

Richard Van Hooijdonk – Speaking Topics

The Generative AI Revolution

This keynote will give you a taste of the wild world of generative AI

Get set for the generative AI transformation and discover how ChatGPT and many other gen-AI tools are turning the world upside down. This technology is already having a major impact on jobs, organizations, and entire sectors. How do we deal with risk and ethical dilemmas, and how do we prepare our organizations for a completely different tomorrow?

This inspiring keynote offers many exciting examples, interesting predictions, and valuable tips on how we remain at the helm in a future dominated by generative AI. Are you ready for it?

The Future of Crime and Security

Climate change, socio-demographic factors and technology all have an influence on crime. Technological progress can take us very far, but the threats that go with it are serious. Who would have thought that drones and 4D printers could be used for criminal purposes? Could we have guessed that hacking hospitals and medical devices would become a business model for today's hackers? Is killing in virtual reality a crime? And what is the likelihood of us being able to print the successor to the coronavirus? We are far from ready for the future of crime.

The Future of Marketing

Customers want brands to view their experience through their eyes, and make it even more integrated, seamless, and consistent. There are several ways to do this. For instance, by building personalized and highly immersive customer journeys across each channel, leveraging advanced technologies like artificial intelligence, virtual & augmented reality, predictive analytics, and image and voice recognition tech. Soon, these channels will include smart fridges, Tesla dashboards and RFID chip implants.

The Future of Work and HRM

More and more repetitive work and basic tasks are being automated. It's important that we rethink our roles and learn new skills. How do we get the employee of the future on board and how do we change people and organizations? What will our jobs and work in general look like in the future? New working models will emerge, the quantified workplace will precisely measure our performance, and existing hierarchies will start disappearing. 21st-century skills will be indispensable in the future, and we'll increasingly transition from permanent contracts to the gig economy. Thanks to VR and hologram technology, we will be able to work remotely with people from all over the globe.