



Revealing factors  
for success.

### Client

Profacts is a leading full-service market research agency which provides insights and research for some of Europe's largest consumer products, financial services and publishing businesses.

### Audience

Clients

### Country

Belgium

### Challenge

To inspire the audience and provide insights on how creativity can help them adapt to technological disruption.

### James Taylor's Solution

- 45 minute keynote

### Results

- The audience were inspired and given insights into how AI will change their industries
- James Taylor sparked creativity in audience using interactive activities during keynote
- James' presentation was highly rated by organiser and attendees

## AUGMENTING HUMAN CREATIVITY IN THE AGE OF ARTIFICIAL INTELLIGENCE

JAMES TAYLOR M.B.A. F.R.S.A.



### Futurist speaker James Taylor shares insights on business creativity and artificial intelligence

Profacts is a leading full-service market research agency which provides insights and research for some of Europe's largest consumer products, financial services and publishing businesses.

Each year Profacts organises 'The Future Is Now' conference and invites global thought-leaders to share the latest insights and trends. Attendees at the conference included executives from organisations including AG Insurance, AXA, BNP Paribas, Capgemini, Coca-Cola, EDF, European Commission, IKEA, Lidl, Ogilvy, Renault and SAP.

They invited James Taylor to be the closing speaker of the conference and give his keynote 'SuperCreativity: Augmenting Human Creativity in the Age of Artificial Intelligence'. James also weaved into his keynote some of the main themes heard from the earlier speakers and link them together around the concept of SuperCreativity.

*"Thank you James for bringing us a unique session on boosting our creativity in the age of artificial intelligence at our annual event 'The Future is Now'. We were happy to meet and experience a top professional co-creator and partner for our event. Your keynote was authentic, inspirational and entertaining, truly engaging the audience from the beginning. Participants and customers provided us with many delighted comments."*

*Carine Vaeremans, CEO, Profacts*

James  
Taylor

KEYNOTE SPEAKER

#### About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.

JAMESTAYLOR  
KEYNOTE SPEAKER | CREATIVITY EXPERT

#### Enquire Now:

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