

TEDx ESMTBerlin

UPSIDE DOWN: Uniting Voices
to Empower Tomorrow

In today's rapidly changing world, we're encountering unexpected challenges and opportunities. As our habits, beliefs, and daily routines undergo significant transformations, we're innovating and collaborating to build a future that's fair and eco-friendly. Despite the uncertainties we face, this period offers a chance for personal growth and mutual understanding.

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17 February 2024
1 p.m. – 7 p.m



**Audimax, ESMT
Berlin**
Schloßpl. 1, 10178
Berlin

WELCOME



Bianca Praetorius

Healing the female success penalty in the dating world.

Imagine being a woman who absolutely rocks her life. You are ambitious, independent, and empowered—all fantastic qualities. However, when it comes to finding a romantic relationship, your success may create challenges. Men have been conditioned to be providers and the leaders at home for a long time. What if they are not needed for those traditional roles but are still deeply desired for love?



Philip Groth

Empowering Health Choices in a Transforming World: Navigating the Digital Healthcare Revolution

The talk explores the shift from healthcare information asymmetry to democratization. It highlights how technological advancements and the COVID-19 crisis are boosting individual empowerment, emphasizing the transformative impact of health literacy dynamics on health choices, mirroring the emerging profound changes in global healthcare systems.



Rosanna Sibora

How to lead change?

70% of change initiatives fail. What can leaders do to successfully accomplish change? Rosanna will speak about how leaders can guide their teams on a change journey to make change happen and to keep their colleagues happy and engaged.



Johanna Rüdiger

Why Gen Z news avoidance is a myth

Gen Z news avoidance is a myth – journalists just have to get better at telling the news. And here's why you should care: Because if journalists don't get better at this, democracy – and with that, your lifestyle – could be at risk.



Bedeir Rizk

Regenerative Work: The Next Gen of Cities

The presentation is a journey to explore how the evolving nature of work is reshaping our urban landscapes in the digital era. The talk navigates through the transformation of traditional cities to modern, regenerative urban environments that foster sustainability, well-being, and vibrant community life.



Break Session 25 mins before Next Talk



Boris Eldagsen

Outsourcing the Muse? AI Creativity vs. Human Creativity

Many studies have concluded that AI is in no way inferior to humans in terms of creativity. Unfortunately, these studies do not define what they mean by creativity. Boris shows which creativity theories will help us to better understand and sensibly divide up the collaboration between humans and AI in the future.



Sebastian Herz

In today's world can one still build businesses based on educating, being honest, transparent and very affordable?

Customers' demands changed extremely fast over the last decades. Customers request cheaper prices with better quality and sustainability on top. The speech explores the possibilities of building a business that revolutionizes the market, educates customers, shows full transparency and offers cheaper prices. Is there a chance to compete against the big brands, who charge a lot more?



**Niels Van
Quaquebeke**

Your Bot Boss: How AI will reshape leadership as we know it

Tearing down the romantic notion that leadership is the one human bastion that will never fall to artificial intelligence (AI), Niels takes the audience on a deep dive into humans' psychological needs at work and how AI can cater to them. The question then becomes not what role AI will play, but rather whether and if so which "leadership" roles will remain for us humans in that future.



**Hannah
Kromminga**

The revolution of gifting

A large portion of consumer goods are produced but never used. Let's recirculate them through gifting.



Neil Metzler

Secrets to Career Resilience

Gain actionable insight from 'Secrets to Career Resilience,' where the speaker unveils the 5 Pillars Method—a transformative approach to navigating career reinvention. Learn how to turn failure into fuel, build a bridge to your next big thing and succeed faster with less friction and fewer setbacks. This talk is a roadmap to thriving in an era of relentless workplace evolution.



Break Session 25 mins before Next Talk



Angelo Camufingo

DEI as a Catalyst: Fostering Systemic Change and Embracing the World's Complexity

The talk delves into how DEI (Diversity, Equity, and Inclusion) can act as critical catalyst in driving systemic change, challenging us to reshape societal structures beyond buzz words and simple ideas of profitability. By highlighting the transformative power of DEI, I emphasize the importance of embracing our world's inherent complexity to foster a more inclusive and equitable future.



**Andreea-Maria
Mandeal**

How having a plan B might be detrimental to your success

Despite our tendency to multitask and always be 'switched on', studies suggest that this often leads to reduced productivity and focus, potentially affecting memory and leading to stress. Focusing intensely on one task or project at a time, rather than spreading efforts thinly across many, is more likely to yield success and higher quality results, both in professional and personal spheres.



Dr. Carmen Köhler

Prepare for Uncertainty by Flying to Mars

Life poses uncertainties but if you don't know what lies ahead, how can you prepare? By taking you on my journey as an analog astronaut for Mars missions we will investigate how to embrace change and the unexpected by learning from astronaut preparations for nominal and contingency situations. Learn to be ready for situations you can't be ready for.



**Katarzyna
Stoltmann**

AI as catalyst for more inclusion & equal opportunities in the future

Where is artificial intelligence already enabling inclusion - gender, diversity or accessibility - today? Within this talk, I will focus on examples from corporate practice and take a look into the future: How will AI change our products, processes, workplaces and required work qualifications?

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