



PurpleBeach

## From Me, Myself and I toward Crowds, Communities and Networks



PurpleBeach Experience 2016

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At PurpleBeach, we bring together business leaders, thinkers and conversation partners to share experiences that transform thinking, shift paradigms and ultimately lead to new ways of doing business and achieving result.

We have 3 major goals for our 2016 Experience:

1. Illustrate the power of a crowd in action by real time crowdsourcing a decision
2. Instantly creating a new community
3. Having all our attendees leave with a new network in place

See more at: <http://www.purplebeach.com>



## PurpleBeach Experience 2016

As this will be an evening on the PurpleBeach, our time together will be much more fluid. The following is a rough guide though on what to expect ...but do remember ... always expect the unexpected on the PurpleBeach

- 16:00 Arrival and Community Creation
  - 17:00 In Conversation with Theodore Zeldin
  - 18:00 Street Food Served
  - 19:00 Crowd Sourcing a Decision
  - 20:00 In Conversation with Tanya Byron
  - 21:00 What if you dared to be powerful? Peter Vogt
- Throughout the evening, you will as per usual, be able to enjoy a massage on the beach

# CONVERSATION PARTNERS



## Theodore Zeldin

After graduating from London University (Birkbeck College) at the age of 17, and then from Christ Church, Oxford (with Firsts from both), Theodore Zeldin helped to build up St Antony's College, Oxford as the university's postgraduate centre for international studies, and was its Dean for thirteen years.

His history books have focused on the role of the individual and of the emotions in every aspect of life. Topics he has covered in his work, include a 2000 page History of French Passions, in five volumes: Ambition and Love, Intellect and Pride, Taste and Corruption, Anxiety and Hypocrisy, Politics and Anger.

He won Britain's top historical award, the Wolfson Prize. It also gave him a unique status as "the most popular Englishman in France" (Le Point). He is frequently invited to speak on French radio and television, and to French business and public authorities. He was president of the Nord-Pas-de-Calais Planning the Future Commission in 1993-5, adviser to the French Millennium Commission, and presenter of the Prime Minister's web site, and most recently a member of the Attali Commission advising the President of France on economic revival. He has been made a Commander of the Order of Arts and Letters of France and called "the world's foremost authority on Frenchness" by Time Magazine.

His book on Happiness, his Intimate History of Humanity and his BBC lectures on Conversation marked the expansion of his research to the art of living. His writings

have been translated into 24 languages. He became a member of the BBC Brains Trust and made a Commander of the Order of the British Empire.

His project on The Future of Work, initiated with support from the European Commission, inaugurated his development of a new model for business. Picked as an international thought leader by Fast Company, and as "one of Britain's finest intellects" by Management Today's New Guru Guide, he has been active in the executive leadership programmes of Templeton College Oxford and been made a Professor honoris causa of HEC, the Paris Business School, and a Fellow of the World Economic Forum. He has been invited to address and advise top decision-makers in finance, law, medicine, IT, consulting, transport, manufacturing, design, arts, advertising, government, and international organisations. The Independent on Sunday named him as one of the forty world figures whose ideas could have "a lasting relevance in the new millennium".

He is a Patron of the new National Academy of Writing, a Trustee of the Wytham Hall Medical Charity for the Homeless and the Amar International Appeal for refugees, co-founder and now patron of the Oxford Food Symposium for the study of international gastronomy and formerly on the Management Committee of the Society of Authors. He has been a visiting professor at Harvard and the University of Southern California, and has lectured in 15 countries.



## Tanya Byron

Tanya is a British psychologist, writer, and media personality, best known for her work as a child therapist on television shows Little Angels and The House of Tiny Tearaways. She also co-created the BBC2 sitcom The Life and Times of Vivienne Vyle with Jennifer Saunders, and still contributes articles to various newspapers.

In 2008, she became Professor of the Public Understanding of Science at Edge Hill University and is the first and current Chancellor of the same institution. Of particular interest is the work Tanya did in 2008 where she fronted a four-part show called Am I Normal? exploring the boundaries of acceptable behaviour.

Some of her other work includes:  
18 years with the National Health Service in a number of public health areas such as drug addiction, STDs, and mental disorders.

Work with the Home Office on the current changes to the Homicide Act as it relates to children and young people, and she also works with the National Family and Parenting Institute advising government and ministers on related policy.

In September 2007, it was announced that she would head an independent review in England – supported by the Department for Children, Schools, and Families, as well as the Department for Culture, Media, and Sport – into the potentially harmful effects of both the Internet and video games on children. This was published in March 2008 as "Safer Children in a Digital World", but is commonly called the Byron Review.

Her recent book The Skeleton Cupboard: The Making of a Clinical Psychologist has proved to be a huge success.



## Peter Vogt



Peter is a longtime friend of PurpleBeach. He has a celebrated career with such businesses as Visa, eBay, Microsoft, Ogilvy and most recently moved to Spain to join BBVA in a global capacity.

Peter joins us on the Beach to explore what can happen if we dare to be powerful ... as recently happened at Davos where LGBT topics featured prominently for the first time on the Agenda.

## Our Charity Partners:



### Shake the World

Shake the World, Wear the bracelet! This fair fashion initiative started in 2010 with the first Fair Trade orange beaded World Cup bracelet. Followed by 2 other awareness campaigns and tailor made collections (for example Return to Sender by Hema). This award winning partnership inspired million people world-wide, created a market of over 500,000 craft products with a turnover of over € 400,000 of which 2 million ZAR went directly to hundreds of female crafters across KwaZulu-Natal.

We aim to Shake the World simply by wearing the bracelet in order to; Look good; by wearing fashionable product. Feel good; by joining a positive movement of conscious life loving people around the world Do good; by supporting fair fashion and with that empower hundreds of female crafters

In other words we make it simple to make a positive change in society, simply by wearing our colorful bracelets you join a positive movement to Shake the World!

[www.shaketheworld.org](http://www.shaketheworld.org)



### Magic Breakfast

Magic Breakfast is a registered charity in the UK providing free, nutritious breakfasts to schoolchildren who would otherwise be too hungry to learn. A hungry child cannot concentrate so will miss out on half a day of lessons, every day, if not given anything to eat. It is estimated that there are more than half a million children from disadvantaged backgrounds in the UK who arrive at school hungry.

Magic Breakfast forms partnerships with schools where over 35% of pupils are eligible for free school meals, delivering healthy food and expert advice on the optimum way to reach every malnourished and vulnerable child. Thanks to the generosity of supporters, the charity can deliver all this for just 22p per child per day.

Magic Breakfast currently works with 480 Primary, Secondary and Special Educational Needs schools, plus Pupil Referral Units, ensuring that over 23,500 children start their school day in the best possible way.

[www.magicbreakfast.com](http://www.magicbreakfast.com)



### PYE

Around the globe, Partners for Youth Empowerment (PYE) empowers young people by awakening their innate creativity. Our goal is to nurture the crucial life skills and confidence required to meet the challenges of school, work and our shared world. Based on our Creative Community Model, PYE offers proven facilitation training directly to the people who teach, mentor and support youth and groups of all ages.

Teaming up with local partners, PYE provides youth workers, educators, program leaders, artists and others with the tools and strategies needed to deliver creative learning experiences that unlock the potential of young people.

In 2015 alone, PYE and partners trained over 3,700 practitioners in twelve countries across North and South America, Europe, Africa and South Asia. As a result, 220,000 young people connected with their purpose, passion and personal power, building their confidence and taking action.

[www.pyeglobal.org](http://www.pyeglobal.org)



## A reminder of where to go?

PurpleBeach Experience 2016

28th April 2016

4pm-11pm

Westminster Boating Base,  
136 Grosvenor Rd, London

[www.PurpleBeach.com](http://www.PurpleBeach.com)