. Brisbane-based ADC makes ...

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# ENGAGE AND IGNITE YOUR AUDIENCE

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