

WWW.WWW

Guided conversations with extraordinary individuals

The forum shall be improvisational intellectual jazz conversations guided by a series of questions - not an interview however.

The history of the evolution of this idea is as follows:

1962 - My first book was a simple guide to understanding 50 of the world's cities all to the same scale.

1967 - A guide of complex statistical analysis of 20 American cities: The MIT Press

1975/76 - The initiation of guiding principals of information architecture manifested in my chairing a new form of gathering using the entire downtown Philadelphia with 5,000 attending architects at the Architecture of Information gathering for the annual meeting of the American Institute of Architects. The presenters were from varied disciplines, i.e., Jonas Salk, Buckminster Fuller and William Zeckendorf Sr.

1980 - The reinvention of the modern guidebook and beginning of publishing more than 2 dozen books on cities, health, wealth and sports: Access Press.

1984: In observing and reflecting upon various convergences between certain innovative disciplines of the late 20th century, I focused on the melding of the

Technology business, the Entertainment industry and Design professions from which I created the TED Conference.

1995 - I created the first TEDMED conference as a guide to the possibility of emerging patterns in healthcare, clearly the most important discipline of our time using and honing the principals of TED.

2002 - I chaired my last TED conference and sold it to a British gaming and business magazine publisher while maintaining TEDMED and continuing that series.

2005 - I experimented with a smaller and more improvisational conference with the creation of eg, which I later transferred to Michael Hawley.

2008 - I created 19.20.21. to develop a template for the comparative study of 19 of the world's cities that will have more than 20 million people in the 21st century.

2009 - With Marc Hodosh I re-launched TEDMED maintaining the intimacy of the smaller conferences and exploring more deeply the new patterns of this broad field, which now represents roughly 20% of the GNP.

Meanwhile the world has embraced both specialized and broad-based conferences. The best are:

- D: All Things Digital produced by Walt Mossberg and Kara Swisher;
- The Milken Institute Global Conference;

- The Clinton Global Initiative Annual Meeting;
- PopTech, a TED-like conference in Camden, Maine;
- ideaCity in Toronto, the first of which I chaired which was then called TED City, and
- eg.

Other conferences include INK (India), CUSP, Zero Gravity, DLD (Munich) and BIF, of which the first three I chaired. All these and others have a place in their market.

TED, Davos and the Clinton Global Initiative have grown into world influencing movements of lavish productions with great numbers of people, exclusivity and high entry fees as companies vie for the eyes and ears of the world. All three focus on initiatives that are particularly helpful to third world communities.

TED uniquely has developed a full strategy of diversity with TEDx and TED Talks to open content more broadly and show presentations from the first conference in 1984 and each year following.

In September 2012 WWW.WWW will be initiated.

- It will address the fundamental health of the world.
- As my guidebooks and conference series were game changers, it will address fundamental elements of a 21st century convergence of ideas.
- It will avoid the huge traveling costs associated with a paid audience.
- It will eliminate presentations and high ticket prices.

- It will eliminate over-produced events.
 - It will eliminate the constraints of a set time length for conversations.
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From the iPad to IMAX, this will be a gathering of simply great and curious minds, paired in improvised, guided conversations for a live audience in streaming video or as a iPad app. The auditorium seats 350 invited guests:

- 175 great minds and their guests;
- 125 business and media leaders;
- 25 artists and performers, and
- 25 friends of WWW.WWW.

Additionally there will be:

- 200,000 viewers on the iPad app;
- 10,000 viewers in IMAX theaters, and
- Millions of viewers of the National Geographic/GE series in the months to follow.

It is estimated that by September 2012 there will be 50 million iPads in the world.

There are 50 3D IMAX theaters in major markets in the US.

The enterprise app will be available for two months with two updates. The first planned update will include captured and edited conversations filmed during breaks and meals at WWW.WWW. The second will include a copy line in Spanish translation.

It will be marked by a low carbon footprint and non-exclusivity.

WWW.WWW will not compete with other major conferences.

This event will be a gathering.

This will be the first dinner party celebrating a 21st century focused on a strategy of new patterns on the health of our selves and that of our planet.

Learning by listening to conversation is learning in the most natural manner.