

# Micro-theater Agenda

Join us at the EDGE Micro-theater for inspiring, bite-sized talks on business-critical topics and trends.

**12:30 PM Cracking the AI Code: What Winners do Differently** — Mary Martin

[10 min] *A playbook to flip the 4% odds of success in your favor.*

**12:40 PM The Bionic Technician: How XR Revolutionizes the Shopfloor** — Tibor Merey

[10 min] *Driving efficiency by empowering workers with AI-enabled XR.*

**12:50 PM Like, the Button That Changed the World** — Martin Reeves

[10 min] *How innovation and regulation really work.*

**1:00 PM Ready to Work with Your AI Agent Colleagues?** — Matthew Kropp

[10 min] *Meet the autonomous agents driving total transformation.*

**1:10 PM K-pop, Tech & Asia's Big World Influence** — Neeraj Aggarwal

[10 min] *Asia's culture and tech boom is rewriting the global playbook.*

**1:20 PM AI's New Rules for Sales** — Phillip Andersen & Basir Mustaghni

[10 min] *AI is Shaking up sales: New rules, big shifts, bold moves. Smart leaders lead fast.*

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**BREAK - 30 min**

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**2:00 PM 10 Forces Shaping Global Business in 2025** — Marc Gilbert & Geraldine Rhodes

[10 min] *Why companies need to build geopolitical muscle.*

**2:10 PM The Geopolitics of AI: Who Will Shape the Future?** — Nikolaus Lang

[10 min] *Navigating a rapidly changing landscape: A roadmap for bold leaders.*

**2:20 PM The Disappearing Human: Our Role in a Self-Running World** — Akash Bhatia

[10 min] *The coming tech disruption is underhyped.*

**2:30 PM Tech is a Business Unit: Prove Me Wrong** — Ruth Ebeling

[10 min] *The team driving the most innovation, product, and use-case implementation is overdue for an overhaul.*

**2:40 PM The Long Way to Net Zero** — Jens Burchardt

[10 min] *What it actually takes to save the planet.*

**2:50 PM AI Alone Won't Save Your Brand** — Tim Kuhrcke & Jade Leet

[10 min] *With great power: Lessons on purposeful AI from Spider-Man.*

*Schedule subject to change.*