



BRAINSTORM 2006

PRESENTED BY FORTUNE AND THE ASPEN INSTITUTE

JUNE 28-30, 2006 • ASPEN, COLORADO

PROGRAM HIGHLIGHTS

Brainstorm: The Editors' Invitational brings together a unique, multidisciplinary group of global-minded leaders for a dialogue on the challenges and opportunities that arise at the intersection of business, technology, society, and world affairs. For the fifth year, FORTUNE and the Aspen Institute will provide these leaders with an opportunity to step out of their daily context, open themselves to new insights and perspectives, and bring the bigger picture into focus with an eye toward shaping a better future.

Organized and guided by FORTUNE's editors, Brainstorm symbolizes our curiosity about and involvement with the wider issues that affect the world of business. The focus of Brainstorm 2006 is "Life in a Connected World." We'll delve into how the growing connectedness fostered by technology is affecting business, politics, culture, social structure, belief systems, and daily life—both locally and globally. As in past years, articles devoted to or inspired by the dynamic—and often unpredictable—discussions will appear in FORTUNE.

While we will, as usual, include several keynotes from major world and national figures, the variety of interactive formats—large- and small-group discussions, roundtables, interviews, tutorials—ensures a high level of interaction, engagement, and cross-fertilization as we tackle big questions and issues. Following are preliminary themes and topics currently under development.

TECHNOLOGY & MEDIA

Change—radical and incremental—driven by information technology is perhaps the most important business and social trend of our time. The Net provides equal opportunity for the large and small. How does technology continue to redefine the way individuals and entities of all kinds interact? How does it change the balance of power in commercial and customer-provider interchanges? How do you measure the positive and negative impact? How do you know who or what to trust in an information democracy? Our look at the impact of technology on the individual,

society, and business will address these and other related questions and issues, and include the following topics:

- Technology: Empowering or Dehumanizing?
- Armed by IT—Consumers Take Control
- Mapping the Mediascape: 2010
- Beyond Blogging: Technology and Individual Expression

WORLD AFFAIRS

Global integration—the blurring of lines and borders—is changing the roles, the relationships, and even the structures of nations, corporations, global leaders of all kinds, and the media. The small are acting large and the large, in some cases, are learning to act with the speed and agility of the small. New forces, powers, and influences continue to emerge: China and India; climate change; the left in Latin America, the conservatives in North America, and political Islam in the Middle East; women in national leadership positions. What is the role of government in a world where people and corporations increasingly find their own solutions to big problems? Is the information democracy eroding the power of governments? Who will be the global statesmen of the future? Entertainers, politicians or neither? Sessions currently under development include the following:

- Who Sets the World's Agenda?
- Women Leaders—Will They Make a Difference?
- Five Economists You Should Know
- How Bad Could the Weather Get?
- The World's Media Look at America

BUSINESS

Multinational companies manage people and resources, assess risk, cope with crisis, and communicate across cultures and continents every day. How do—and should—they evolve to ensure longevity and success? What role should business play in politics? Education? Social issues? Is business the new safety net when government fails? How does society view business? What will the top tier of the FORTUNE Global 500 look like in ten years? Our exploration of the new pressure points and opportunities will include the following:

- CEOs: Wide Awake at 3:00 AM
- The Greening of Corporations
- Moral Liability—A Risk for Business?
- GEMAYA: Google, eBay, MSN, Amazon, Yahoo, AOL

SOCIETY

Varied forces are reshaping the social landscape. Shifting demographics are altering priorities—locally, nationally, and globally. Technology connects but also disconnects. Access to information, better education, and a wealth of products and services is the promise of the connected world, but what is the reality? Is the gulf between the haves and have-nots growing or receding? What impact does technology have on an individual's search for meaning and spirituality? Among the questions and issues Brainstormers will discuss are:

- The Cell Phone—The World's Most Powerful Tool
- The Health Care Burden—Who Should Bear It?
- Medical Innovation—Can We Afford the Breakthroughs?
- Is the U.S. Becoming a Nation of Dummies?

ROUNDTABLE TOPICS WILL INCLUDE: Aging • Are We Really More Globally Aware? • Breeding Innovation • China and India • The Global Rise and Fall of the Middle Class • If FORTUNE 500 CEOs Ran Our Schools • Immigration and Demographics • Iraq: 2010 • Poverty and Wealth • War and Terrorism



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PRELIMINARY AGENDA

as of February 2006

TUESDAY, JUNE 27

4:00 PM – 7:00 PM REGISTRATION

WEDNESDAY, JUNE 28

7:00 AM – 7:00 PM REGISTRATION

8:00 AM – 11:00 AM HIKE

11:30 AM – 1:30 PM BRUNCH AND SESSION

2:00 PM – 3:00 PM TUTORIALS I

3:30 PM – 4:30 PM TUTORIALS II

6:00 PM – 7:00 PM RECEPTION

7:00 PM – 9:30 PM DINNER AND SESSION/INTERVIEW

THURSDAY, JUNE 29

7:00 AM REGISTRATION

8:00 AM – 9:30 AM BREAKFAST ROUNDTABLES

9:30 AM – 12:30 PM GENERAL SESSIONS

12:30 PM – 2:00 PM LUNCH

2:00 PM – 5:00 PM CONCURRENT AND GENERAL SESSIONS

6:30 PM – 8:30 PM RECEPTION AND SESSION

9:30 PM NIGHTCAP

FRIDAY, JUNE 30

7:00 AM REGISTRATION

8:00 AM – 9:30 AM BREAKFAST ROUNDTABLES

9:30 AM – 12:00 NOON GENERAL SESSION

12:00 NOON – 1:30 PM CLOSING LUNCH

1:30 PM ADJOURNMENT