



LIFT09

Evaluation of the LIFT09 Conference

April 2009

Executive Summary

This report is a summary of the main findings of an evaluation study undertaken of LIFT09. One of the main sources of this study was an online survey completed by 30% of attendees.

90% of attendees had a good or excellent overall appreciation of LIFT09 with “networking”, “learning” and “exchanging” mentioned as the greatest benefits of participation. The majority of attendees agreed that LIFT09 provided them with interesting information and influenced their opinions on the usage of emerging technologies. 98% of attendees met new people at LIFT09 with most people meeting between 1 - 10 persons.

Significant online visibility of the conference was seen through monitoring blog posts and “Tweets”. The LIFT presentation videos played an important role in promoting the conference online and 32% of blog posts analysed were by people not attending the conference, indicating the interest the conference generated beyond attendees.

Key quality factors of LIFT09 were rated by attendees with “networking” and “administration” rated higher than “programme quality” and “website”. The main formats were rated with “presentation” rated the highest followed by LIFT experience (artistic installations) and “Workshops”. “Discussions” and “Openstage” were rated less well. The most popular presentation selected by attendees was “New frontiers” by Vint Cerf.

Attendees would like to see more presentations using cases studies and practical examples drawn from the fields of innovation, technology, art, design and architecture. Attendees would like to see fewer presentations on esoteric topics and from a design and IT perspective only. Attendees also suggested more analytical presentations and the possibility to have Q&A sessions with the speakers. 86% of attendees said they planned to attend the next LIFT conference and 97% would recommend it to a friend.

The majority of attendees travelled to LIFT09 by train (34%) or plane (20%). 7% of attendees indicated that they did something to offset the carbon emissions of their transport.

A comparison between the findings of the LIFT06, LIFT07, LIFT08 and LIFT09 evaluations indicated the following main differences: As a greatest benefit, “networking” increased over time as it did as a quality factor. “Programme quality” has remained underrated by attendees where as “social events” has increased in appreciation and “administration” has constantly rated high. The most suggested theme has moved from the social use of technology to its use and to innovation. Attendees proposed workshops as a new format in 2006, recommended more interactivity in 2007, more components like workshops in 2008 and more discussion and workshops in 2009. Changes in the demographic make-up of the audience were also seen: attendees from small-medium enterprises have doubled in four years and attendees from the education sector and international organisations/NGOs have halved.

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1. Introduction

This report is a summary of the main findings of an evaluation study undertaken of LIFT09. The aim of this study is to provide useful feedback for the LIFT team in order to improve the quality of future events and provide a comparison to previous Geneva conferences (2006, 2007 & 2008).

One of the main sources of this study was the online survey completed by attendees. Responding to an email invitation, 233 attendees out of a total of 800 (not counting speakers and organisers) completed the survey. This is a 30% response rate which conforms to an acceptable sample size for a population with a finite size. Further information on the evaluation methodology is found at annex one.

What was the background and profile of the LIFT09 attendees? More about the demographics of the attendees who responded to the online survey is found at annex two.

Information about the author of this report is found at annex three.

2. Snapshot of evaluation findings

Drawing from the findings of this report, a snapshot can be made of the success of LIFT09 compared to past conferences in achieving key objectives and the factors that contributed to this success, in addition to the factors that need to be improved for future conferences, according to the attendees. These factors are explained further throughout this report.

Event scorecard - LIFT09

Objectives achieved by LIFT09



Key factors of LIFT09

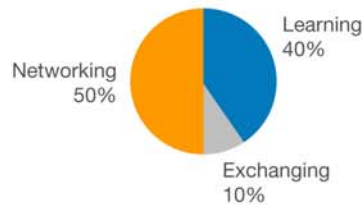
High quality factors

Networking
Social events
Administration

Preferred formats

Presentations
LIFT experience
Workshops

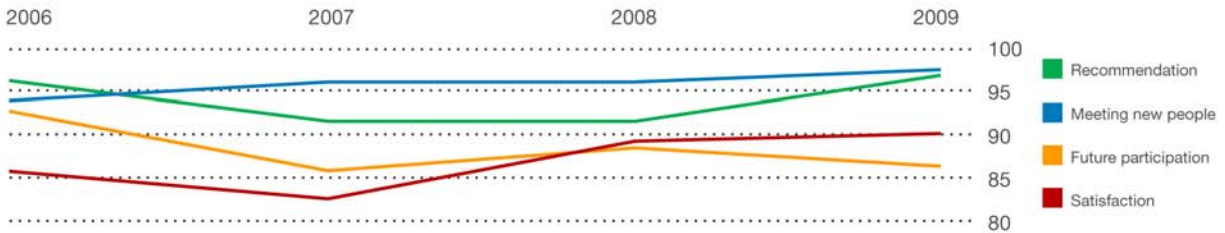
Greatest benefits of attending LIFT09



Factors to be improved

Website
Networking opportunities
Workshop quality
Birds of a Feather organisation
Interaction with speakers

Comparing LIFT06, LIFT07, LIFT08 & LIFT09



Top presentation

2006
Digital rights management

2007
Collective enterprise intelligence

2008
Cyborg

2009
New frontiers

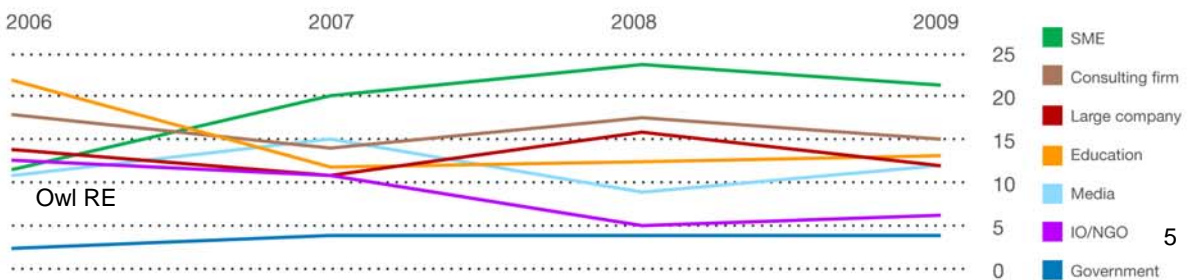
Themes desired

2006
Social use of technology
Design

2007
Case studies & best practices
Application of technology
Future impact of technology
Artistic/creative

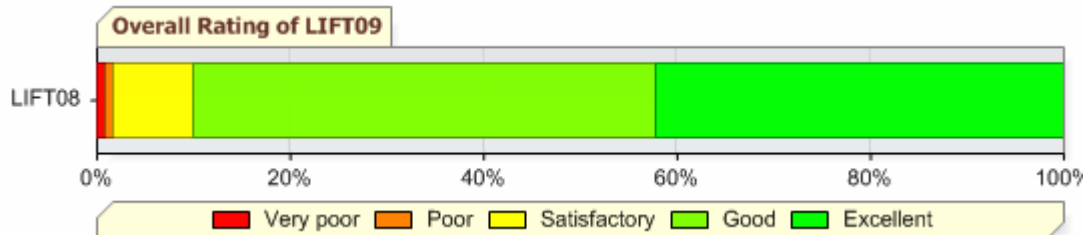
2008
Case studies/best practices
Mixed fields
Cutting edge/future trends

2009
Case studies/real life examples
Innovation & technology
Art, design & architecture



3. Overall impression & benefits and experience of LIFT09

When asked in the online survey “what is your overall rating of LIFT09?”, 42% (98 people) of attendees rated LIFT09 as “Excellent”, 48% (111 people) as “Good”, 8% (19 people) as “Satisfactory”, 1% as “Poor” (2 people) and 1% as “Very poor” (2 people).



What was the greatest benefit of attending LIFT09? Some half of attendees spoke about “networking” whereas most others spoke “learning of new ideas” and to a lesser extent the exchange and content of LIFT09. Following are selected quotes from attendees:

“Making 2-3 interesting contacts per accident, being acknowledged that I have not missed any important trends in the cutting edge.”

“Have 2 full days to step backward and have another point of view on my professional environment. Meet people I would not have met otherwise.”

“Sharing ideas, meeting people, having a fertile place to brainstorm”

Survey respondents were asked to describe their best experience at LIFT in one sentence. The majority of attendees touched on elements of meeting new people and exchanging ideas:

“Brainstorming with several folks about my new research project, and get lots of feedback from different perspectives.”

“Came into contact with many likeminded people in a very short period of time”

“Open new horizons/perspectives for my future personal development.”

To a lesser extent, attendees also focused on different formats of the conference, notably the workshops and the presentations.

Survey respondents were asked “did you get any new business at LIFT09?”

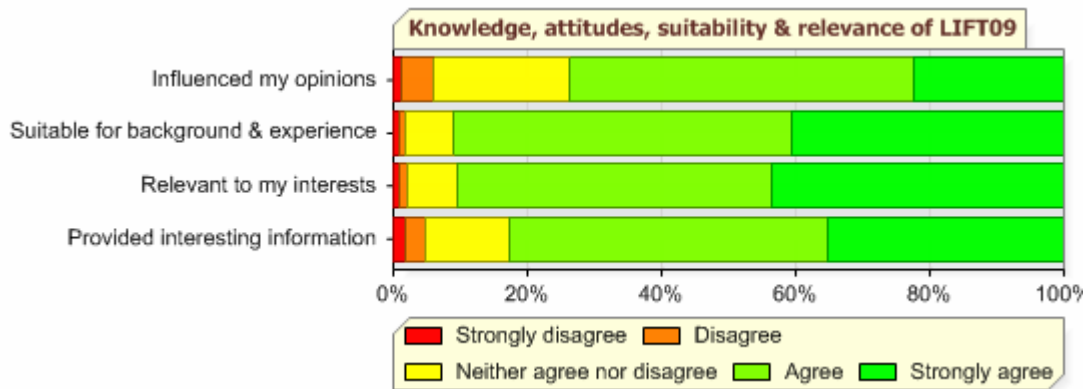
Of the 109 attendees that responded, some 25% confirmed that they did get new business at LIFT09 and 25% responded that had established interesting contacts at LIFT that could perhaps generate new business. The remaining 50% said that they did not get any new business at LIFT09 but with many commenting that this was not their aim in attending LIFT; was not part of their current professional role or did not have that expectation, as this attendee commented:

“No and it was not the goal. I just spend a refreshing break with interesting information. For my business, I was further visible to some people and made contacts that perhaps could lead (~5-10%) to new business in the future.”

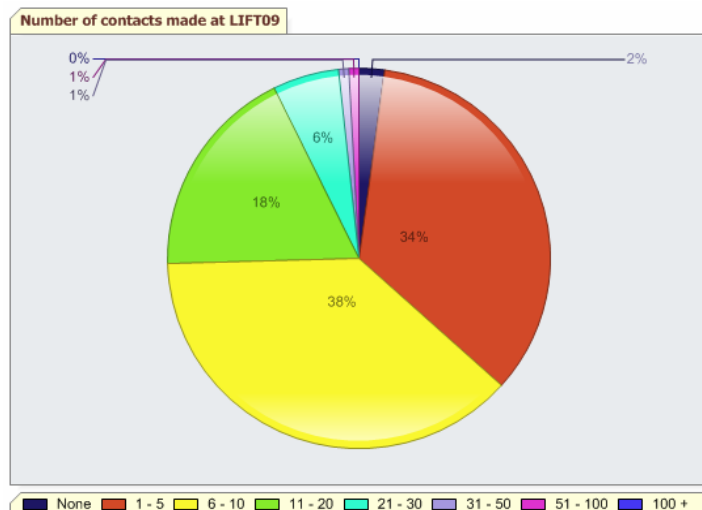
All the responses concerning the above elements are found at annex five.

4. Influence of LIFT09

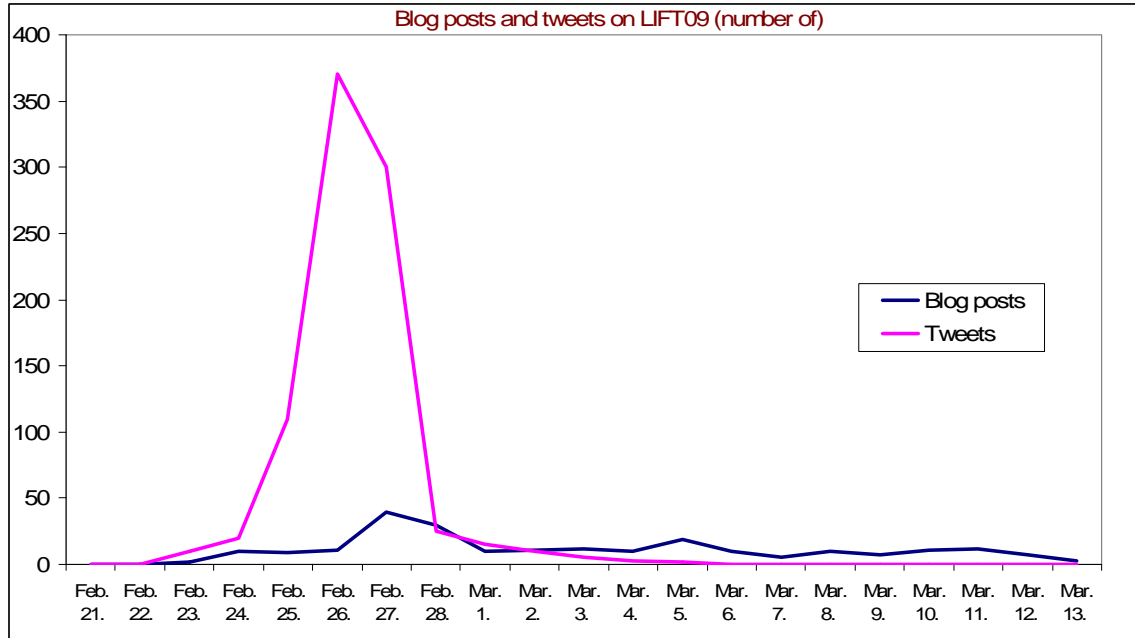
One of the aims of the LIFT conferences is to provide the latest information on emerging technologies and create an ongoing conversation about it. Was LIFT09 able to do this? The majority of attendees (82%) agreed that LIFT09 provided them with interesting information on the usage of emerging technologies and 73% agreed that LIFT09 influenced what they thought about the subject. In addition, LIFT09 was relevant for the majority of attendees and matched their background and experience.



Another aim of the LIFT conferences is to “connect” people with similar interests. Consequently, attendees were asked how many new contacts they made at LIFT09. 98% of attendees met new people at LIFT09 with most people meeting between 1-5 or 6-10 new persons.



An indication of the interest in LIFT09 is the level of “buzz” or activity around the conference. The chart below shows the number of blog posts and “Tweets”¹ on LIFT09 prior, during and after the conference².



The high level of Tweets indicates the instantaneous nature of this medium which then drops significantly after the conference whereas blog posts continue to be written in significant numbers a week after the conference.

Fifty blog posts on LIFT09 were randomly selected and analysed. Of these posts, 56% were conference attendees, 10% were speakers, 2% were partners and 32% were people that did not attend the conference (but were blogging about what was presented at the conference).

The high majority of the posts were either positive or neutral in tone – with “neutral” being people that often linked to LIFT presentations with little comment. Most people were “reporting” on the conference, writing about presentations they saw, workshops attended, etc. Reflecting the international nature of the conference, 18% of the blog posts were in other languages than English: French, German, Italian, Korean and Spanish.

¹ Tweets are text-based posts of up to 140 characters in length which are delivered to subscribers through Twitter, a social networking service (www.twitter.com).

² Data from www.technorati.com and www.hashtags.org. Data may not include all posts/tweets about LIFT09 during given period as it is created using precise search terms “LIFT09” and “#LIFT09” and based on those posts/tweets indexed by these websites.

Three main trends emerged from this analysis:

Use of LIFT videos: the videos of LIFT presentations were an important tool to promote and increase the online visibility of the conference: 22% of blog posts analysed have embedded LIFT videos or link to them.

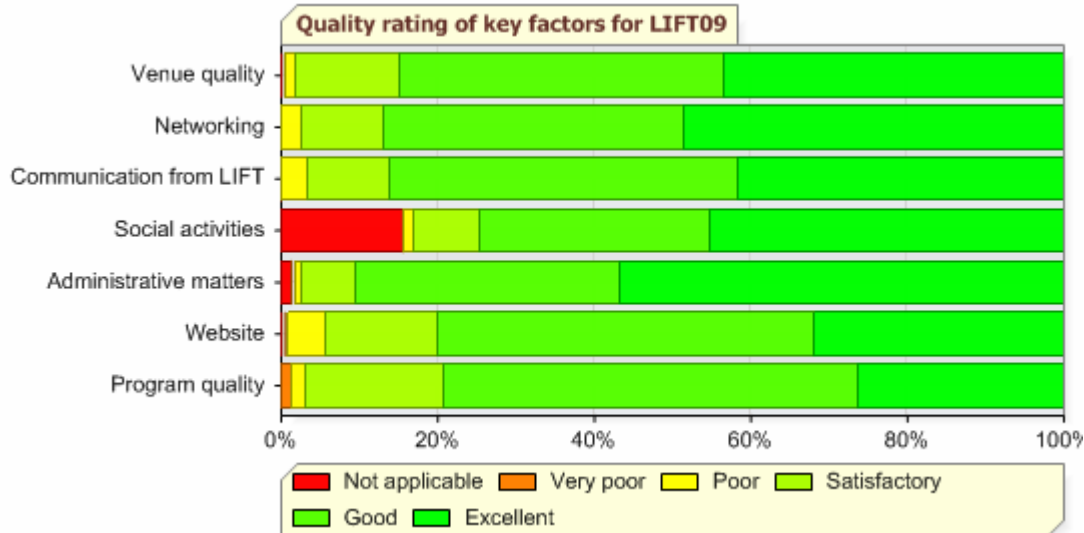
Interest outside of the conference: LIFT09 generated online visibility not only through attendees blogging but also through people who were not at the conference blogging about the topics and issues discussed at LIFT09 (32% of blog posts analysed).

Blog aggregators: the promotion of the conference was also aided by “aggregators” – blogs or websites that automatically collate posts. 6% of posts analysed were found to be on “blog aggregators”.

Further information on the blog analysis is found at annex four.

5. Quality rating of key factors

Attendees were asked in the online survey to rate key factors of LIFT09. Networking, social activities and conference administration were rated highly followed by communications from the LIFT team. The website and programme quality were rated to a lesser extent (but both still receiving 79% positive ratings) with some 15% of respondents indicating that they did not participate in the social events.



Attendees were given the opportunity to leave a comment on these factors – 51 attendees did so. Most of the comments focused on the website (complexity and usability issue) and programme content. Concerning the latter, respondents mentioned preferences for topics, the time accorded to speakers (too short according to some) and the lack of Q&A time with speakers. The catering (food) and wifi availability, two major issues for LIFT08 were not a focus of respondents for LIFT09.

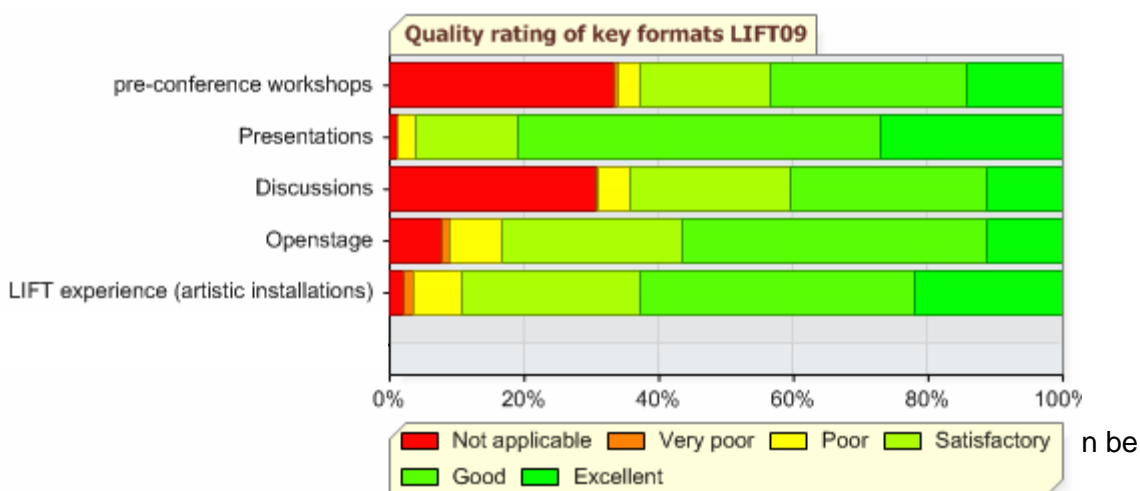
“Just that the content on the web page are great but the usability of the page is a little bit complicated (about the personal part).”

“The program suffered because the amount of time available to each presenter was too short. 30 minutes is barely enough to get started, especially since some people take 10 minutes to get through their introduction. The validity of this point is shown by the fact that at least half the presenters skipped through slides and said I don’t have time to cover this so I’ll skip it.”

All responses concerning the key factors are found at annex five.

6. Quality rating of key formats

Attendees were asked in the online survey to rate the key formats of LIFT09. Overall, presentations were the highest rating (27% as “excellent”) followed by the LIFT experience (artistic installations) and workshops. Discussions and Openstage were rated slightly less both receiving 11% “excellent” ratings.



Attendees were given the opportunity to leave a comment on the formats – 38 attendees did so as summarised as following:

Presentations: some attendees suggested introducing a Q&A session with speakers, as mentioned above.

Workshops: most feedback focused on the mixed quality of the workshops and how to manage the number of people attending them.

Lift experience: attendees mentioned that the Lift Experience needs more explanation for the conference attendees.

Birds of a feather: most people that commented on the discussions mentioned that they were difficult to find, should be promoted more from the main stage, need to be held in another location and that the speakers should be given microphones.

Openstage: as in past years, attendees mentioned the unevenness of presentations and self-promotion in some presentations.

All responses concerning the key formats are found at annex five.

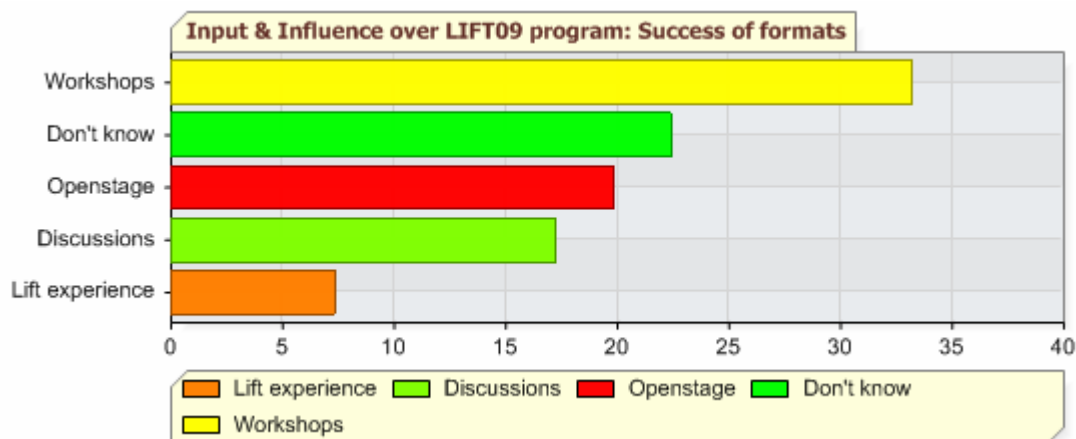
7. Top five presentations

In the online survey, attendees were given the possibility to choose their preferred presentations. Based on this selection, the five presentations chosen the most often were as follows:

1. Vint Cerf – New frontiers (Google)
2. David Rose – Change (Vitality)
3. Carlo Ratti – Towards a “Long Here” (MIT)
4. Dan Hill - Towards a “Long Here” (Arup)
5. Baba Wamé – Love in the 21st Century (Yaoundé 2 University, Cameroon)

8. Input and influence over content

With the Openstage, LIFT experience, discussions and pre-conference workshops, the LIFT team aimed to give attendees a greater influence and input over the conference content. Most attendees indicated the pre-conference workshops (34%) followed by Openstage (20%), “Birds of a feather” discussions (17%) and LIFT experience (7%) gave them an influence or input over the conference. 22% of attendees indicated that they did not know which format provided the most influence and input.



9. Improvements to LIFT conferences

Attendees were asked directly what they would like to see *more of* and *less of* at future LIFT conferences. The following table provides a summary of attendees' responses:

Less of	More of
<p><i>Themes:</i> Less esoteric topics Less topics from design or IT perspective only Less commercial pitches</p> <p><i>Format:</i> Some speakers not relevant or appreciated Presentations going over time Unevenness of Openstage</p>	<p><i>Themes:</i> Case studies / real life examples Innovation & technology Art, design & architecture</p> <p><i>Format:</i> Q&A with speakers More analytical/deeper presentations More networking More international presenters More Birds of the Feather discussion More workshops</p>

More of:

148 attendees commented on what they would like *more of*. The majority of these comments focused on two areas: 1) the subjects or themes of future LIFT conferences and 2) the format mixture of the conference.

Themes

Many attendees spoke of wanting more cases studies and real life examples of the impact of technology and design. To a lesser extent, more presentations on innovation and technology, art, design and architecture were mentioned.

Format

Q&A with speakers: attendees would like to have an opportunity to ask questions to the speakers (some liked the approach taken for Vint Cerf, others did not).

More analytical/deeper presentations: some attendees mentioned that the presentations could be more analytical and “deeper” in their approach, this was also reflected by comments that some presentations were too short.

More networking: attendees spoke of more lounges/areas to meet during the conference, more ideas like the colour-coded circles - the Poken device was mentioned by some as facilitating networking.

More international presentations: attendees appreciated the diversity of speakers at the conference and were interested in seeing even more speakers from different backgrounds, countries and cultures.

More Birds of the Feather discussions: attendees appreciated the Birds of the Feather discussions and would like more discussions of this type – initiated by attendees or speakers.

More workshops: more workshops in general were requested but also workshops that were more “hands-on” and professionally facilitated.

Less of:

111 attendees commented on what they would like *less of*. The majority of these comments focused on two areas: 1) the subjects or themes of future LIFT conferences and 2) the format mixture of the conference.

Themes:

Less esoteric topics: Attendees believed that some speakers presented material that was too experimental, vague or distant from the conference themes.

Less topics from design or IT perspective: some attendees thought that IT issues (such as security) and design were over-represented at the conference.

Commercial pitches: some 10% of the comments focused on the issue of speakers promoting their own product and services. Based on the comments, this was evident in two or three presentations. Concern of this issue was markedly lower from LIFT08 where some 25% of comments focused on it.

Format:

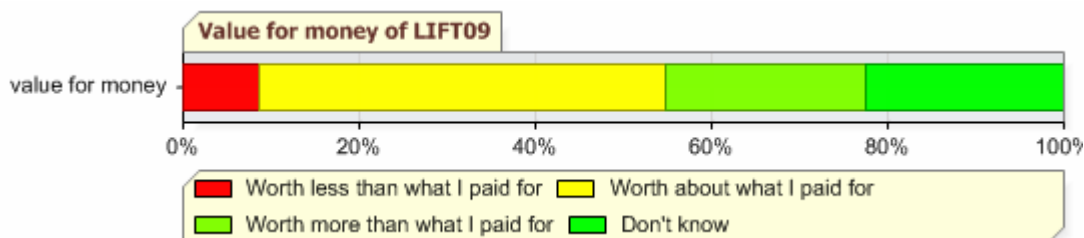
Some speakers not relevant or appreciated: Attendees commented that some speakers were presenting issues not relevant to the conference theme. Further, attendees were critical on the way presentations were delivered, how they developed their arguments or ideas and that they were presenting points already known to many.

Presentations going over time: the issue of speakers going over their time and not respecting the schedule was mentioned by several attendees.

Unevenness of Openstage: Attendees commented on the mixed quality of the Openstage presentations – according to attendees, some were good whereas others were not prepared or were commercial pitches.

10. Value for money, entrance fee & future attendance

Attendees were asked whether they thought the LIFT conference was value for the money they paid (entrance fee). The majority of attendees were of the opinion that LIFT09 was worth about what they paid for (46%) or more than what they paid for (23%). 9% of attendees considered that LIFT09 was worth less than what they paid for and 22% did not know.



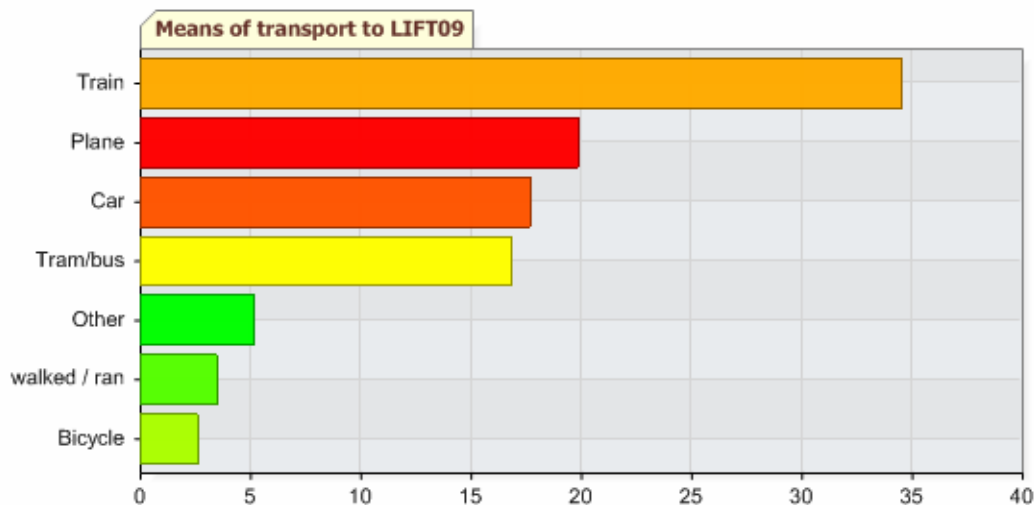
In addition, attendees were asked who paid the entrance fee: 20% were self-funded, 30% were funded by their company/organisation and 30% were partners, sponsors or speakers. Most of the 19% of attendees who selected “Other” explained that they were volunteers or partners.

Of the attendees who responded to the online survey, 86% said they planned, at this stage, to attend the next LIFT conference in 2010 and 97% said they would recommend the next LIFT conference in 2010 to a friend.

11. *Transport to LIFT and carbon compensation*

Attendees were asked how they travelled to the LIFT conference and whether they did anything to offset (compensate) the carbon emissions of their transport.

The majority of attendees travelled to LIFT by train (34%) or plane (20%). Those that answered “other” mostly travelled by motorcycle. 7% of attendees indicated that they did do something to offset their carbon emissions of their transport, while 67% said they did not do anything and 26% said it was not applicable to their situation.



12. *Comparing LIFT06, LIFT07, LIFT08 & LIFT09*

Feedback surveys were undertaken for LIFT06, LIFT07, LIFT08 & LIFT09. Consequently, a comparison of the main findings can be made as summarised in the following table:

Comparison of key factors of all LIFT conferences (Geneva)				
Variable	LIFT06	LIFT07	LIFT08	LIFT09
Overall rating	86% - excellent or good	83% - excellent or good	89% -excellent or good	90% - excellent or good
Greatest benefits	Networking ~ 30% Learning ~ 70%	Networking ~ 50% Learning ~ 50%	Networking ~ 50% Learning ~ 30% Exchanging ~ 20%	Networking ~ 50% Learning ~ 40% Exchanging ~ 10%
Influence	Provided info. 82% Influenced opinion 70%	Provided info. 81% Influenced opinion 64%	Provided info. 86% Influenced opinion 73%	Provided info. 82% Influenced opinions 73%
Contacts	Met new people – 94%	Met new people – 96%	Met new people – 96%	Met new people – 98%
Quality factors (highly rated) <i>Ranked</i>	Administration Venue Communications	Venue Administration Networking	Networking Social events Administration	Administration Networking Social events
Quality factors (lesser rated) <i>Ranked</i>	Program quality Social events Networking	Program quality Communications Social events	Program quality Website Venue	Program quality Website
Future participation	Come to LIFT07 – 93% Recommend to a friend - - 96%	Come to LIFT08 – 84% Recommend to a friend - 92%	Come to LIFT09 – 87% Recommend to a friend - 92%	Come to LIFT10 – 86% Recommend to a friend - 97%
Future themes desired	Social use of technology Design Technology	Case studies/best practices Application of technology Future impact of technology Artistic/creative	Case studies/best practices Mixed fields (e.g. sociology & technology) Cutting edge/future trends	Case studies / real life examples Innovation & technology Art, design & architecture
Format suggestions	More consistent presentations Careful selection of speakers Precise overall theme More interactivity Workshops	More interactivity More online interactivity More networking opportunities Participative workshops Participative panels Focused Openstage More LIFT+	Q&A with each speaker More networking opportunities More variation of presentation form More interaction between participants More women presenters More workshops	Q&A with speakers More analytical/deeper presentations More networking More international presenters More Birds of the Feather discussion More workshops
Demographics (significant changes)	<i>Type of work:</i> Marketing comms. - 9% Students - 7% Management – 2% <i>Type of organisation:</i> Education – 22% IO/NGO – 13% SME – 12% Media – 11%	<i>Type of work:</i> Marketing comms. - 16% Students - 3% Management – 5% <i>Type of organisation:</i> Education – 12% IO/NGO – 11% SME – 20% Media – 15%	<i>Type of work:</i> Marketing comms. - 16% Students - 5% Management – 5% <i>Type of organisation:</i> Education – 13% IO/NGO – 5% SME – 24% Media – 9%	<i>Type of work:</i> Marketing comms. - 16% Students - 6% Management – 5% <i>Type of organisation:</i> Education – 13% IO/NGO – 6% SME – 21% Media – 12%

Annex One: Evaluation methodology

The evaluation of LIFT09 set out to answer two key questions:

- What were the general and specific reactions of attendees to the conference?
- What changes to knowledge, attitudes and behaviours of attendees could be attributed to the conference?

A combination of quantitative and qualitative research methods were used for the study. Combining research methods, known as the triangulation method, ensures that a variety of data is collected and analysed in different ways. The main methods used were:

Participant survey: an online survey was created using the Benchpoint survey tool. The survey contained both close-ended and open-ended questions, producing both qualitative and quantitative data. Attendees received an email invitation to participate in the survey: 233 attendees out of a total of 800 completed the survey. Given the 30% response rate, this conforms to an acceptable sample size for a population with a finite size.

Participant interviews: during the conference, semi-structured interviews were conducted with eight attendees. Most interviews lasted between 20-30 minutes and attendees were selected randomly.

Blog monitoring: 50 blog posts were randomly selected that mentioned “LIFT09”. The posts were analysed using both qualitative and quantitative content analysis.

The data and information collected through these research methods was collected, collated and analysed. Where possible, certain trends and patterns were identified in the qualitative data and statistical models constructed on the basis of the quantitative data.

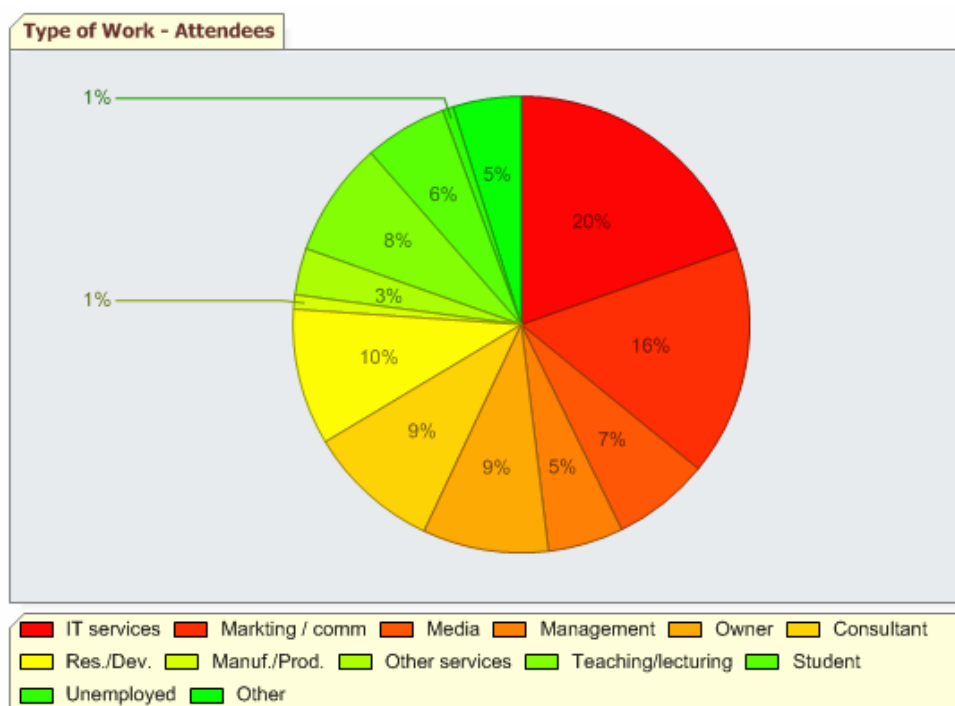
This evaluation study aims to adhere to commonly-accepted evaluation standards. For further information, please refer to the Evaluation Standards of the Swiss Evaluation Society (pdf): http://www.seval.ch/en/documents/SEVAL_Standards_2000_en.pdf.

Annex Two: Demographics

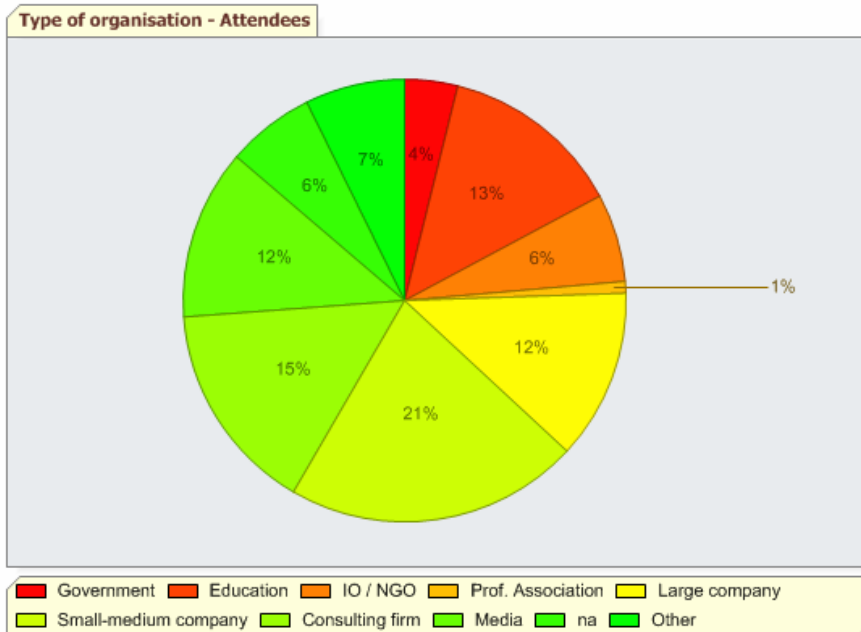
Four questions in the online survey asked simple demographic questions:

- What type of work do you do?
- What is the principle activity of your organisation?
- What is your country of residence?
- Have you attended previous LIFT conferences?

In terms of work, the highest represented groups were IT services (including web) (20%), marketing/communications (16%) and research/development (10%).

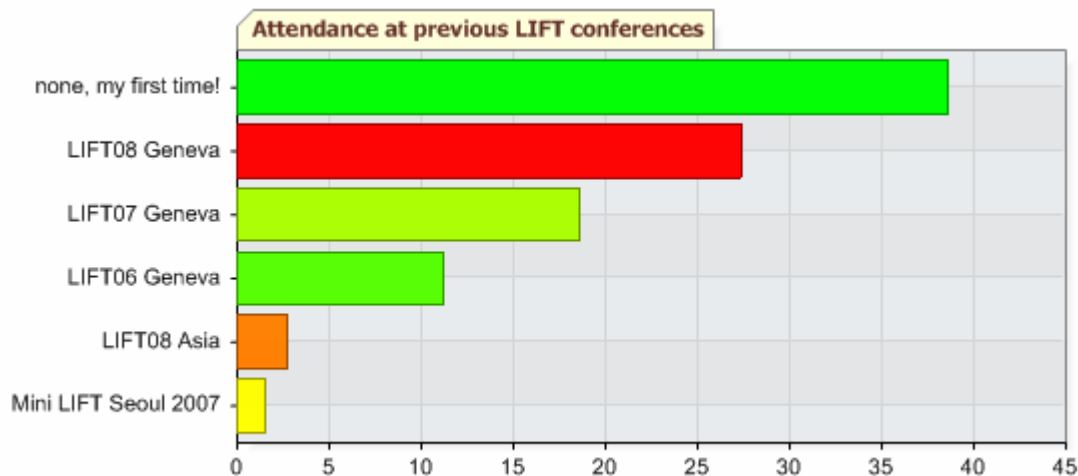


For the activities of the organisation, small-medium companies (21%) and consulting firms (15%) were the highest represented.



Respondents of the survey were asked to identify themselves by their country of residence. Of the 233 attendees that responded to the survey, 28 countries were represented with the highest representation from Switzerland (32% - 75 people), France (20% - 46 people) and Germany (8% - 19 people). Compared to 2008, the number of countries increased (from 21 -28) and the Swiss representation dropped from 55% to 32%.

Respondents of the survey were asked how many previous LIFT conferences they had attended. 39% (127 people) were attending the conference for the first time.



Annex Three: Information on report author

This report has been prepared by Glenn O'Neil, founder of Owl RE. Specialised in the field of evaluation and measurement, Owl RE supports organisations in analysing, assessing and evaluating activities in the communications, training/events and development fields.

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Annex Four: Analysis of blog posts on LIFT09

Blog post ³	Tone	Status	Language
http://news.cnet.com/8301-13641_3-10190217-44.html	positive	attendee	English
http://www.cityofsound.com/blog/2009/02/network-network-network-network-lift09-conference-and-geneva.html	positive	speaker	English
http://blog.liip.ch/archive/2009/02/26/hannes-at-lift09-day-1-where-did-the-future-go.html	negative/positive	workshop facilitator	English
http://www.freegorifero.com/weblog/2009_03_01_weblog_archive.html#6434427270894118225	positive	speaker	English
http://www.next-conference.com/next09/2009/02/where-is-the-future-going-lift09.html	neutral	attendee	English
http://www.smartmobs.com/2009/02/26/conference-lift-09-where-did-the-future-go/	neutral	attendee	English
http://adriprints.blogspot.com/2009/03/lift-09.html	positive	attendee	English
http://www.poptech.org/blog/index.php/archives/2610	positive	attendee	English
http://www.richardbanks.com/?p=1958	positive	non-attendee	English
http://tinker.it/now/2009/02/26/lift09-workshop-on-the-future-of-the-internet-of-things/	positive	workshop facilitator	English
http://www.chiperoni.org/wordpress/2009/02/missing-lift-09/	neutral	non-attendee	English
http://convergentracks.com/2009/02/24/from-lift08-to-lift09-convergent-tracks/	positive	attendee	English
http://www.guydickinson.com/post/86259047	neutral	speaker	English
http://media.revver.com/qt/1536359.mov	positive	attendee	English
http://www.lewebmobile.com/2009/02/lift09-discovering-geneva-with.html	neutral	attendee	English
http://sergiofalletti.typepad.com/sergio/2009/03/lift09-clive-van-heerden-from-philips-design-provocation.html	neutral	speaker	English
http://shiorisaito.com/SAI/?p=940	positive	attendee	English
http://www.portcityunderground.com/?p=45407	positive	non-attendee	English
http://www.puadkee.com/lift09-%E2%80%94-change-%E2%80%94patrick-i-gyger-%E2%80%94-science-fiction-and-the-future/	neutral	non-attendee	English
http://www.band-news.com/lift09-music-is-here-lift-conference-inspiring-and-connecting/	neutral	non-attendee	English
http://www.main-vision.com/richard/blog/?p=958	neutral	non-attendee	English
http://serialconsign.com/2009/03/built-obsolescence	positive	non-attendee	English
http://www.rizomatica.net/los-cayucos-digiales-surcan-la-red/	positive	non-attendee	Spanish
http://www.culturepod.ch/fr/2009/03/14/lift09-avec-claudia-benassi-faltys-de-sossoftwarecom/	positive	attendee	French
http://www.cbc.ca/spark/2009/03/cyrus-farivars-full-interview-with-vint-cerf-father-of-the-internet/	positive	attendee	English
http://channy.creation.net/blog/680	positive	attendee	Korean
http://www.dreiq.eu/caparazon/2009/03/09/web-en-tiempo-real-web-de-las-cosas-web-contextual/	neutral	attendee	Spanish
http://irevolution.wordpress.com/2009/03/04/lift09-vint-cerf-on-interplanetary-internet/	positive	attendee	English
http://www.experientia.com/blog/design-thinking-for-the-future-at-lift09/	positive	attendee	English
http://genevalunch.com/2009/03/02/sustainability-look-to-the-little-guys-for-true-wow/	positive	attendee	English
http://irevolution.wordpress.com/2009/03/02/lift09-where-did-the-future-go/	positive	attendee	English
http://www.mozilla-hispano.org/2009/03/01/265-cronica-del-lift09	positive	attendee	English
http://www.sketchin.ch/it/blog/conferences-and-workshops/lift-2009-cambiamento-e-futuro.html	positive	attendee	Italian

³ Blog posts were selected randomly by searching on www.technorati.com and www.blogsearch.google.com. Selection is limited to those blogs indexed by these websites and that can be found using the search term "LIFT09".

http://www.blog.smaboo.de/2009/02/22/lift-conference-in-gerf/	positive	attendee	German
http://www.nearfuturelaboratory.com/2009/02/12/lift-200/	positive	non-attendee	English
http://www.fischmarkt.de/2009/02/wo_ist_die_zukunft_hin_lift09.html	positive	attendee	German
http://www.experientia.com/blog/kitchen-budapest-visit/	neutral	attendee	English
http://espacotempo.wordpress.com/2009/03/30/internet-in-africa/	positive	non-attendee	English
http://wattwatt.com/pulses/364/do-you-have-to-be-an-electrician-to-save-a-life/	positive	partner	English
http://www.pantopicon.be/blog/2009/04/08/patrick-gyger-history-of-the-future/	positive	attendee	English
http://www.hvyset.com/2009/03/detroit-australian-libraries-processing-and-a-place-where-things-are-happening/	positive	non-attendee	English
http://climbtothestars.org/archives/2009/03/22/to-be-or-not-to-be-a-new-media-strategist/	positive	attendee	English/French
http://wisequeen.com/2009/03/22/do-you-pokencom/	positive	non-attendee	English
http://www.smoqr.com/2009/03/tuesday_my_earnings_report_is_late_links.html	neutral	non-attendee	English
http://iqlobalcast.com/lmedia/?p=105	neutral	non-attendee	English
http://www.iusandbit.it/2009/03/15/quale-sara-il-futuro-di-internet/	positive	non-attendee	Italian
http://simplelogica.net/logicola/?p=51	positive	non-attendee	English
http://www.kashklash.net/exchanging-the-futures-at-lift09/	positive	attendee	English
http://criticaldistance.blogspot.com/2009/03/vint-cerf-where-internets-going.html	positive	attendee	English
http://www.thebillblog.com/billblog/index.php/2009/02/27/lift09/	positive	speaker	English

Annex Five: Responses to open question of survey

1. Responses concerning the benefits of attending LIFT09:

- One of the most inspiring experiences ever.
- People and ideas
- networking
- Backchannel networking.
- Meeting so many cool people that i haven't met so far.
- Opportunity for lateral thinking
- New ideas and ways of thinking
- open my mind
- Meet other people interested in future technologies.
- What happened to LIFT? Seeing what a waste of time it was. It was 100 times better before. Something didnt click for me. If it was the pseudo-intellectual atmosphere or the wannabe designers that all looked alike or if it was the pretentious artists that thought if they put their glasses upside down that would make them cool. I dont know. With one word it smelled - fake.
- Inspiration
- Get to know an immense variety of experts and enthusiasts from different fields.
- Time to think with interesting and disruptive influences
- be surprise.
- the workshop to quickly see who do you want to meet
- meeting new business friends
- Inspiration
- Open mind discussions and ideas
- Networking with many very interesting attendees
- Inspiration, ideas & networking.
- networking
- The people I met
- Getting new contacts
- talks during breaks with other participants / networking / getting to know people
- starting conversations and being inspired.
- out of the box thinking
- networking
- meeting people
- networking, inspiration
- Discovering the Lift galaxy
- to meet important people from the design community
- To be able to see the intersections between design, technology and future
- getting inspired and meeting one wonderful person.
- Commercial-free exchange of ideas
- a great insight into the melting of real and virtual worlds
- Networking, opportunity to receive many inputs from a broad range of topics with no efforts (push vs pull)
- Have 2 full days to step backward and have another point of view on my professional environment. Meet people I would not habe met other wise.
- inspiration
- refreshing, eye opening event
- dependencies between competences
- networking
- broader view of innovation & social impact WITH a better awareness of priorities in todays world (respect, ouverture, ...)

- networking / off discussions / multidisciplinary / different points of view on the same subjects / the global atmosphere of this conference
- the people
- New ideas.
- sharing ideas, meeting people, having a fertile place to brainstorm
- the main stage presentations. meeting speakers.
- networking, meeting new people from different backgrounds, trade experiences
- networking
- the diversity of interesting people brought together in an atmosphere of open exchange
- People and learning
- 2 days off
- Meet with people and learn new area
- technological changes awareness and networking
- To get a sense of what is going to happen in the next year.
- networking
- re-network
- Inspiration
- Diversity of viewpoints and networking
- networking
- Networking
- Networking, new contacts
- Networking.
- networking and seeing the latest developments
- ideas for potential new start ups
- To understand the best methods to make the participants participate
- a new experience
- to compare different point of view with different discipline or country than mine (designer, france), and learn what is it done somewhere else.
- networking
- Opening my mind and broadening my experience and contacts. Stimulation and motivation ++
- Meeting you all :)
- intellectual stimulation and contacts
- Meeting people with a broad spectrum of interest, expertise and opinions
- getting inspiration for where to go with my master thesis.
- Get in touch with local community
- Getting inspired and meeting people
- getting fresh insights on relevant issues and meeting new people
- Excellent food for thoughts. Energy of sparkling ideas.
- experience, open new perspectives
- A greater understanding of developments of technology and their impact on society and individuals
- meeting and reconnecting with interesting people
- getting other/different views
- Give innovative ideas
- Networking.
- meeting & listening to very interesting people
- It contributes to open my mind. A few topics were exactly relevant to my current daily problems (no, I'm not looking for a wife in Yaounde? :).
- meet with people from various backgrounds who share a common passion for technology
- Shift in thinking (space, colour ex bus stop)
- making 2-3 interesting contacts per accident, being acknowledged that I have not missed any important trends in the cutting edge
- Open and easy discussions with others, out-of-the-box thinking
- Meeting interesting people and learning about so many different and interesting projects.
- meet people, exchange
- Time out to refresh

- networking
- networking
- Seeing Apple Notebooks at work. Meeting Social Community members on hand.
- new ideas & networking
- New Ideas, Sustainability and technology, Networking
- Multidisciplinary foresight and networking
- As always, a good (used to be great) mind opener
- Taking my mind to new frontiers, thanks to inordinate capacity of the speakers to share the beauty of their own minds
- Gave my presentation and so got feedback on my work - re-connected with old networks
- feeling good
- Interesting speakers and meeting new people.
- Networking and meeting previous participants
- Coping with very new tech. (vs my domain of activities) and the usages made of them.
- lift motivated me to think differently about technology
- feedback from next generation cities
- eye opener
- I have met people to exchange experiences
- meeting old friends and connecting to new colleagues
- Meeting interesting people, finding out about the new emerging technologies, spending a great quality time
- Meeting old friends and new people
- meeting other attendees
- meeting interesting people in cool networking environment
- first experience, contact with this lift world
- insight into future and meeting people.
- Networking and conversations in the breaks with other attendees and speakers
- networking
- networking
- Meeting new people, getting new ideas/views
- networking
- exposure to original thinking from unexpected directions
- eye opener
- Taking technological temperature
- to meet and talk with people from different horizon.
- exchanging ideas in an interdisciplinary setting
- _diversity of presentation, get to know lift team
- people
- networking
- pokens! and people! and great great talks -- top notch organisation. Had a great time.
- Improving my experience

2. Responses concerning the key factors (administration, programme, social events, etc.) of LIFT09:

- Much better than last year! Food was improved.
- online reg and pokens were great
- Seriously, get good speakers. 90% of those guys were talking out of their ass.
- I missed the golden thread that unites all the speakers.
- Communication from the organisers: For the fondue, take the reserved bus at the Place des Nations is rather vague.
- Venues landscape for workshops not suitable. Missing link between candidate profile on website and possibilities to network...
- Website: it should be easier for people to blog on the LIFT blog. The form is hidden very deep on the page. The site should become a hub of whats going on (similar to offline efforts of bread and butter).

- laurent did not have usual energy ! organisers should not make speeches
- Missing possibility to organise a meeting with my buddy list people.
- The usability of the website could be improved, but the content is great!
- The conference venue is bad, but i guess there is no other option.
- More communication by email would have been good. 2. web site community can be beefed up"
- I think you should leave the LIFT09 website up a little longer before putting it in the archives. Some of the rooms for workshops (Room 9) were rather small, even though there was empty space elsewhere on the same floor.
- The program suffered because the amount of time available to each presenter was too short. 30 minutes is barely enough to get started, especially since some people take 10 minutes to get through their introduction. The validity of this point is shown by the fact that at least half the presenters skipped through slides and said I dont have time to cover this so Ill skip it.
- I should have been alerted to the voting and proposal of sessions earlier. And more insistently. Some of the 5-min sessions were much worse than last year. I would suggest that the most-voted workshops make it to the 5-min session. maybe organized by able rapporteurs
- Networking between LiFTers could be improved for example by organizing, after evaluation of the on-line profiles, meetings between people sharing the same interest. This should be proposed on-line to the LiFTers by the organizers before the event.
- The website includes all the information needed, but very confusing and difficult to find
- density, intensity of the event was significantly down from the last years, from my p.o.v.
- Maybe the workshops could be organised in rooms with windows!!! Maybe the program is a little bit too dense!! its great to begin with workshops so that we can meet people and start to network before the formal presentationss days. its too bad we have to chose between paralell workshops especially when we are interested in several of them being programmed at the same time (for example near hybrid city and data visualization!
- the party on sat wasnt really enjoyable since too posh, to expensive, rich kids like. lifters were kind of pushed out of the venue since it opened for the public. did not match the warm and human approach of lift in general.
- almost every speaker had too much interesting things to say, a playful way to help them keep to their timeframe might help them focus:)
- Closing party was a bit of a setback, very nice location but quite expensive drinks in my taste...
- poken is great
- possibly have a session for first time attendees
- Sorry, the website could be better, as you might know.
- Could have some sessions that would be more futuristic - some people said that they already had heard about everything in the conference.
- It would have been nice to have more options to ask questions during the programme - also in terms of seeing more about what thought processes participants are involved in.
- One workshop was cancelled on the day of the workshop, but participants, including me, were not advised. So we waited for the speaker in the Room 9 for along time. Workshop should not be cancelled. If this has to happen, Id expect the organisers to advise the audience as soon as possible.
- closing party wasnt so nice, the venue was cool but the people and music were odd. also too pricy.
- Quality of program and speakers were well above whats usually can be expected - congrats!
- The whole online networking could use some web2.0 love tbh
- I think the conference would benefit from a better philosophical view on the topics covered. Also, I felt that environment matters were treated because you have to and not because you truly believe in them.
- More networking, in these times conference formats seem to be outdated, it was good to see the speakers personally but their projects are well-known over the web, RSS-feeds, blogs, etc .. I detected nothing new from a topic-perspective
- Would be nice if we could blog throughout the year. Maybe we can, but one time when I tried it wasnt possible :)
- Main conference hall TOO COLD, I thought we were being green.

- I did not attend the social events. However I would have appreciated more use of technology enabled networking during the (long) breaks, using tags or interest to send lets meet requests
- Found it difficult to connect with people other than those I had met in the workshops
- Meilleure utilisation de la langue locale.
- The Air conditionning is much too strong in the Main Room!!
- On the first day of the conference, I had the idea I heard the same story (datavisualisation) more than once. Friday was much better.
- Please dont offer services, you wont prvide. Like brokering interviews for journalists and then tell them to go grab the guy they want when they see him.
- I personally prefer talks that are more tangible - but this has probably also to do with the theme of the conference.
- Lift website: Lift09 disepear too early for Marseille!!!
- facilities: Maybe having a less formal environment for the workshops is better. having workshops at the university was better. Possibilities to network: It was really good to have longer breaks but presenters must stick to the schedule and organizers must be stricter time keepers, closing party: It would have been nice to have an area in the venue where It is easier to talk, there are a few improvements to be done to the website. Have you conducted usability testing?
- There is further work to be done in keeping the consistency of the web site, such as relating the videos to the speakers page
- Just that the content on the web page are great but the usability of the page is a little bit complicated (about the personal part)
- When reviewing the Lift09 website, after a couple of page views the contents of LiftFrance keep getting loaded. This is annoying.
- the food sucked
- I really find the site difficult to navigate
- site grew so large it was hard to find my way around sometimes
- very disappointed by how loud the music was during the lounge part of the evening. networking does not go well with have to yell to communicate.

3. Responses concerning the format of LIFT09:

- Some openstages were under par.
- The good thing about off-topics was: there was always something going on somewhere. Especially the artists didn?t interest me
- BOF needs microphones.
- some open stages were really useless.
- I strongly believe that further effort should be put into the workshop sessions. I think this was the only weakpoint of the whole conference :)
- thought lee bryant did the best open stage.
- See previous comments about presentations being too short.
- It was often very hard to just follow the discussion due to the very noisy place where it took place... The lounge from the -1 level (Lift 06) would be more appropriate for such discussions...
- Some openstage very poor, even offending intelligence. Some excellent. I am sure there is a better way to select them.
- Openstage should be REALLY non-promotional for those who make their presentation.
- i really loved your surprise guest: Sarah Marquis was excellent and gave me a lot of inspiration.
- I have had to say satisfactory for those things I didnt attend as there was no opt out of the quesion
- lift experience has great pieces but the CICG is not the right place for these. they never get enough exposure. an interior designer is needed to really transform the carpet-dull space there. a gallery type of room is needed. not a place where everyone is drinking coffee and

eating biscuits while glancing at some artsy stuff. much much more potential here! I would like to see more curated, short presentations. not necessarily democratic but many short ones.

- Pre-conference was very interesting
- very good open stage except the one of Clément Charles
- I wish there had been questions and discussions (even though I know its complicated to set up)
- if you have workshops you need to make sure the rooms are setup to handle these, for example if you are planning to have discussions between participants make sure the room is setup in banquet style to facilitate communication.
- some of the workshops were less dynamic than other. I really appreciate the organization allows creating groups in order to think about one theme, and when these groups compare their point of view, just like: I voted for the first time at 16 in 2025.
- SEveral people mentioned that they regretted the elimination of Q&A - the brains in the room... it would have been good to interact with some potential Qers who might know a lot on the subject - but we were not able to identify them. Also there were two requests made to me about mixing the workshops in with the regular program"
- I very much liked the workshops, although the room set-up made it feel like very distinct activities rather than that they were part of a whole event.
- On Open stage, the one on knife, did not have a message. I am disappointed.
- Would like to have audio jacks available for podcasters.
- wrkshps of mixed quality, birds of fthr good but no micros - so hard to undrstnd
- I truly believe that each speaker should express himself in his native language. Also be careful of the TED-wannabe effect.
- Workshops should be limited to 20 persons max, and strictly controlled (too many persons hinders the two-way discussions). I preferred when it happened at the university ...
- Didnt attend workshops - nothing eally excited me. I couldnt find the birds of a feather thing and had no idea what was going on.
- Workshop: not enough places, I couldnt join the preferred workshops - and in one workshop were free seats but the referent didnt allow me to enter because I wasnt on the list, even if I promised to leave, when one with a reservation would come - I paid the same price for the ticket as everyone and was excluded to work shops - this cant be the spirit of lift, right? Could be solved with larger rooms or more flexible work shop organisers (I also can sit on the floor, no problem...). It was very disappointing to start the liftconference by beeing excluded...
- Apart from the medium quality of the content I noticed Openstage disfunctions: marketing messages and overrunning the schedule
- Overall satisfaction for the main room program is satisfactory. However I have a feeling that the level of insight / intellectual ambition has stongly decreased since the first lift event. Too few presenters were able to lift their subject above basic fact presentation
- the openstage and the artistic installations felt sincere but somewhat amateurish. But then its all about discovery, along with its risks
- Quality of presentations varied a lot.
- Lift Experience needs attantion in somehow a different way IMO
- Pre-Conf WS: some were just presentations
- workshops: some facilitators were not well prepared and could not speak English
- There is still a lack of explanation on the Lift Experience. It does not make it very engaging.
- not applicable should not be red but white...
- slightly biased as I was an Open Stage presenter!
- more space for the birds of a feather sessions needed

4. Responses concerning what attendees would like *more of* at LIFT conferences:

- More Lift.
- more startups

- Interesting talks
- a stronger frame that tells you why this interesting speaker is important
- Crazy new ideas from art schools
- more Q&A with the presentations, just like with Cerf
- artists
- design. proposal, true stake older, innovators.
- Talks about impact of future technologies on democracy.
- Entrepreneurs with real realizable ideas and not a dream factory.
- networking opportunities
- more true visions of the future not just what people are doing now
- Applied Technology presentations
- Politics. Our societies are shaped by them, technology changes them. They should be part of it.
- Cultural variety/disruptive thinking
- Surprises.
- more corporate companies attending
- ASIA, MIDDLE-EAST, WOMEN
- themed workshops
- Design presentations
- Even more insights from other cultures. Its great to hear speakers from all over the world.
- Networking Sessions, Parallel tracks, Aggregation page of twitter flickr blog posts
- social component - group people by category - a bit like the colored dots, but better.
- Q&As
- Design oriented conferences
- Topics involving sustainable development
- more space for some of the workshops.
- more analytical/ philosophical talks
- more concrete examples of the impacts of technology and design
- more real good project like QB1, the augmented reality book... to try
- the workshops should be prepared more professionally.a workshop not just about listening to others (mainly not interesting questions) but about creating something together
- more about sociology and communication related to the use of new technologies
- You MUST allow people to ask questions after presentations. And please make sure that these are open questions, (i.e. not the system used for Vint Cerf). Seeing who asked a particular question is very important as often you want to go and speak to that person if they raise an issue you agree or disagree with. No anonymous questions please!!!
- more consultancy such ideo, ...
- Design, edgier thinking, pushing the boundaries kind of stuff.
- Theme depth
- graphic design, branding and technology, Art,crazy visionaries.
- BOFs
- I think it was close to perfect this time
- Good and various speakers (one speaker more per day). Seats, sofas to meet and discuss during the long breaks
- Workshops
- International speakers.
- cutting-edge content
- 2 days workshop
- creative applications of the web, cross industries experiences, profit and non profit organisation testimonials, topics on sustainability and CSR
- it was very good, but you can get enough: innovation and exchange of experiance in technology and sociaty
- really new stuff
- few more openstage
- more moments out of the windowless rooms!! :)
- Round tables (debate)

- High level presentations.
- quality, curated presentations, good and crazy evening parties,
- more specific subjects, possibly 2 distinct tracks
- installations/exhibition
- More hands on. What are the trends of the future? NO answers given in 2009 conference. I was expecting more about mega trends, such as green technology, facts and figures and substance was missing throughout the program
- art, great speeches, hands-on new technology, maybe, just maybe editorial influence on speeches? dont know how exactly that could go, but there a certainly ways without interfering too much: the traffic light on stage last year was nice!
- Longer, denser presentations. Some presentations with technical content.
- Q&A
- good food
- More hi tech cultural thing
- more workshops (not only one day but maybe twice half a day...)
- Interactive Q&A like we did with Vint Cerf, that was nice.
- more bold statements / scenarios on the future (e.g. how will we communicate within a company in 25/50/100 years),how will a successful company look like in 20/50/100 years (structure of organisation etc.), how will some devices (e.g. mobile,laptop,TV,Internet etc) look like in 20/50/100 years, present one gadget/innovation every year that makes the conference a unforgettable experience --> I just loved the poken (keep the poken)"
- technology
- Questions and discussions, roundtables
- More real sample. What can help me to do my job better today and tomorrow. What wil change in a short time ...
- More interaction and questions after the conferences (with the old fashioned method of standing up and asking rather than voting for questions).
- better networking tools, the poken badge was great but would have been better if this was incorporated into the registration process. You already have the delegate data through your registration system so why not load this onto the pokens in advance?
- more technical subjects
- More technology and personal experience
- Concretes applications of smart objects to present at the best point the impacts and issues
- experiment
- yes!
- interactivity
- workshops
- Conferences?
- Birds of a feather-style workshops
- more Q&A, but short ones
- Greater critical examination of society can gain benefits of emerging technologies without sacrificing civil liberties
- Even more diversity!
- Information about local activities, broshure etc
- More possibilities for participant input
- workshops invited / curated by the Lift team
- more workhops
- Women speakers. Social themes such as IT and design for aging society.
- more reference to other simultaneous events, conferences, platforms
- more networking opportunities (and maybe even networking facilitation)
- Less Poken, clearer badges with our company name and some tags would be good
- More start-ups and innovative technolgies
- The Poken idea was excellent to network.
- R&D people
- More summarizing or sythesizing of tracks at the end. Expert Q&A to speakers at the end of a set of presentations.

- structured opportunities to interact with other attendees
- More people from developing countries.
- like idea of workshops, they could even be more hands on
- I would like to see more improvisation, more informal stuff, more one more things (but not at the end)
- More hot women
- More provocative talks
- More Open Stage - short, pithy - which compliments the longer presentations
- un-conferencing
- Better-structured presentations (be at least able to see which message the speaker wants to pass). More tech-oriented
- Students.
- workshops
- That's difficult to say - but I think I preferred and gained more from LIFT08 than LIFT09
- interactivity, at least to ask some questions to the speakers
- more about philosophy, sociology, psychology.
- network/meeting- corners/boots,
- Art & architecture
- Real workshops that are managed, limited as in you need a position abstract to be allowed to attend. Like other conferences
- More diversity (for example this year the presentations were too much on design
- More insight, more unexpected angles, more intellectual ambition, more meaningful peace of art, more lift And more use of technology for networking and meeting unexpected people"
- More opportunities to network efficiently. The colored pastilles on the badges were a great idea, but they didn't work. Could there not be sub-files in the Poken connection that would identify similar interests?
- More good papers
- Diversity of speakers (like on Friday)
- Innovation and experiences
- More tangible talks, more industry & startup talks, more people who actually have an impact in the world
- professional interventions ...
- more artistic installations, more artists involved
- eGob experiences. Next Generation Cities
- continue to show the broader implications of technology
- interesting and well facilitated workshops
- presentations in the morning tightly interwoven, workshops in the afternoon with final pres before evening
- More people from the world of design
- more interaction with the people (the possibility to ask question on the stage)
- expo/demo of strange products/innovations
- more creative workshops and talks.
- Interventions from the outside?!, workshop sessions
- workshops & free water
- installations, student projects
- presentations like the RFID one
- more internet related
- more networking sessions separated in specific area of interest, More bird of feather meeting, more workshops
- questions from the public answered like vint cerf did
- deeper talks
- geopolitical issues (and technology's impact on)
- opportunity to question speakers - not Q&A sessions, but perhaps post-presentation debriefing sessions as part of the agenda, like press conferences.
- practical usage of technology in the real world
- maybe some key project with more details about the process & methodology

- science fiction
- stuff we saw last year, the year before here or earlier or at TED
- none -
- less presentations during the 2 days (too dense so that we may be deconcentrated (I was actually as thinking in english is tiring for a french froggy!!!)
- Ingeneers
- Openstage.
- bad quality workshops, bad presentations) bad didactic skills),pitching, laissez?faire organizers, annoying sound jingles
- generalistic talks
- No more too experimental, such as Natalie Jeremijenko or Anne Galloway one hour blabla about a giving gifts to next generation..., less esoteric topics & speakers please
- all there is is good, really! refinement is always key!
- Less fluff and speculation. There were too many presentations based on vague ideas or wishful thinking with no supporting evidence.
- commercials
- Nothing
- nothing in particular
- less talk about the past
- sociology
- Social scientists from Paris (-:-)
- Im not a fan so much of Philosophy. So more reality samples
- Too many people twittering rather than chatting. Too much technology can kill simple, direct communication.
- low level Philosophical white noise
- Less products, i.e. ideas but not the commercialisation
- no!
- watt watt
- Err.. dunno. Nothing I suppose.
- Presenters doing their best to spruik their own products or services
- Perhaps 1-2 less speakers. I am not sure about the importance of open stage.
- Technology-oriented themes. This year, a presentation on RFID missed insights on human beings and society.
- Less Poken, was very socially awkward
- ---
- smokers as soh yeong or frank beau
- Presentations that seem only remotely related to the announced themes.
- loud party venues where i cannot talk to other attendees (jazzy environment would be better)
- less is less
- Less Powerpoint, less pitching (none at all actually), less VC hunters and less open laptop tweeters not listening to the speakers.
- Less presentations on useless design topics and achievements
- repetition of the same old.
- Chit chatty presentations about gifts. Shorter breaks for coffee and lunch. Maybe more breaks but shorter."
- up.front presentations of well-known projects
- Too crowded workshops. Social presentations without link to real technological life
- companies-style presentations
- The timings for presentations seemed to slip this year - I thought the sharp timekeeping at LIFT08 was very good and kept it fresh. Of course, you need to advise presenters of the strict timekeeping.
- open stage talks that sell a compagny.
- presentations in french
- cables
- Poor quality workshops, call them short talks. They were not workshops.
- Unfair openstage presentations

- Less boring IT security presentations, less speakers with no vision
- Speakers who ramble on regardless of the time constraints
- Less openstage
- The same item over and over again
- Less philosophical and abstract, high level talks
- delirious Knives
- less pitches and commercial presentations
- less company plugs
- Life and adventure stories, statistics
- Less people that act like Queen
- Open stage has some not so good speakers, if that could be made more interesting. by some pre-screening.
- Relatively less speaker sessions
- bad food & coffee
- e.g. travel reports
- less futurology, less architecture and design
- less open stages
- -
- designers
- basic design talks
- artistically oriented presentations
- nothing of importance
- technology for technology's sake
- the catalog of products of some companies
- Men who grab the front 3 rows of seats!!
- i dont know.
- Less presentations in the program from the organizing people (increase openness)
- experiences without relation to technologies
- background music (where did the future go?)
- cant think of anything! (apart from loud music during networking party, but you know that already)
- innovation for innovation sake

6. Any new business from LIFT09?:

- Yes
- yes
- Probably. Time will tell.
- Not sure yet, but I made some great contacts
- Yes
- no
- No.
- maybe
- No
- Not really. The non-commercial feel to LIFT is great, not too many pitches to be heard, but makes it hard to get the word out for startups.
- no
- no relevant.
- no
- I DONT MIND
- too early to say
- maybe
- maybe a few consulting contracts
- TBD
- no - not the point
- definitely - in the mid term

- more or less well see
- not yet
- no, but some very good ideas that help to develop my projects
- not yet
- Not yet. But I hope so...
- Yes
- not yet, but who knows ?
- Not yet
- No
- No new business but new academic research ideas
- In my business, which is no business, yes.
- If only !!!! But I got really interesting contacts that could lead to something real later."
- no
- yes with, in Lausanne
- did not come for that
- not so far
- no
- not yet
- No and it was not the goal. I just spend a refreshing break with interesting information. For my business, I was further visible to some people and made contacts that perhaps could lead (~5-10%) to new business in the future.
- There are 2 or 3 direct opportunities of deeper discussions about setting some collaborations
- I wasn't here for that
- yes
- nope, but please keep it like it!
- nope. but that's great!!
- good contacts, well see
- yes
- Maybe.
- yup!
- not yet
- N/A
- no
- Not relevant
- yes I hope so
- Yes
- no
- Yes, possible projects but with people I knew from previous social and networking events.
- Yes
- no, was not looking for that
- Some new ideas and new blood. That's business!
- no
- I don't know yet!
- Don't know yet
- Was never an intention
- Invitation to other conferences as a speaker
- no
- None.
- maybe
- Too soon to say but hopefully yes
- Yes
- yes
- not yet
- Nope, I'm socially challenged.
- Great contacts and leads to help me pursue my projects
- probably

- no
- no
- Not the goal
- I made new relationships and refreshed others ... who knows where they will lead.
- Yes.
- many potential biz dev leads
- It appears so.
- Was not my intention
- If ideas are business and business generates ideas, the answer is yes
- Dont know yet.
- maybe
- Nope.
- Yes
- We will see....
- n.a.
- probably not
- no, not yet
- not yet :)
- yes
- yes
- Yes
- not yet, but hope so.
- yes
- yes
- no
- -
- maybe
- maybe
- yes
- not yet
- not relevant
- Yes.
- potentially yes.
- no
- not sure yet, but possibly!

7. Describe your best experience at LIFT09?:

- Lift experience presentations
- networking
- Networking while skipping on the boring talks.
- speaking and get so much great feedback from the audience. A real blast!
- The sofas in the back of the room - excellent idea
- being exposed to new frames of thinking
- networking
- experience and meetings
- Workshops
- The free coffee.
- meeting interesting people
- Discussions and contacts
- I loved the Fondue night again. The randomness of who you sit next to again made for a great surprise and new friends.
- Follow-up chats with speakers I admired
- the workshop "city of the future"

- THE WHOLE EVENT
- the workshops
- Time to become inspired with diverse topics. Good talks with friends.
- fondue
- Being able to talk informally to the presenters
- Meeting Lee Bryant
- Meeting Vint Cerf (I am a big nerd) Fantastic. Thank you again for inviting me.
- talks with other participants (even if in the end we did some old fashioned business card exchanges instead of pokening)
- being able to discuss great talks with the speakers - and other participants.
- Some conference was really interesting, and the fondue of course
- birds of a feather
- workshop
- i met a lot of interesting people and with some of those i can collaborate in the future and of course the inspiration
- To see how to drop myself into the new technologies
- Learning that some people are actually working on interstellar internet.
- Speaking to Vint Cerf. I felt like a geek groupie!
- Meeting the people I put on my buddy list before the conference
- the network 1.0 3.0 was amazing
- Variety of talks
- The open and relaxed atmosphere
- no business, no! inspiration, yes, for the first time at LIFT.
- Workshops
- the big arc that held together the whole conference
- Babas talk (right time, right place)
- The spirit of everyone there
- Meeting poeple.
- the transmedia workshop
- fondue :)
- improvised story of Sarah marquis
- I loved Sarah Marquis and I enjoyed very much Cash Clash. Great was also transmedia storytelling
- people
- new ideas
- be happy and pleased during presentation from non-occidental speakers (Ramesh, Juliana, Soh Yeong Roh, Baba) => real feeling of a wordl community
- To meet Vint Cerf
- The discussions I have with my colleagues!!!! - the discussions I have with the people I began to network
- Too discover in a tram, I had a common brother with Baba
- brainstorming with several folks about my new research project, and get lots of feedback from different perspectives.
- same questions as previous!
- The fondue
- fondue & drinks
- fondue
- getting into dialogue with people
- Meeting interesting people.
- Spending time with sharp colleagues who share the same interests and passions.
- to notice the professionalism of Lift crew
- Being able to give feedback from our point of view on Hi tech
- networking and exciting conversations with participants
- I had a great time at the fondue, and also the workshops where very good this year.
- to meet very interesting people
- networking

- Some of the presentations
- (selfish mode) Giving an open talk
- Fondue :-)
- Meeting new people
- getting a feeling for the industry
- exchanging with international participants
- Meeting inspiring, intelligent and creative people.
- the informal and open atmosphere
- Talking to Vint Cerf, Baba Wam?, Thomas Sutton, Clement Charles, Natalie Jeremijenko, Kelly Heaton, Oriol Pascual, James Gillies
- the demand of imagination during the workshops
- fondue
- I really liked everything about social evolution into societies.
- networking
- Connecting with Sarah Marquis
- Meeting everybody and exchanging ideas with all those interesting people
- I was only present on Friday... better next year
- Discussions during long breaks
- most of the talks on Friday and the Web of Things workshop.
- Meeting interesting people
- some of the people I met, mainly through birds of a feather
- hanging out in the lift experience area trying out the wonderful installations and chatting with people
- workshop I remember voting for the first time in 2025 when I was 16
- Networking in an relaxed atmosphere. Like-minded people who are interested in humanity in life where IT is everywhere."
- open new horizons/perspectives for my future personal development
- the sandbox dinner on wednesday evening
- meeting David Rose.
- Meetings some great people
- networking
- Networking
- Workshop, the Web of Things and serendipity of exchange with others.
- baba wam?
- the fondue is brilliant. i also enjoyed the presentations on friday
- came into contact with many likeminded people in a very short period of time
- Watching empty people who have no talent and trying to understand why the world is sick.
- Meeting common minded people
- meeting and discussing with people
- meeting interactive artists
- entrepreneurial evangelism - first birds of the feather session.
- discussing with people that we have not missed anything new
- EPFL-ECAL magic book demo. Interesting talks on design and the city
- Talking to Vint Cerf.
- Fondue !
- Cerfs presentation
- The presentations, being presented interesting, entertaining concise views and overviews by people who know their stuff.
- interactive
- meeting and talking with interesting people.
- as always, meeting new and inspiring people.
- exposure of ideas
- Brain Sparks
- meeting many interesting people
- It is the overall experience that matters. I was actually very much moved by the Diablerets book in the experience area

- The fondue
- Cities session.
- good atmosphere - professional organizing
- Workshops I liked and smaller group discussions.
- discover exclusive projects
- The people I met.
- WS on Wednesday Remember voting in 2025
- being there while im not from the IT world (even if myself a TA) and enjoying the learning experience
- meeting new people
- networking
- speakers and random encounters
- workshops
- meeting some people I knew from a distance and spending time in the evening or at lunch
- Meeting intelligent minds
- Meeting new people during the workshop that I organized
- Lee Bryand discussion
- The Fondue
- great conference, goog moments
- talk over a coffee
- kashkalash workshop
- Openness and fairness of small group discussions which allowed valuable sharing
- workshops
- Birds of a Feather
- Talking with people working in developement centers
- fondue
- the whole lift experience was great
- -
- the augmented book
- Follow up discussion after workshops
- the sessions
- social / contacts
- seeing Laurent buzzing with excitement.
- some really interesting sessions
- presentations + workshps
- Inspiring environment. Any thoughts can happen!
- to meet Vinton Cerf.
- Hard to say, its really a package and you experience it as a whole.
- the informal breakfast at the lake :)
- poeple
- Isitening to interesting people
- pokens (honest!), talks, hallway conversations
- the communal spirit of great minds
- I got some people interested in some projects I did as a student

8. General comments on LIFT09 (last question of survey):

- thanks
- I think the price point should not go above CHF 500 -
- It was great :) thx
- design a system to locate people (buddy)
- Poken was a good idea, but has been poorly implemented. It would have been far more usefull if the data from the LIFT registration had been preloaded in the poken data base.
- What happened to the previously excellent LIFT?

- thank you Lift team !
- Continue !
- BRAVO !
- great work.
- I loved it!
- the poken mechanism was not transparent, that signup is required and how to do it. was for many a dead end
- last night party at la SIP too noisy and too smoky 2. less overlapping talks"
- you need to improve the communications when plans change. Found out by accident that there was a special tram to the Fondue
- loved the music this year!
- I though lift08 was better than lift09, and cheaper (30% raise in one year?)
- i was in the suggested Hotel Jade and payed 230.- CHF for one night. i wonder if there are cheaper Hotels in Geneva.
- I have liked the dynamism I have experienced there !
- "I would like it if the workshops were integrated into the main conference. Maybe have a half day on the wednesday, then start the conference, then do another half day on thursday afternoon? That way it feels more integrated and you can settle into the conference and get a feel for it before dashing around to the workshops. It would also allow workshop organisers to tell us more about their topics and for potential participants to meet similar-minded people and get ideas from them about which workshops might be interesting. Apart from that many thanks - it was a good conference but with some changes I think it could be an amazing one. I hope you take my criticism in the way its intended - constructively. Ill be there next year!"
- thanks for inviting me,
- bravo!
- Keep it commercial-free. Do not raise the entry price. Keep up the good work :-)
- I was impressed by the huge quality improvement between 06 and 09!
- We should have a regional ongoing LIFT Interest Group with ongoing activities / networking
- Give more directed opportunities to the LiFTers to meet.
- excellent spirit and good organisation
- keep going - it was a great experience
- if you can please spend more time researching really new topics and speakers - make absolutely sure it does not feel a bit like a reunion of Laurents posse.
- MERCI ps: je trouverai intéressant que un (ou des) petits projets soient initiés avant un lift par des personnes expérimentées (parmi les speakers ou lifters) qui coache et guide soit des enfants ou adolescents soit des personnes en réinsertion et que le(s) résultat(s) soi(en)t présenté(s) durant la conférence avec la participation des enfants - adolescent - personnes en r?insertion qui peuvent suivre 1 jour d'un lift et faire des contacts (et se sentir intégrés/acceptés/valorisé).
- I would organize a competence pool for people who are looking for a job und people who are looking for employees
- I plan to go to Marseille to the next LIFT09 as it begins to be addictive!!! Im suffering post-LIFT09 blues already!! :)
- to provide a laptop to translators, in order for them to read the slides before.
- WAY TOO LONG (i guess by now you have lost most of your audience). i worked 2 years in marketing research, and your survey is definitively too long.
- why doesnt the conference go over the weekend? so many people work and would not take 3 full days holidays just to attend lift.
- THANKS !
- badges were not helpful. we could not read anything in a distance which didnt help. there should be an easy way to identify ppl from the same country (example: I didnt find all portuguese people that attended ...)
- keep it going!!!
- I dont understand the rationale for lift-france 09. Its too close in time and space, and it will dilute the brand.
- Bravo and thanks a lot to all of you!

- NO, thanks yet again for an excellent experience. Keep up the good work!!
- It would be great to be able to create & print my own personalised Lift-book: it should be possible to select individual slide pages, personal notes, pictures etc and make a book out of this (according to Wikibooks or the books in the online photo-shops
Keep on going
- Congratulations for the staff ! Beautiful organization ! One more remarks ! The guys from the CIG were not really so nice :-("
- Continue to be amazing conference. See you next year.
- quality of speakers was better in prior years
- I missed the elevator pitches of last year. When people get up and speak in public (if only to ask a question) it makes it much easier to go up to them and engage in conversation afterwards. I was also a little disappointed with the participants this year as they seemed to be specialised in a domain and thus less open to interdisciplinary subjects.
- Keep going. You're getting better each time!
- I had many problems to connect myself to the web...
- A more international audience with participants from India, Africa, China. Get speakers who can share visions from these continents.
- The two tier lunch tickets were not a good idea - or badly communicated. You could have used that idea to promote communication between participants (exchange). I attended once a conference which gave each participant 3 colored stones (a white, red and yellow) as drink coupons for the party: white and red for wine and yellow for beer. It was up to you to find someone that didn't drink what you drank and exchange..
- Doyoupoken is a perfect breaking-the-ice idea, it made everyone laugh and talk, I liked that.
- I would suggest to vary the formats a bit. Instead of just straight talks, maybe throw in one roundtable discussion per day or allow for some Q&A with the audience sometimes.
- Participation fee of CHF 500 is too expensive for a private person to pay. Please reduce the fee. I found some speakers did not pay registration fees. It is not what LIFT policy stated. Please be transparent."
- Pokens should be linked to buddy-list, so people don't have to upload data to that separate database.
- Possible next theme: How can we prepare, at best, our youngs, for the future (at school and in the general life)?
- Shorter just enough breaks in the mornings, to not break the momentum and morning energy. Also, it feels like energy builds towards Friday afternoon, and then the talks are not consistently excellent. Try to program only known, excellent speakers for the end of the conference. Also, the opening talks could be more inspiring (the science fiction museum guy was interesting, but not a kick-off kind of talk.
- go go go!!!
- A big bravo to Laurent & the team, this was really impressive !
- I came Wednesday evening to pick up my badge and was told that it was not possible. Don't do that. Also listening to thinkers is good but I think that seeing what doers do is better. Those who make things happen are the doers not the thinkers. Give me concrete applications that I can compare to mine. At last the fondue is a too simplistic shortcut to say that you're a Swiss conference. I'd like to see more local talent with a vision. There are many other than CERN. Overall I've been critical but hey Lift09 was great. Keep it up and thanks for doing this.
- Laurent and the LIFT team rocks harder than butter that's been in the fridge!
- change the venue, it is boring and non inspiring (corporate buildings suck
- Thanks for the free parking. a nice and welcomed surprise
- My feeling is that presentations were a bit less interesting/structured than previous years ...
- I paid the early bird price, which was great. The cost would have been prohibitive otherwise.
- both lunches were awful, I'd prefer to get just a sandwich next time instead...
- it would be nice to view the on demand videos together with the slides and with search functionality.
- keep doing this!
- I really do suggest that you try to offset the group carbon footprint by turning the air conditioning down, even men told me they were cold. many people had extra sweaters on.

- Keep the spirit up, I am being picky here, but the conference is still very impressive
- Buddy corners, a little more craziness, a few more sponsors, less black, no saucisse de choux, lots of portraits, more music
- Meilleure utilisation de la langue locale
- maybe even more time for informal talks if possible
- It was a very good experience for me!
- thx
- Great to join the LIFT community
- I believe that the conference was worth the money because I paid an NGO price. The full price was too expensive.
- would be great to find more relevant branded gifts in the giftbag: pencils, pens, note-books etc
- Keep on great work! Keep Lift as open as possible.
- this form is too long
- Keep on doing great work! See you next year.
- Bravo!
- More questions answered, more use of the projection screens, video screens outside the conference for smokers or people who want to breath some air
- "1/ Fondue = ice breaker so should be kicking off not closing the conference 2/ Birds... mostly meaningless discussions between geeks what is the point 3/ Open stage performances varied from great insight to absurd monologue 4/ stick to the theme: even if interesting/entertaining some sessions had no relation to the theme where did the future go 5/ run less subjects 6/ Q&A after some sessions would have been very useful to dig into the subject
- Be careful not to dilute your uniqueness by organising many other Lifts.
- Open stage voting should not close that early, most people dont get involved until they reach the conference. Birds of a feather discussions should be valued more maybe by having a brief pitch in the opening session of the conference.
- please keep a door open for live-bloggers and new media people, even if some of us can be a pain in the neck...Otherwise as I already said this was very close to being my ideal conference. Had a really really great time met great people heard great speakers. Keep up the good work!