



**2008 European Conference**

**12 - 14 October 2008**

**Berlin | Crowne Plaza City Centre**

# Welcome Note

Dear Visual Thinking Colleague,

Welcome to VizThink Europe '08!

VizThink Europe '08 is all about exposure and experience with a wide variety of visual thinking styles, approaches, and applications. We've worked hard to bring together the most diverse set of visual thinking experts under one roof.



Rather than setting out pre-defined paths, we invite you to design your own tracks. Are you interested in finding out about information graphics? Check out all the sessions with the information graphics icon. 3D? There's a series of sessions on that too. I would encourage you to step even further out of your comfort zone and attend sessions that aren't directly in your field. The power of diversity is in its ability to generate new ideas, meet new people, and open up new possibilities. VizThink Europe '08 is the perfect place to do just that.

In fact, be sure to take advantage of all of the networking opportunities from the opening reception to the lunches to the "dine arounds" to the conference wiki. Each is an opportunity to find out what your colleagues are doing and to share your approach.









I encourage you to try new things, meet new people, and above all, have fun!

Sincerely,

A handwritten signature in black ink that reads "Tom Crawford". The signature is fluid and cursive.

Tom Crawford  
CEO, VizThink

## Choose Your Track

Track (Session #s)	
	3D (301, 402)
	Data Visualization (202, 203, 403)
	Facilitation (103, 201, 203, 303, 402)
	Infographics (102, 302, 401)
	Interactivity (301, 303, 402)
	Sketching (102, 103, 201)
	Strategy (101, 402)
	Visual Language (102, 302)

# FAQ

## **What is the appropriate attire for the conference?**

CASUAL business attire is appropriate for all meetings and for the welcome reception. Nice jeans are acceptable in the hotel restaurant and public areas.

## **What will be the primary language for this conference?**

This conference will be conducted in English.

## **Will the event be photographed?**

VizThink Europe '08 will have a photographer on site. Pictures from the event will be posted on the event website. We may also use some of the images for publication and promotion of future VizThink events. Attendance at the event is implied agreement to the use of your image. We also encourage you to bring your cameras to document your experience and the sessions.

## **What is the conference wiki and who is it for?**

The conference wiki is for everyone. Anyone can view the pages, and attendees have been given access to edit the web pages. Conference attendees can share their written notes, mind maps, graphic recordings, sketching, photographs, and any other information. There is a wiki page for each breakout session and for each general session.

## **What meals are included?**

The opening reception, lunch both days, plus morning and afternoon break both days.

## **What is the dine around on Monday night?**

We've made reservations at a variety of restaurants around Berlin for Monday night. There are a variety of styles and price points. Starting Monday morning, there will be a sign up list for each restaurant. Sign up a whole group or join a random group. Meet new people. Learn new ideas. Each person pays for their own meal and transportation (most are within easy walking distance). This is one of the best networking opportunities at the conference. Please take advantage.

## **Can I use my cell phone?**

We ask that while you're at the conference you place your cell phone or other mobile device in silent mode. Some cell phones may work at the conference, but you may have limited reception.

## **Should I bring my laptop?**

None of the sessions will require the use of technology. However, if you want to access the conference wiki, or use a particular visual thinking software, a mobile device may be helpful. There will not be power at the tables, so we highly suggest you bring fully charged devices.

## **Will Internet access be available?**

We are providing FREE Internet access to all attendees in the convention space. You will be responsible for any Internet access in your hotel room. We ask that you be considerate of other attendees and limit your access to one laptop or mobile device. There will not be power at the tables in the general session room, so we highly suggest you bring fully charged devices.

## **Do I need to know how to draw?**

You do not need to know how to draw. Some sessions will take advantage of sketching, but they will teach you what you need to know as the session moves along. Some sessions may take advantage of technology as well, so having a laptop might be helpful.

## **Do I need to bring drawing supplies?**

We are providing pens, colored pencils, markers, crayons, sticky notes, and paper of all sorts for all of the sessions. You are welcome to bring your own, but it is not necessary.



Ever noticed how business is just more complex than it used to be?

Ever wondered how you're going to cope with information overload?

Ever thought, "How am I going to deal with all this and get my ideas across clearly and simply?"

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# Schedule At A Glance

Sunday			Monday & Tuesday			
Time	Registration	Pre-Conference Workshops	Time	Registration	Sessions	Exhibits
07:30			07:30	Registration		
08:00	Registration Desk Open		08:00	Desk Open		Open
09:00		David Sibbet Workshop	09:00		General Session 08:30-10:00	
10:00			10:00		Break	Open
11:00			11:00		Morning Breakouts 10:45-12:15	
12:00			12:00		Lunch	Open
13:00			13:00		Afternoon Breakouts 13:45-15:15	
14:00			14:00		Break	Open
15:00			15:00		General Session 16:00-17:30	
16:00			16:00			
17:00			17:00			
18:00		Opening Reception	18:00		Dine Arounds (Monday Only)	
19:00			19:00			
20:00			20:00			

## Sunday Pre-Conference Workshops (additional fee required)

### Ideas That Will Change the World! Keys to Start Your Own Business

Do you run a small business that you want to grow? Do you have a great business idea? Would you like feedback from peers and experts on how to improve and launch the idea? Have you always wondered about some of the key steps in moving from an idea to a business? **Rodolfo Carpintier** will share his 25 years of expertise on financing, launching, and building businesses.

### Visual Thinking Workshop

**Dave Gray** will lead participants in exploring practical applications of visual thinking including turning ideas into images, engaging groups, and communicating more clearly to get results.

### Panoramic Planning: Using Visual Templates for Strategy and Innovation

An introduction to the highly flexible strategic visioning process developed by **David Sibbet** using large format templates. Participants will get to directly experience the power and creativity of this approach, and explore their own applications.

## General Session

# What is Visual Language & Visual Thinking Anyway?



Hosted by Dave Gray

Monday Morning, 13 October 2008

## Leadership - Why the Vision Thing is a Visual Thing

Session 101 | Mark Wogan | Crystal Mapping



Great leaders communicate their vision in ways that people can see. They paint mental pictures of what success looks like to show others the destination and how they are going to get there. Similarly nearly all commentary and debate about vision and leadership uses visual language to discuss the topic. So how come we don't see more actual visualization? In this session we'll take a look at how leaders can turn their words into pictures.

All businesses need to know where they're going and how they're going to get there. CEOs often have a clear picture in their own minds of that destination. However, they often don't take this to the next logical step i.e. to 'show as well as tell'. Visual techniques for communicating vision, purpose, strategy and goals are a natural way to help leaders and organizations communicate vision and assist others to understand and realize it.

### Biography:

Mark started his career with Ford Motor Co. where he was taught how to be a good analyst and a bit about management. He then left to co-found the TUP Group, a successful MIS company. In all this time the thing he learnt most was that visual thinking was the critical element in everything he did. So in 2003 he founded Crystal Mapping Ltd., and as a new way of visually presenting and communicating information.

## Visual Thinking in Practice

Session 102 | Dave Gray | Xplane



This session will cover how to turn your ideas into images, engage groups, and communicate more clearly, to get the understanding and results that you want.

What's the difference between theory and practice? In theory they're the same. In practice they're different.

We'll look at some proven, practical tools and techniques for turning complex or potentially confusing information into clear, concise, concrete visual images. And we won't just talk about them -- we'll practice them too. Using simple tools like paper and sticky notes, you'll have a chance to practice visualizing your ideas and explaining them to others.

### Biography:

Dave Gray is Founder and Chairman of XPLANE, a global consulting and design firm devoted to working with the world's leading corporations to turn complex business issues into visual stories. Dave helps his clients apply visual thinking and visual language to business strategy and communication.

Previously, Dave worked as a visual journalist for several major metropolitan newspapers, including the St. Louis Post-Dispatch, LA Daily News, LA Herald-Examiner, and Seattle Post-Intelligencer, where he won numerous awards for excellence in graphic journalism.

## The Power of the White Canvas

Session 103 | Ole Qvist-Sorensen | BiggerPicture



This session is not about templates, hardware or software, PowerPoint or impressive communications. It is not about using visuals to get a message across, to get people to understand something in a short amount of time or about showing the way forward.

This session is about a different type of leadership: We will explore ways of creating engagement and ownership and how to use "the white canvas" as a platform for collaboration and co-creation. In a complex world, leaders have a new role: To host meaningful conversations which can lead to collective wisdom and clever actions.

During this interactive session you will be trying out various ways of using "the white canvas" as a leadership approach. We will discuss where and how to apply this approach based on case examples, and explore why and how it can be used to tackle some of the global challenges we face today.

### Biography:

Ole is a process consultant and graphic facilitator. He holds a masters degree in Learning and Business Studies from Roskilde University and a degree from the creative entrepreneurship education The Kaospilots. In 2003 Ole founded Bigger Picture - a Scandinavian based consulting company. Bigger Picture provides visual design, learning and dialogue tools, training and consulting services enabling ongoing sustainable organisational and personal change.

## Graphic Metaphors: Interface to Brain Operating Systems



Session 201 | David Sibbet | Grove Consultants International

David will visually explore the archetypal metaphors that people use to think about systems, from simple construction and mechanical to more complex cell, plant, animal and human metaphors. These drive both choices for graphic facilitation of groups and design of information murals. He has 30 years experience exploring what works and where the tricks and traps are.



### Biography:

David Sibbet is an organizational consultant and information designer who, for 30 years, has been using visuals to help people work together. His explorations in interactive-graphic communications, structured experiences for adult development, and collaborative process design, are pioneering in the field. He won the Organizational Development Networks Members Award for creative contribution to the field in 2007.

David is founder and President of the Grove Consultants International in San Francisco, a full service organization development consulting firm and publishing company. He lives in San Francisco with his poet/teacher wife, Susan.

## Visual Complexity: Mapping Complex Networks



Session 202 | Manuel Lima | VisualComplexity.com

VisualComplexity.com (VC) is a unified resource space for anyone interested in the visualization of complex networks. With over 600 projects, the goal is to leverage a critical understanding of different visualization methods, across a series of disciplines, as diverse as Biology, Social Networks or the World Wide Web.



This discussion will leverage the existing pool of knowledge from VC to convey a current portrait of network visualization. It will illustrate some of its current trends and representation methods, and explore the reasons behind the recent outburst. It will also showcase many ancient representations of networks from early stages of civilization and highlight the iconographic value of trees in most ancient cultures. It will finalize with a series of seminal executions and the exaltation of interactivity as the key measure of cognition in Information Visualization.

### Biography:

Manuel Lima is an interaction designer, information architect, design researcher and founder of VisualComplexity.com. In 2002 he completed a 5-year BFA in Industrial Design at the Faculty of Architecture - UTL Lisbon. In May 2005 Manuel Lima completed his MFA degree from the Design+Technology program at Parsons School of Design, New York. For this purpose he received scholarships from Calouste Gulbenkian Foundation, the Luso-American Foundation and a Dean's scholarship from Parsons School of Design. During the course of the MFA program Manuel worked for Siemens Corporate Research Center, the American Museum of Moving Image and Parsons Institute for Information Mapping in research projects for the National Geo-Spatial Intelligence Agency.

Monday Afternoon, 13 October 2008

## Visual Collaboration

Session 203 | Remo Burkhard | VASP



During this workshop, we will explore collaborative workspaces and their applications to various work environments. ETH, a Zurich-based university, has developed the "Value Lab", a physical space with five large scale displays and multi-touch functionality. To start, we will introduce you to the lab. Then, we will share three not-yet-published case studies on how we use this collaborative working space for:

- Creating new knowledge in smaller groups
- Facilitating decision making in groups of heterogeneous stakeholders
- Scenario planning of future cities

During the final portion of the workshop, we will collect and interactively map your scenarios of how to use the Value Lab in your business. The person with the best idea will be invited to use the actual ETH Value Lab for your own workshop, easily becoming the first non-ETH person who can use the ETH Value Lab for your own workshop!

### Biography:

Remo Burkhard is focusing on Knowledge Visualization and investigates how companies can make more money by using visualization methods. He is both a researcher and entrepreneur: He is a senior researcher at ETH Zurich at the Chair for Information Architecture and founding partner of the company vasp datastructure GmbH. The company assists their customers to make abstract or complex information comprehensible and understandable.

## General Session

# What Does the Visual Thinking Industry Look Like?



Hosted by Ellen Coomber

Monday Afternoon, 13 October 2008

## General Session

# What Can Visual Thinking Do for the World?



Hosted by Ole Qvist-Sorensen

Tuesday Morning, 14 October 2008

### Rules of Thumb for Realistic Visualization in Learning Transfer



Session 301 | Eric Kramer, TriMM interactive media & Natascha Blijleven, Police Academy Netherlands

During this session we will discuss ideas about the realistic visualization into some rules of thumb and the variables that influence the choices when using visualization for learning purposes. The session will be based on three dimensions: the degree and scope of realism, the type of learning goals and the possible media formats whether or not interactive. We also aim to identify what authentic and realistic means in terms of educational purposes, especially for transfer of learning. We will show some examples of visualization that are used in the virtual city of Behrloo of the Dutch Police Academy. We hope that you can bring in examples of your own so we can meet our challenge from various perspectives.

#### Biographies:

Eric was originally professor of mathematics, physics and information science. He studied Educational Technology, graduated in 1993 and started working as educational researcher at the University of Twente. Since 1996, he has been the educational project manager at TriMM interactive media (Netherlands).

Natascha studied Educational Technology at the University of Twente (Netherlands). Since 2000 she has worked as educational Policy advisor Learning & ICT at the Dutch Police Academy.



## (De-)constructing Infographics

Session 302

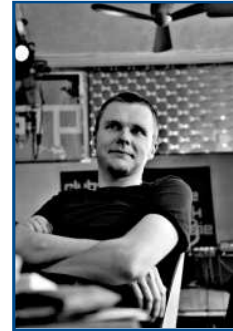
Yuri Engelhardt, University of Amsterdam &  
Christian Behrens, Interaction Design Lab



There is an amazing variety of different ways to represent information visually. Despite this diversity, almost all types of graphics and diagrams are constructed using very basic visual coding principles. Selecting and creatively combining these principles in diverse ways, yields the whole spectrum of possibilities from the most simple to the most complex information visualizations.

In this session you will explore:

- Which basic visual coding principles are the building blocks of visualization?
- Which of these building blocks are appropriate for representing which kind of information?
- What are the 'rules' for combining these visual coding principles?



### Biographies:

Yuri Engelhardt is Assistant Professor in Mediastudies and Information Visualization at the University of Amsterdam, and lecturer in Information Graphics at the Utrecht Graduate School of Visual Art and Design, in the Netherlands.

Christian Behrens is a Research Assistant at the Interaction Design Lab in Potsdam, Germany where he is responsible for development of interface design pattern collections for various clients and partner institutions in the field of interactive media and data visualization.

## Visualizing Group Knowledge in an Instant – through Interactive Metaphors



Session 303 | Martin Eppler | University of Lugano, Switzerland

In this session you'll experience the power of real-time knowledge visualization in a radically new way, using digital interactive (and often animated) visual metaphors that capture what knowledge in an instant.

We will use different group facilitation tools to integrate the participant's knowledge about emerging visual thinking trends, risks, and past experiences and document them in attractive and accessible visual metaphors. We will also develop a rating device to evaluate visual thinking solutions systematically and discuss real-life examples of knowledge visualizations. Finally, we will showcase a few new pilot applications that are now leaving the laboratory and are entering the workplace.

### Biography:

Martin J. Eppler is a chaired professor of information and communication management at the University of Lugano (USI) in Switzerland, where he is conducting research on knowledge management, knowledge visualization, and knowledge communication. He studied communications, business administration and social sciences at Boston University, the Paris Graduate School of Management, and the Universities of St.Gallen and Geneva (completing a PhD on information overload). He is the inventor of the knowledge visualization software suite [www.lets-focus.com](http://www.lets-focus.com) and of the periodic table of visualization methods at [visual-literacy.org](http://visual-literacy.org).



## The Power of Infographics: Visual Solutions to Business Problems



Session 401 | Pablo Ramirez | Xplane



A business communication is worthless if not effectively communicated. The messages must be easily understandable by recipients and should incite action that drives business results. XPLANE's visual methodology clarifies and contextualises information in order to convert it into specific visual images that effectively transmit complex information. Through practical exercises and fresh case studies, Pablo will show the power of this language and how to apply it to our business life.

### Biography:

Pablo is addicted to visual thinking and committed to furthering communication by visual means. Pablo has been visualising information and messages as part of his work since 1990 when he joined the Infographics department of Recoletos, the leading Spanish media group as the department's Director. As the Client Services Director for Xplane EMEA, he is actively involved in consulting, visualisation and the management of the consulting and the creative production team. Working for Innovation, he did consulting work for media publications in Mexico, Greece, Ecuador, Uruguay, Bolivia and the Dominican Republic. Pablo is a point of reference in the Spanish infographics world. His work has been repeatedly recognised through international awards such as the Malofiej Awards which are considered the Infographics Pulitzer Award, the Society for News Design Awards and the NH Awards. He lives in Madrid with his wife Micaela and two year old daughter Gabriela.

## Exploring LEGO SERIOUS PLAY and Visual Thinking



Session 402 | Per Kristiansen | Trivium



This interactive session will introduce LEGO SERIOUS PLAY as a tool for developing new learning opportunities. Participants will experience a hands-on, minds-on approach, which has been used successfully in strategy making and for accelerating change. They will use this to explore new ways of exploring new knowledge in relation to what it takes to be a successful facilitator.

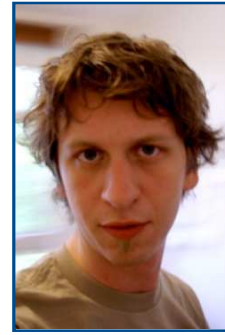
LEGO SERIOUS PLAY is an innovative, experiential method designed to enhance innovation and business performance. It was developed at LEGO in collaboration with leading researchers in strategy and organizational behaviour, merging the best from those two areas with what LEGO know about learning and development.

### Biography:

Per spent a number of years working in the LEGO Group. First, a period as change agent in the Pre-School area, where he was the right hand of the Global Brand Director. He then held a position as director in the LEGO controlled start up company (Executive Discovery) that developed and managed LEGO SERIOUS PLAY methodology. Per joined Trivium in September 2006, prior to that he was part of the leadership team at Danfoss Universe, the unique science park which also offers innovation processes to organisations. Per took part in the parks first year and was thus part in establishing this organisation. LEGO SERIOUS PLAY, was part of the parks proposition to its corporate clients.

## Visual Tools for the Socio-Semantic Web

Session 403 | Moritz Stefaner | FH Potsdam



Moritz Stefaner will present visual strategies to understand and discuss emergent information architectures in the web. Phenomena like the mainstream acknowledgement of the web as a social platform, and the first steps towards a semantic web (as envisioned by Tim Berners-Lee a decade ago) demand for new approaches to information handling. Following the research agenda for web science, visualization can not only help to understand these emerging structures, but also to shape and steer interface design. We will discuss and criticize existing and cutting-edge approaches to search and browsing of resources and the visualization of conceptual structures.

### Biography:

Currently, Moritz is employed part time as associate researcher at the Interaction Design Lab at the University of Applied Sciences Potsdam, and working as a freelance information visualizer. Moritz Stefaner's main interest is how information visualization, statistical methods and machine learning techniques can help in organizing and discovering information. He received a B.Sc. in Cognitive Science at the University of Osnabrueck, 2005 and an M.A. in Interface Design at the University of Applied Sciences Potsdam in 2007.

## General Session

# How Can the VizThink Community Get Involved and Help?



Hosted by Ryan Coleman & Tom Crawford

Tuesday Afternoon, 13 October 2008

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# cognac

Cognac is a visual consultancy based in Covent Garden, London. They believe that to communicate effectively you need to bridge the gap between the headline (10 seconds) and the details (10 hours). Their 'big picture' method bridges that gap. They enable you to communicate your key message by engaging with your stakeholders to identify the 'big picture', and then work with you to communicate the big picture to your target audience in a way that is unique, engaging and inspiring. <http://www.cognac.co.uk>

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# XPLANE® the visual thinking company®

XPLANE'S approach focuses on visual thinking as a way to understand, synthesize and communicate information. XPLANE's consulting teams discover new insights and design change communications that deliver better business results. Well known for its work with the world's leading companies, XPLANE serves over 35 of the FORTUNE 500 and completes projects for clients around the world. XPLANE teams combine various disciplines like journalism, technology, management consulting, illustration, information architecture, and communication design to drive change. <http://www.xplane.com>

# It's like having a VizThink conference at your fingertips

When the conference finishes it doesn't have to be the end of your VizThink experience - come participate in the fastest growing community of visual thinkers online at:



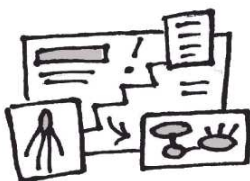
<http://vizthink.com/community>

Access our complete archive of webinars, podcasts & other materials, wade into our discussion forums and make valuable connections with other visual thinkers around the world.

Best of all, as an attendee of the conference your account is ready now – you just need to login and activate it check your email for your invitation!

<http://vizthink.com/community>

**Access our complete media archive**



**Participate in our Discussion Forums**



**Make valuable connections**



**And Much More...**



Questions or concerns? Difficulty logging in? Contact:  
Ryan Coleman via +1 416 992 2032 or [community@vizthink.com](mailto:community@vizthink.com)



# Conference Centre Maps



**Level 1:**  
Breakout Rooms &  
Conference Registration



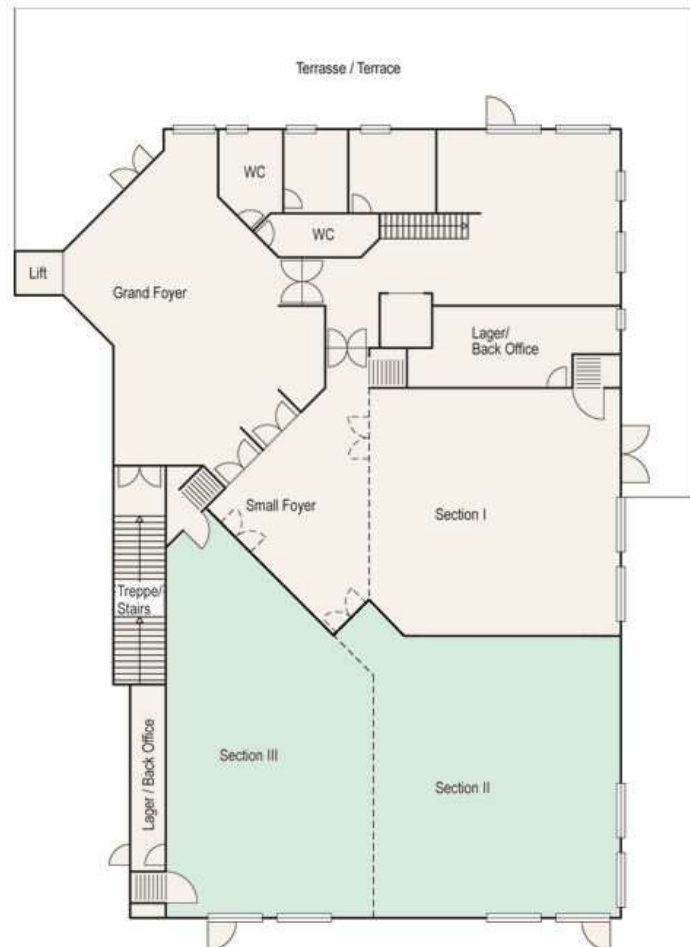
926 NW 13th Avenue, Suite 220  
Portland, Oregon, 97209  
United States  
Phone: 503-467-7770

Email: [info@vizthink.com](mailto:info@vizthink.com)  
Web: [www.vizthink.com](http://www.vizthink.com)  
Blog: [www.vizthink.com/blog](http://www.vizthink.com/blog)  
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Nürnberger Str. 65  
10787 Berlin

Tel.: ++ 49-30-21 007 0



**Level 2:**  
Main Conference Room