



LIFT08

Evaluation of the LIFT08 Conference

April 2008

Executive Summary

This report is a summary of the main findings of an evaluation study undertaken of LIFT08. One of the main sources of this study was an online survey completed by 45% of attendees.

89% of attendees had a good or excellent overall appreciation of LIFT08 with “networking”, “learning” and “exchanging” mentioned as the greatest benefits of participation. The majority of attendees agreed that LIFT08 provided them with interesting information and influenced their opinions on the usage of emerging technologies. 96% of attendees met new people at LIFT08 with most people meeting between 1 - 10 persons.

Key quality factors of LIFT08 were rated by attendees with “networking” and “administration” rated higher than “programme quality” and “venue”. The main formats were rated with “LIFT experience (artistic installations)” rated the highest, followed by “presentations”, “Workshops” and “Venture Night”. “Discussions” and “Openstage” were rated less well. The most popular presentation selected by attendees was “Cyborg” by Kevin Warwick. Most attendees thought that they had input and influence over the conference content through the pre-conference workshops.

Attendees would like to see more presentations from mixed fields (e.g. technology and sociology), case studies on new technology, further interaction with speakers, more women speakers and workshops. Attendees would like to see less commercial pitches during presentations and themes that are lacking relevance for them. Attendees also suggested more variety in the presentation formats and improvements to the catering and main auditorium. The entrance fee for attendees is either paid by their employees and to a lesser extent by themselves; most attendees believed that LIFT08 was worth about what they paid for or more than what they paid for. 87% of attendees said they planned to attend the next LIFT conference and 92% would recommend it to a friend.

A comparison between the findings of the LIFT06, LIFT07 and LIFT08 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 more on the use of technology and its overlap with other areas. In 2006, attendees wanted more consistency in presentations; in 2007 and 2008 they wanted more interactivity amongst themselves and with speakers. Attendees proposed workshops as a new format in 2006, recommended more interactivity in 2007 and this year desired even more components like workshops. Changes in the demographic make-up of the audience were also seen: attendees from small-medium enterprises have doubled in three years and attendees from the education sector and international organisations/NGOs have halved.

Table of Contents

Executive Summary	2
1. Introduction	4
2. Snapshot of evaluation findings	4
3. Overall impression & benefits and experience of LIFT08	6
4. Influence of LIFT08	8
5. Quality rating of key factors	9
6. Quality rating of key formats	10
7. Top five presentations.....	12
8. Input and influence over content	13
9. Improvements to LIFT conferences.....	14
10. Value for money & entrance fee.....	17
11. Comparing LIFT06, LIFT07 & LIFT08.....	18
Annex One: Evaluation methodology	19
Annex Two: Demographics	20
Annex Three: Information on report author	22
Annex Four: Responses to open question of survey	23

1. Introduction

This report is a summary of the main findings of an evaluation study undertaken of LIFT08. 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 conferences (2006 and 2007).

One of the main sources of this study was the online survey completed by attendees. Responding to an email invitation, 272 attendees out of a total of 600 (not counting speakers and organisers) completed the survey. This is a 45% 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 LIFT08 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

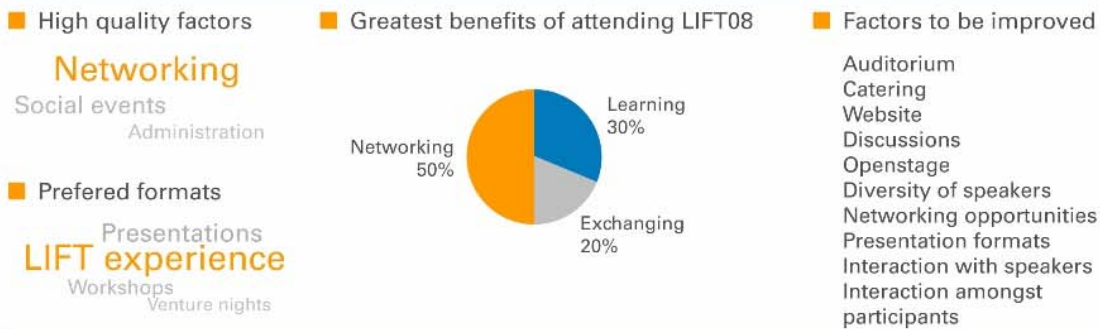
Drawing from the findings of this report, an “event scorecard” can be made of the success of LIFT08 in achieving key objectives, the factors that contributed to this success, in addition to the factors that need to be improved for future conferences (according to attendees) and a comparison to the LIFT conferences of 2006 and 2007. These factors are explained further throughout this report.

Event scorecard - LIFT08

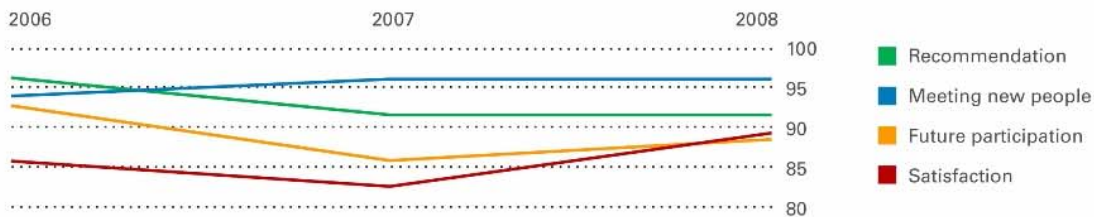
Objectives achieved by LIFT08



Key factors of LIFT08



Comparing LIFT06, LIFT07 & LIFT08



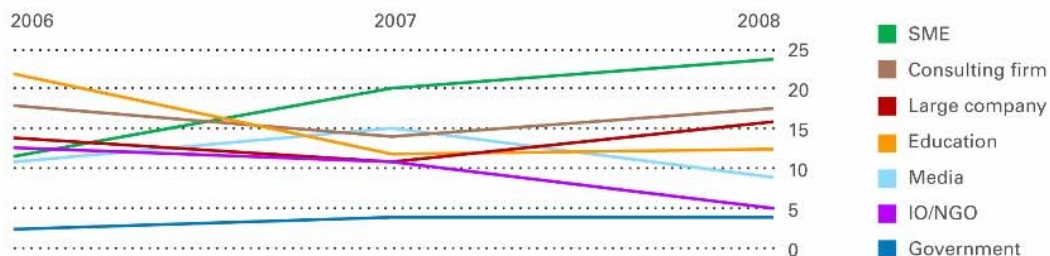
Top presentation

2006 Digital rights management	2007 Collective enterprise intelligence	2008 Cyborg
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Themes desired

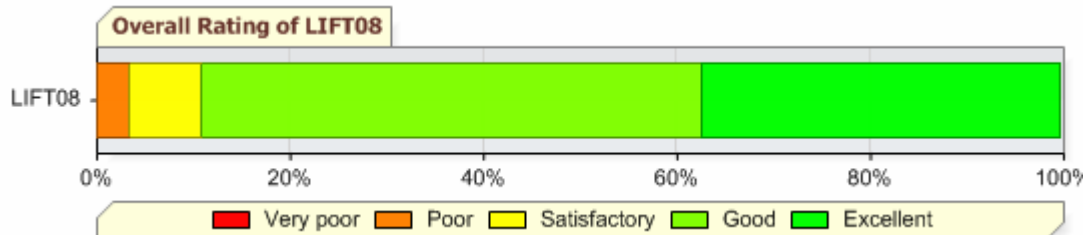
2006 Social use of technology Design	2007 Case studies & best practices Application of technology Future impact of technology Artistic/creative	2008 Case studies/best practices Mixed fields Cutting edge/future trends
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Demographics of attendees



3. Overall impression & benefits and experience of LIFT08

When asked in the online survey “what is your overall rating of LIFT08?”, the majority of attendees, 52% (139 people) rated LIFT08 as “good”, 37% (100 people) as “Excellent”, 7% (20 people) as “Satisfactory” and 3% as “Poor” (9 people). There were no responses to “Very poor”.



What was the greatest benefit of attending LIFT08? One half of attendees spoke about “networking”. Others spoke about “learning of new ideas” and to a lesser extent the discussions and interaction at LIFT08. Following are selected quotes from attendees:

“Sharing thoughts with this becoming seasoned community. Excellent platform to share. Excellent atmosphere amongst attendees.”

“Networking, meeting people, taking time to think about the bigger picture of technology in society”

“Getting a glimpse of what is coming in term of technology with the possible impact on the society. It sounds like the Lift slogan, but I found it very true.”

Survey respondents were asked to describe their experience at LIFT in one sentence. The majority of attendees touched on elements of “exchange and dialogue” and “inspiration”:

“A good way of meeting people who are open to dialogue and debate and are keen to exchange ideas.”

“Getting an overview of what is happening in the field with some inspirations of places to explore in the future and meeting new people that could help along the road.”

“When it is good, it is very much good and I want it not to end. I just now I am thinking to come back next year again.”

To a lesser extent, attendees also focused on the enriching, stimulating and overwhelming experience of LIFT08 and the opportunity to discover new trends:

“Attending LIFT is like stepping out of the box for a few days and getting revitalized.”

“Eye-opening!”

“Breath taking”

“Stimulating”

“Energising”

“A differentiated conference focusing more on forward looking thinking rather than current business”

“Catch a glimpse of the future - and want to know more.”

“A refreshing, almost overwhelming, shower of inputs and information”

However, some attendees were more critical:

“Some interesting talks not listened to by lots of people checking their email”

“Here comes the business cavalry”

Survey respondents were asked to describe their best LIFT moment. The majority of attendees spoke of individual presentations they appreciated or the opportunity of meeting and discussing with new people:

“in the middle of one of the most fascinating talks i was brainstorming with my seat neighbour... we were going at the speed of light and time stood still... great energy in the room, on stage and right there in our discussion!”

“Daring to approach a renown researcher, active in the same field as I and with a career path I'd like to follow, and getting a very positive feedback as well as the promise to continue the discussion later on.”

“Moments (with an s): spontaneous conversations at lunch and the fondue.”

To a lesser extent, attendees mentioned the fondue evening, Venture Night, LIFT Experience and the workshops:

“Seeing the panel grill and compliment the presentations on Venture night”

“When the fondue arrives at the table and everyone dives in?”

“Watching the startling photographs (portraits) spill slowly from the printer.”

Survey respondents were asked “did you get any new business at LIFT08?”

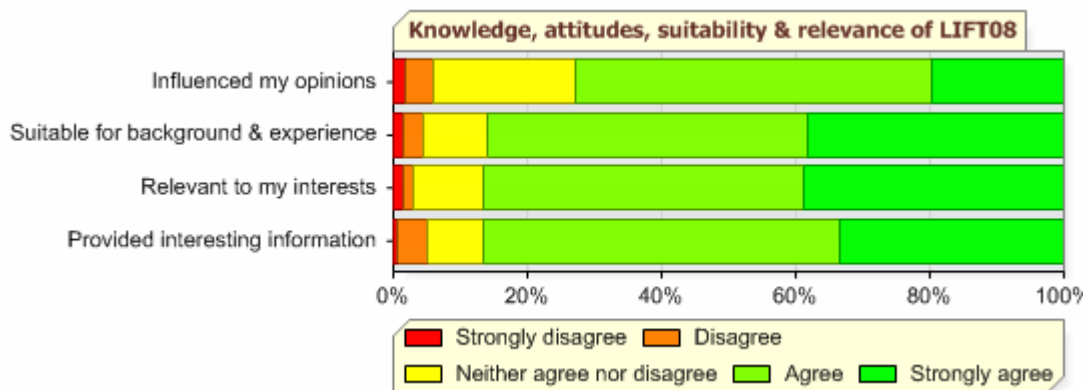
Of the 145 attendees that responded, some 20% confirmed that they did get new business at LIFT08 and 45% responded that had established interesting contacts at LIFT that could perhaps generate new business. The remaining 35% said that they did not get any new business at LIFT08 but with many commenting that this was not their aim in attending LIFT or was not part of their current professional role, as this attendee commented:

“I don’t go to Lift in order to make business, I just want to meet people who share the same interests once or twice in a year”

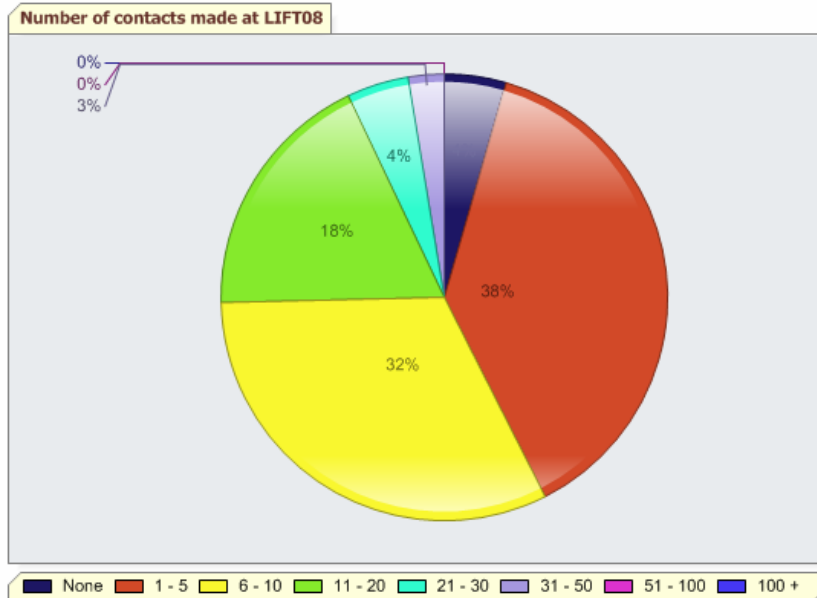
All the responses concerning the above elements are found at annex four.

4. Influence of LIFT08

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 LIFT08 able to do this? The majority of attendees (86%) agreed that LIFT08 provided them with interesting information on the usage of emerging technologies and 73% agreed that LIFT08 influenced what they thought about the subject. In addition, LIFT08 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 LIFT08. 96% of attendees met new people at LIFT08 with most people meeting between 1-5 or 6-10 new persons. Interestingly, compared to LIFT07, a jump was seen in the number of people reportedly meeting 11-20 new people - from 12% (2007) to 18% (2008).



“LIFT helped shape my business”

David has attended all three LIFT conferences and is insistent on how LIFT changed his UK-based technology services company:

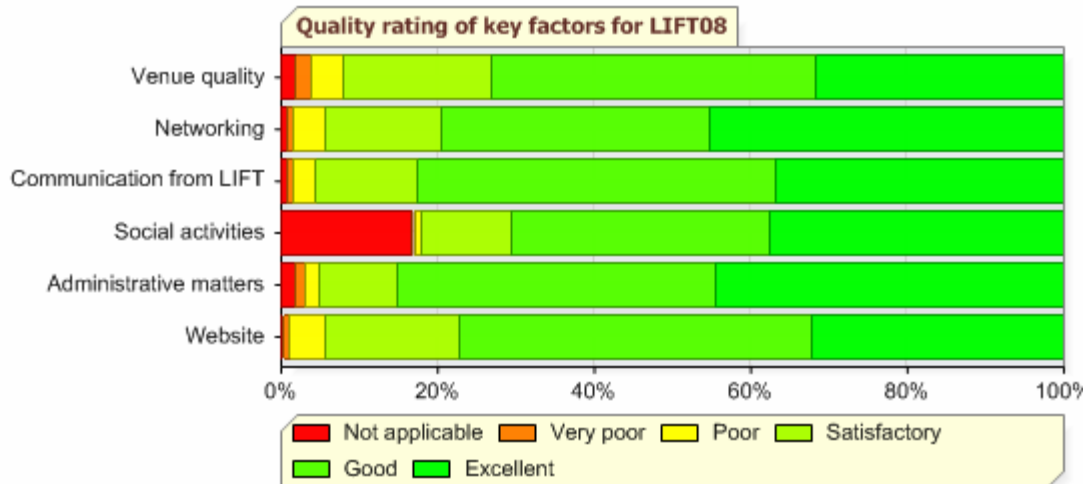
“LIFT helped shape my business. For me, LIFT07 was a first introduction to social media. We then started to focus more on how blogs and other social media can be used in companies, for many major corporations - It really changed our range of services”.

For David, LIFT has become an annual event in his calendar. When asked his opinion on the presentations at LIFT, David laughs:

“I think I’ve only seen about three this year! I spend most of my time socialising and networking in the foyer”.

5. Quality rating of key factors

Attendees were asked in the online survey to rate key factors of LIFT08. 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 still receiving 77% and 74% positive ratings respectively) with some 17% of respondents indicating that they did not participate in the social events.



Attendees were given the opportunity to leave a comment on these factors – 88 attendees did so. Most of the comments focused on the food (not enough, no vegetarian menu, no knives given to eat with, lack of fruit offered), the website (complexity and usability issue), wifi availability and the programme (preferences for topics). The online payment system, a major issue for LIFT07 was not a focus of respondents for LIFT08.

“LIFT website looks good but still a small part confusing to navigate - too many side bars and never knowing if I seen something already, or once seen something, how to intuitively find one way back to it.”

“The program was excellent, but as a small comment, it would have been nice to have also some inputs highly critical on technology: it may have provoked a nice dialogue with some of your speakers presentations.”

“The program themes were excellent, I think some of the speakers let us down this year, I think there could have been additional good themes that could also have been explored, I am thinking that the tradeoff to go with one track had some consequences that a lot was depending on each speaker to be good and relevant to everyone..”

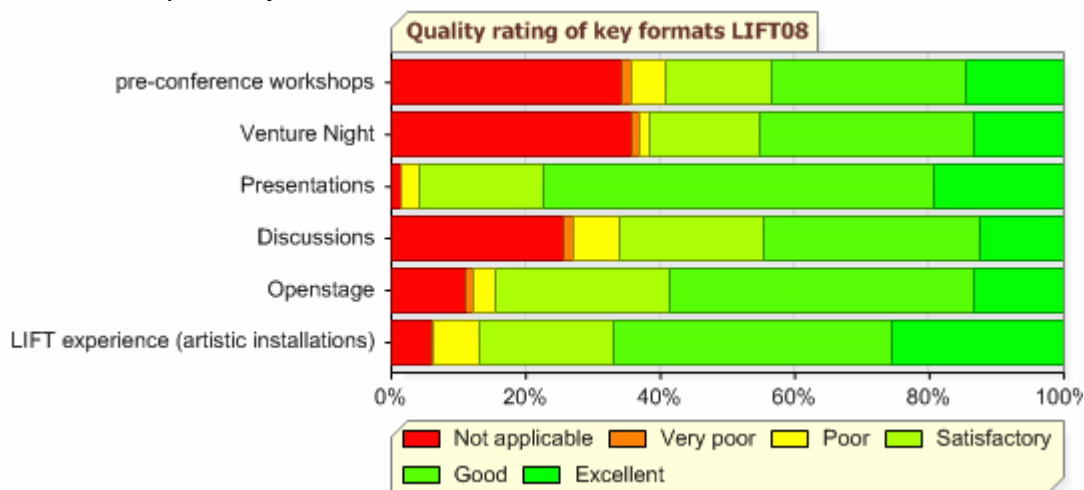
“The lunches were not well adapted to the amount of people attending lift. Furthermore, it was not very inventive (same menu for two consecutive days...) and did not take allergies and/or vegetarian needs into account. Rather poor service...!”

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

6. Quality rating of key formats

Attendees were asked in the online survey to rate the key formats of LIFT08. Overall, the LIFT experience (artistic installations) was the highest rating (26% as “excellent”)

followed by the presentations, pre-conference workshops and the Venture Night¹. Discussions and Openstage were rated slightly less receiving 13% and 17% as “excellent” respectively.



Attendees were given the opportunity to leave a comment on these factors – 67 attendees did so. Comments covered all of the LIFT08 formats, most offering suggestions for improving the different formats including:

Discussions: provide a separate room; make them easier to find; take transcripts.

Workshops: monitor number of participants; shorten length so more workshops can be attended; unevenness of workshops; timing of workshops (after conference?).

Presentations: follow each with short Q&A; more variety in length/type of presentation; no product/company pitches.

Venture Night: disappointment that companies were not seeking funds; lack of moderator; no clear “winner” of the evening; no women on the panel.

Lift experience: increase visibility of installations; better lighting; further integrated within programme; more explanation of different installations to attendees; more output visible from attendees (e.g. attendees asked to participate but their output was not displayed, as for font installation); make it easier to get involved.

Openstage: inappropriate sales pitches; unevenness of presentations; would work better with smaller audiences.

“The official discussions didn’t add any benefit compared to the informal discussions taking place in random groups? The informal atmosphere is great, but perhaps it would be possible to capture the discussions (transcript or protocol?) and feed the ideas back to the larger audience?”

¹ Not considering the ~ 35% of attendees that did not attend the Venture Night or the workshops, excellent ratings for these formats are at ~ 20%.

“The number of attendees/ pre-registration for the pre-conference workshops need to be managed by the Lift team. The topics are very good, but when more than 40 people are registered (80+ for both that I was interested in), the workshops cannot be successful due to the size; the sessions should close registration after the max is met.”

“Experience could be presented better.(lighting etc) Discussions could have a better space for sound and feeling. Workshops could be shorter. Maybe some network speeddates on interests filled in on website on 1st day. Maybe some more rhythm changes in program by compressing some more small presentations/open stages closely together. Some small bursts of ideas on different subjects.”

“LIFT experience has to be more focused with a clear goal in mind, such as the completion of a full product, relevant to the audience, presented at the wrap-up. Otherwise its only cosmetics”

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

“Gives me ideas”

“LIFT gives me ideas to propose at work” commented Chris who works in the education sector in Switzerland and attended LIFT for the second time. After attending LIFT07, Chris took ideas from the conference and used them directly in his work. For example, after working on survey techniques in a workshop, he set up an online survey for audiences he works with.

“This year I attend the blogging workshop. I’ve just set up a blog and I want to see how we can use such tools in the education environment where traditionally there has been little willingness to share”.

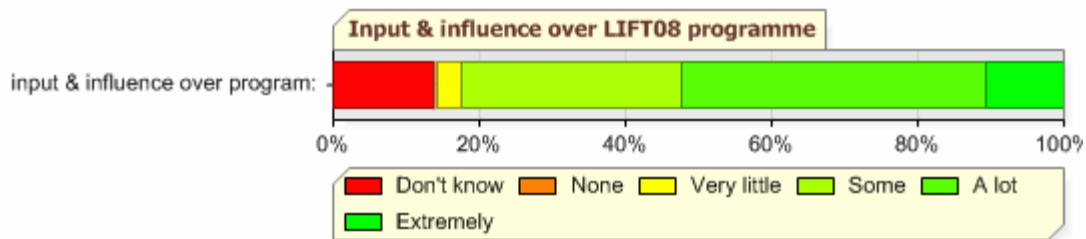
7. Top five presentations

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:

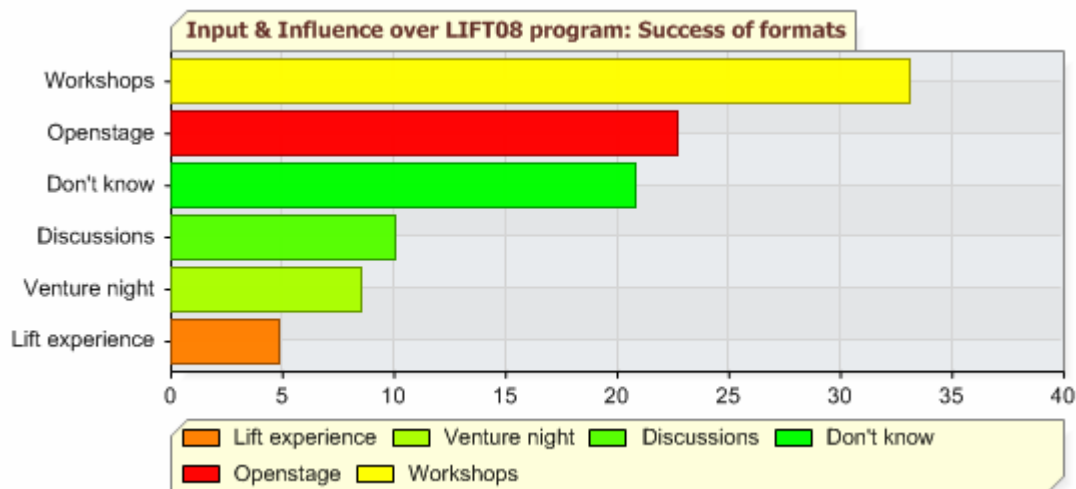
1. Kevin Warwick – Cyborg research (University of Reading)
2. Genevieve Bell – Secrets, lies & digital deceptions (Intel Corporation)
3. Robin Hunicke – game trends (Electronic Arts)
4. Paul Barnett – Game design (Electronic Arts Mythic)
5. Eric Favre – Nespresso

8. Input and influence over content

With the Openstage, Venture Night, LIFT experience, discussions and pre-conference workshops, the LIFT team aimed to give attendees a greater influence and input over the conference content. When questioned on the success of this approach, most attendees either thought they had “some” (30%) or “a lot” (41%) of input and influence over the conference content.



In addition, attendees were asked which of the formats gave them the most opportunities to have an influence and input over conference content. Most attendees indicated the pre-conference workshops (33%) followed by Openstage (23%). 20% of attendees indicated that they did not know which format provided the most influence and input.



Attendees were given the opportunity to leave a comment on these factors – 50 attendees did so. Most comments were suggestions for improving the formats:

“keep the workshops and open-stage. You never know what gems will be uncovered. Discussion session are a great addition and need to become a permanent part of LIFT.”

“I believe that the LIFT experience would have gained from being well introduced on stage, repeatedly, on both days. Whilst the presence and mingling of the artistic component was fundamental, it sometimes appeared peripheral.”

“the interaction of all of the above including the main conference gives Lifters the opportunity and power to influence what happens at the Conference. The workshops give the organisers an idea of what pleases most in terms of subject matter. However it is necessary for the organisers to come up with novelties to stimulate further thought & discussions. A good summary wrap up at the end of the conference is very helpful as a starting point for further reflection. Daniel Kaplan did a fantastic job of this at LIFT07.”

“People here are on their way up”

Dirk is attending LIFT for the first time, coming from Asia where he works in business development in the software field.

“I’ve met a lot of people here. These people are perhaps not the right people to get business from for me – not yet. But these people are on their way up. In a couple of years they may need my services”.

Dirk appreciates the ambiance and friendly atmosphere at LIFT:

“Unlike other conferences, people are approachable here – you can even approach and discuss with speakers – that’s normally not possible at other conferences.”

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>Content:</i> Commercial pitches in presentations/panels Inappropriate themes</p> <p><i>Format:</i> Unprofessional speakers</p> <p><i>Administration:</i> Quality of main auditorium Quality of catering</p>	<p><i>Content:</i> Case studies/best practices Mixed fields (e.g. sociology & technology) Cutting edge/future trends Stronger thread linking topics</p> <p><i>Format:</i> Q&A with each speaker More opportunities to network during conference More variation of presentation form (less Powerpoint) More interaction between participants More women presenters More workshops</p>

More of:

187 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.

Subjects/Themes

Many attendees spoke of wanting more presentations from mixed fields (e.g. design and technology, architecture and sociology, ethnography and art, etc.) and case studies/best practices of new technology. To a lesser extent, more cutting edge / futuristic subjects and more of a common thread linking topics were mentioned.

Format

Q&A with each speaker: attendees would like to have an opportunity for a Q&A for each speaker – when it was done during LIFT08 they found it particularly useful. In addition, the idea was proposed that speakers could meet with interested attendees after the session to discuss further.

More networking: attendees would like more communal areas to meet, more opportunities to network during the conference (workshops were very useful – could something similar be introduced during the conference?); and automated links from LIFT website profiles to networking websites.

More variation of presentation forms: attendees recommended that the form of the presentations at future LIFT conferences could be more varied: the predominant use of PowerPoint could be complemented by more use of video, sound, interviews and demonstrations.

More interaction: more interactive events involving participants; more discussions in small groups; more interaction between speakers and participants.

More women presenters: more women presenters from the different sectors relevant to the LIFT conferences.

More workshops: more workshops in general; workshops format during the conference, more creative, hands-on workshops.

Less of:

152 attendees commented on what they would like *less of*. The majority of these comments focused on three areas: 1) the subjects or themes of future LIFT conferences and 2) the format mixture of the conference and 3) administrative matters.

Subject/Themes:

Pitches: Some 25% of the comments focused on the issue of speakers promoting their own product and services and not providing any intellectual stimulation for attendees. As one attendee commented:

“[less of] strictly commercially slanted discussions. exceedingly difficult since, to some degree, business is the reason we are able to do what we do, but i think the main reason LIFT is unique. There’s a middle ground between the two, and neither can be ignored completely... depends on the speaker more than anything.”

This issue was also raised by attendees in the LIFT07 evaluation.

Inappropriate themes: Attendees believed that some speakers presented material inappropriate for the conference theme; too self-reflective, esoteric, lacking conclusions or key points, unclear (“fuzzy”), factual concepts (lacking analysis), too many technology “geek” themes, “known” information being covered (e.g. speaking of “targeted advertising”, a subject that is already known and understood by attendees).

Format:

Unprofessional speakers: Attendees commented on the unprofessional nature of some speakers and workshop convenors: lecture style delivery (speech reading), unprepared and time-filling (for workshops), inability to convey key messages (Openstage particularly mentioned).

Administrative matters:

Venue & catering: lack of lighting, size (too large and loss of “intimacy”) and heating (too cold) of main auditorium and quality of food offered.

Other suggested improvements:

Throughout the survey, improvements were suggested to organisers including the following areas not previously mentioned in this report:

Social events; a less nightclub setting for end party; push people to socialise physically rather than in cyberspace (less blogging and twittering);

Networking ideas: a physical tag cloud (marked on the ground) where attendees could regroup to talk about the given topics; more breakout groups and discussions amongst participants;

Stands: more stands (similar to the format of the music stand) where design students could display their latest works;

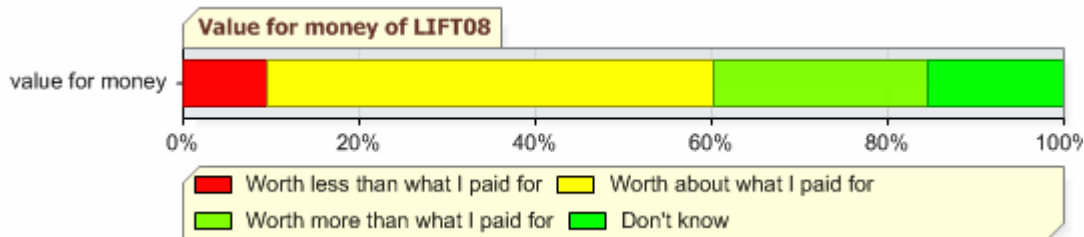
Music: appreciated in general but was annoying to several attendees during the breaks, suggestion for a LIFT band for 2009; ability to download song during conference;

Commercialisation & size: several attendees commented on what they perceived as the growing commercialisation and increasing size of LIFT (both which they felt as a threat to the original concept of the conference).

10. Value for money & entrance fee

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 LIFT08 was worth about what they paid for (51%) or more than what they paid for (24%). 9% of attendees considered that LIFT08 was worth less than what they paid for and 15% did not know.

Concerning pricing of the conference, several attendees commented that the entrance fee was too high for individuals and suggested different rates for individuals and corporations and perhaps introducing a daily entrance fee.



In addition, the participants were asked who paid the entrance fee: 27% were self-funded, 38% were funded by their company/organisation and 23% were partners, sponsors or speakers (indicating that they did not pay an entrance fee). Most of the 11% of attendees who selected "Other" explained that they were students sponsored by the Gebert R f Stiftung Foundation or invited guests.

Of the attendees who responded to the online survey, 87% said they planned, at this stage, to attend the next LIFT conference in 2009 and 92% said they would recommend the next LIFT conference in 2009 to a friend.

"A serendipitous get-together"

Jean is attending LIFT for the second time and is part of a web team for an international organisation in Geneva.

"LIFT gives me room to think – more for inspiration. I'm not here to network for business (I don't need that for my current job) but I've met people at LIFT that have become good friends".

Taking notes on an iphone, Jean likes the social aspect of LIFT and is looking for creative input. Jean would like to see longer breaks and more ability to network – possibly breaking into smaller groups.

"It's a serendipitous get-together – it shouldn't get too big – don't lose the intimacy of LIFT"

11. Comparing LIFT06, LIFT07 & LIFT08

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

Variable	LIFT06	LIFT07	LIFT08
Overall rating	86% - excellent or good	83% - excellent or good	89% - excellent or good
Greatest benefits	Networking ~ 30% Learning ~ 70%	Networking ~ 50% Learning ~ 50%	Networking ~ 50% Learning ~ 30% Exchanging ~ 20%
Influence	Provided information – 82% Influenced opinions – 70%	Provided information – 81% Influenced opinions – 64%	Provided information – 86% Influenced opinions – 73%
Contacts	Met new people – 94%	Met new people – 96%	Met new people – 96%
Quality factors (highly rated) <i>Ranked</i>	Administration Venue Communications	Venue Administration Networking	Networking Social events Administration
Quality factors (lesser rated) <i>Ranked</i>	Program quality Social events Networking	Program quality Communications Social events	Program quality Website Venue
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%
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
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
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%

Annex One: Evaluation methodology

The evaluation of LIFT08 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 Benchmark 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: 272 attendees out of a total of 600 completed the survey. Given the 45% 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.

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.

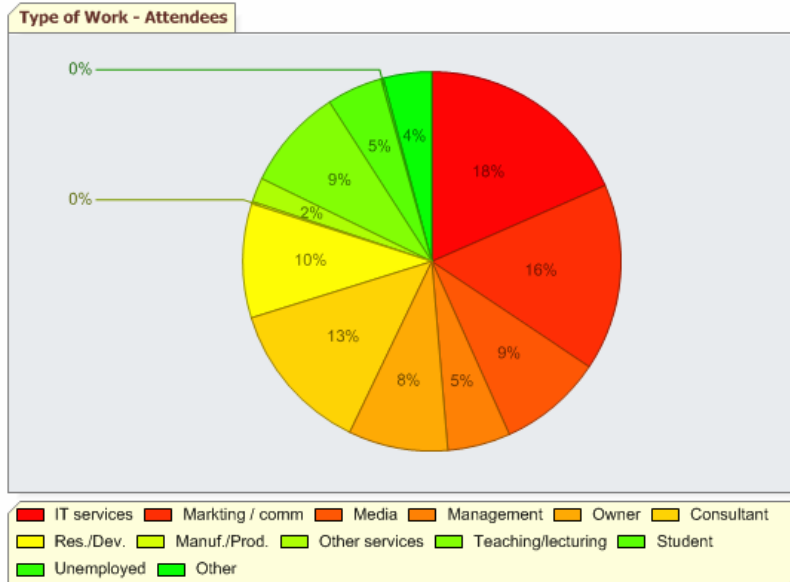
This evaluation study aims to adhere to commonly-accepted evaluation standards. For further information, please refer to the Evaluation Standards of the Swiss Evaluation Society (pdf): http://www.seval.ch/en/documents/SEVAL_Standards_2000_en.pdf.

Annex Two: Demographics

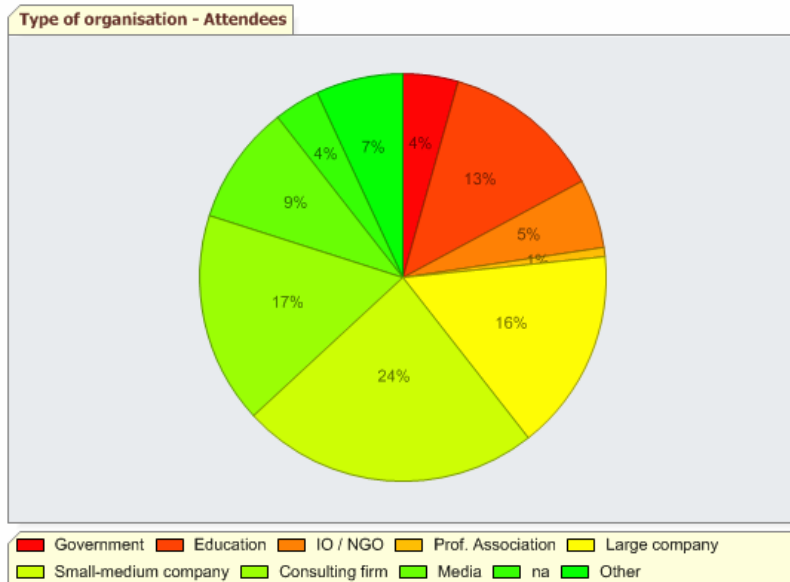
Three questions in the online survey asked simple demographic questions:

- What type of work do you do?
- What is the principle activity of your organisation?
- What is your country of residence?

In terms of work, the highest represented groups were IT services (including web) (18%), marketing/communications (16%) and consultants (13%).



For the activities of the organisation, small-medium companies (24%), large companies (16%) and consulting firms (17%) were the highest represented.



Respondents of the survey were asked to identify themselves by their country of residence. Of the 272 attendees that responded to the survey, 21 countries were represented with the highest representation from Switzerland (55% - 152 people), France (12% - 33 people) and United Kingdom (8% - 24 people).

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: Responses to open question of survey

1. Responses concerning the benefits of attending LIFT08:

- One of the most inspiring experiences ever.
- Great!
- One-of-a-kind conference
- A breath of fresh air
- I enjoyed the one conference on emerging technologies which I find to be very avantgarde
- transversal
- Laidback inspiring relaxation.
- interesting alternative view
- A great moment where I can discover new ideas, talk to people and think about my activities
- Exhilarating.
- Experienced new trends
- Bloody useful, fun and good for the soul!
- Energizing my brain while sharing with people the learnings of teh sessions
- A refreshing, almost overwhelming, shower of inputs and information
- An eye-opening, horizon-broadening, inspiring experience, with attendees that only have one thing in common: they are special.
- interesting to discover this world
- Three days of connections
- stimulating and fun
- tranquil and convivial
- Lift allows creativity and boldness, because it brings together creative and bold minds.
- Breadth taking
- Inspiring get together and a must attend in any conference year.
- Simply upLIFTing.
- boring
- it was enriching and insightful.
- A chance to meet with people who share similar interests but live in different universes.
- All i need to share, discuss, challenge, think, debrief, share, etc...
- A differentiated conference focusing more on forward looking thinking rather than current business.
- Open-minded and with a lot fresh ideas
- A jump into the actually not-so-cold water of innovations.
- great way of broading my vision and party with interesting people
- Three interesting, inspiring and very exhausting days.
- relaxing business
- falvor of the future
- uplifting :)
- Three days of fantastic program and amazing people. Thank you LIFT!
- great people, wide area of discussions, new international perspectives
- Air for my brain !
- It killed my brain for the next few month
- A very enriching experience that made me aware of a professional universe I dint know before and offered me to make personnal contacts of importance.
- Fun, useful networking.
- The lifting experience conference for web enthusiasts.
- Great but can be improved for more discussion in depth!
- A socially, intellectually and psychologically lifting experience.
- good opportunity to think and meet
- interesting

- LIFT is a great enabler - discussions and networking in a creative and relaxed atmosphere.
- refreshing
- LIFT was an event worth to attend
- here comes the business cavalry
- exciting, stimulating and simply wonderful.
- energizing
- Very good surprise.
- Awesome.
- Its the kind of European technoculture gig that makes one believe in European technoculture.
- A bowl of fresh air and inspiration.
- Refreshing encounter with talented and visionary people who probably represent the future of our society.
- LIFT allows you to connect to confirmed or emerging entrepreneurs and researchers and broadens your horizon on new subjects
- the informal discussions during the breaks
- It lifted me up.
- An evolutionary, cutting-edge coming together of visionaries, technologists and policy makers.
- you have to be there... fantastic
- Getting an overview of what is happening in the field with some inspirations of places to explore in the future and meeting new people that could help along the road.
- A rollercoaster of experiences and contacts that made me want to live!
- A return to my community that recharges my practice.
- exhilarating
- very good moment. back home with new ideas and very good contact
- A breath of fresh air
- Great networking experience
- LIFT was a collection of amazing brains, all willing to share.
- fun and inspiring
- Id just use one word: great!
- the best conference in Geneva
- information, contacts and discussions
- As if my eyelids were LIFted to see a new reality and wake-up.
- Lifting
- Got bigger, felt smaller.
- (refer to earlier comment about people living the subject of the conference)
- inspiring
- Very interesting insight on future trends in a relaxed and friendly atmosphere
- Enjoyable open ambient in a big space.
- Attending LIFT is like stepping out of the box for a few days and getting revitalized.
- Overwhelming, in a good way.
- Stimulating
- sweet & sour
- Absolutely inspiring and quality networking
- rich
- A rejuvenating and enriching experience during which the presented topics are dissected by many different people coming from many different backgrounds, a genuine breakthrough in the way conferences are organized.
- Refreshing
- Extremely enriching, interesting and fun.
- New and Great !
- Fabulous
- Stimulating
- opening to a new world fueled by great hopes
- LIFT was a great conference for meeting and sharing ideas with like-minded people.
- very good
- stimulating

- An inspiring set of speakers and ideas in a fantastic location.
- diluted - too little interesting stuff diluted to fit 3 days
- Learning through fun.
- Inspiring
- Rewarding, both on the human and technology level, it gives you a chance to step out of your normal life for a while
- flabbergasting
- It was encouraging!
- interesting
- A breath of fresh and inspiring air in company of interesting people.
- Some interesting talks not listened to by lots of people checking their email
- During three days, I was transferred to a parallel universe full of clever and passionate people with were open to all types of discussions.
- An excellent opportunity to get an update in leading-edge technologies.
- GREAT!
- upLIFTing
- meet great people
- I had a good time.
- A fantastic experience with great people in wonderful surroundings
- LIFT is friendly, unpretentious, stimulating, eye-opening.
- Mindblowing inspiration and connection
- refreshing
- Exciting, relaxing, challenging
- meeting new people, learning about techno future and gaining experience with my work
- "LIFT07: life-changing LIFT08: this year the experience was about ideas and tools - wonderful inspiration and pragmatic application"
- Excellent
- I could listen to some very interesting talks :)
- inspiring
- good times
- Creative people with good intentions talking about how to make the future a brighter place through technology.
- Lift let me understand in which direction new technologies are evolving.
- A 2 days conference gathering interesting open minded people from very different fields and regions
- discussing ideas, getting input, improve foresight and get a peek into the future
- Inspirational, refreshing and a little bit stressful, trying to accomplish, meet and absorb so much in such a short time.
- An intensive brainstorming event mixed together with refreshing discussions (or the other way around)
- Rejuvenating.
- Interesting, but is it worth 3 days away from the office ?
- two days of great people, serious food for thought, and a night of cheese-based real food.
- We came, we saw, and we had fun!
- a coffee like experience
- Eye-opening!
- I had a incredible 3 day creative boost with lots of interesting discussions, fresh inputs and some cheesy moments.
- one of the best conferences
- I am not alone!
- Finding the persons of interest in a geekish curious crowd was disturbing and great fun!
- a great place to meet mentors and peers in innovation
- Expectations Lifted.
- inspired by sufficient knowledge and thoughtful thinking
- Stimulating and useful.
- First day useless, good network

- Amazing.
- Mind blowing exchange and connection with incredibly open and friendly people
- Catch a glimpse of the future - and want to know more.
- great place to be inspired by people and thoughts
- Intellectually enriching time
- When it is good, it is very much good and I want it not to end. I just now I am thinking to come back next year again.
- LIFT enables us to get the most helpful insights from the folks who are willing to share their experiences.
- I came, ready to surround myself with open-minded thinkers and doers challenging the borders of the digital and physical world, and left even more enchanted than I expected.
- Expect the unexpected.
- That was surprising.
- got new insights and ideas
- food for the brain
- Busy, busy, busy
- a very good opportunity to test and think about technology
- back to the community
- See above: Exposure to a wide variety of subjects and people.
- Overall, inspiring because of the people, but the spirit could be amplified with more inspiring venue (eg PICNIC conference)
- Fantastic
- networking!
- Disappointed compared to two previous years.
- New experience to meet people and to get introduced
- Meeting with my tribe.
- A safari with intelligent minds.
- touch and go
- Interesting
- Lift was essential to providing some needed inspiration and a few good laughs.
- Lift08 was refreshing and giving me the feeling Im on the right track, but still with a lot of work to do :)
- great fun and inspirational
- no connection
- An exhilarating meeting of (different) minds
- An intellectual and emotional enlightenment that unlocked a secret door that I passed and now Im tracking new paths
- very interesting, with top speakers
- fun
- energizing
- just crying during Pierre Favre presentation (lots of emotion)
- Exhilarating and enlightening
- good
- excellent
- pleasant
- Fab.
- stimulating dive into a vivid community
- some very interesting speeches, some very poor
- rich
- Encouraging for the next one
- It was stimulating and useful at the same time.
- there were so much that I didnt have time for it all.. sounds negative..
- It gave me very good hints to follow
- I only need one word: inspiring!
- Differently rewarding.
- Three nice days in Geneva meeting some interesting people around a mashup event.

- It was just great.
- a great place to hear from great peoples!
- A good way of meeting people who are open to dialogue and debate and are keen to exchange ideas.
- Lift is a mind-opening, standard- practice-busting intelligence and innovation food for real-world application.
- It is thought enhancing and opportunity to share with persons with like interests allowing to broaden my personal and professional horizon.

2. Responses concerning the key factors (administration, programme, social events, etc.) of LIFT08:

- whole day no light in the venue makes really, really tired. pls change!
- communication from the organizer is rated poor because there was basically ZERO communication from the LiftPress dept. all information from pass should be much more proactive and not that basic as I felt it was.
- Being a first-timer who dont know a lot of people it was hard to break the ice and getting to know people. Maybe there should be some activities centered around getting to know people?
- Buffet was awful this year. WiFi connection was problematic, as always
- "yes the quality of the food and coffee breaks needs urgent improvement. have more choice in the catering, and more food! dont repeat the same menu 2 times. no offering for vegeterians. also - there was no secured cloak room. where do you expect travelling people to put their suitcase? And why should I have my coat available for anybody to steal? thats basics in hospitality."
- Lunches were disappointing
- The catering was awful! No water available! Low quality of food!
- "Lunch would probably be better if it was less fussy and it seemed that there wasnt enough for everyone. Also, not everyone drinks wine, so perhaps beer and wine on the drinks menu would have been a good idea."
- party is for young people - us old folks (41) who arent looking to get laid could use a space where we could talk ... :)
- the lunch was really poor..
- Not enough and cold food at lunch. Was better last year.
- I was annoyed by the number of conferences around products (ie sales pitches) as opposed to visions & ideas. As for the website, it was not always easy to find the info.
- the wi-fi sucked. next time a wired connection would be nice.
- wireless access was a problem.
- Food was poor.
- you guys had the best logos and design ever, love the shirt!
- Lunch food was pretty bad and not much of it!
- More social activities! More workshops! More and better food!
- Catering at the conference was not satisfactory and not what I would expect: I had to negotiate to get a third mixed-grill because the polenta was out ;-), food was cold and amount too little not to talk about the no-fork-thing (were you afraid of a knifing? ;-)) Exception of course was the fondue-event which I liked a lot and was a good occasion to socialize and make new contacts. Just told you because you asked. Everything else was great! Thanks a lot.
- the conference room was in general too dark. less fact presentations, more cutting edge research and opinions.
- The Internet connectivity at CICG was quite poor, especially during the sessions. I dont believe that the organizers were at fault here, but it might be good for the next event to either see with CICG what can be done about this or check out other possible congress centers in the region. After all, it is quite ironic that attendants cant access the Internet during a conference centered on the evolution of NICTs and especially of the Web, simply because they are too numerous for the electronic infrastructure of the building. It really made blogging on the spot difficult.
- Lunchtime food wasnt that good

- wifi was never working
- Wifi was a problem.
- Better Food (vegetarian options), no more fondue please!
- I was really impressed by the LIFT. Every day was better than the precedent. Really good organization. Thanks to the team.
- I cant stand sticky, portalish, time-consuming social networks no matter how cool the participants are
- Website is trendy but what about usability? Why page grey fonts on white background? Its elegant but hard to read. Navigation is a bit chaotic. User list is not offered alphabetically, etc. Could be better after 3 yrs.
- The main room is too dark; hard to see your keyboard or for taking notes;
- i missed the closing party :(
- The website could have been a little more intuitive. It also would have been nice to have more communications for LIFT08 from the organises. Beyond that, LIFT08 fired on all pistons for the above points.
- display problems on the website (i have a pc, and my companys network has a firewall)
- Site design could use some more thought around community functionality.
- As someone from the tech community on the west coast of USA, Seattle, I found many of the methods and presentations refreshing and wished that some were used more often in the USA.
- missing communication facilities on the website
- bad lunches
- Perhaps better wifi-Lan next time. I had big trouble connecting.
- Networking would be greatly eased if you could keyword search the participant list. Idea : tag cloud.
- cant easily find list of attendies, cant communicate with more than 3 people per hour (I wanted to contact all who was attending my workshop)
- the conection during the conferences was really low.
- As far as the quality of the program is concerned, Id like to see some more academics in the fields of sociology and philosophy to add an other perspective on new technologies and their social impact
- the conference hall was a bit dark and cold and not as sympathetic as the rest of the audience. the food was nice but not enough. also poor choice for vegetarians.
- Becoming a bit too big, so more difficult for relaxed networking (wednesdays cocktail, fondue)
- "I really liked LIFT and will come again!
- I liked the good structure. and the talks. However I have some minor sugeestions: A special discussion room would probably help to foster the interesting discussions. In the lobby it was hard to discuss. Also it would be great to have more discussions about talks and with the presenter. Maybe this could be done after a talk in another room. The presenter then could discuss with a smaller audience. I would sometimes have liked to discuss with the presenter on the topic, but it was hard to find them again in the venue."
- The food was really an issue. (nothing for vegetarian people, no more food when it was my turn to be served...). In that respect the poorest experience I have ever made in a conference.
- Could not attend the social activities :(
- The air conditioning and its draft at the CICG made me an my coworker sick...
- To help networking, maybe organise a musical chair dinner (between courses people are obliged to change place) or organise informal workshops around common interests in the evening ? Just an idea.
- la fondue netait pas excellente... ce netait pas une vrai fondue de suisse heh? !
- The few criticisms I have a very small in comparison to the excellence of the overall programme and organisation, and Im sure youre aware of them anyway.
- did not feel comfortable at closing party premices else all the rest was great
- so little food at lunch..and not nice. We need energy to follow such long days..
- The website should provide an interface similar to LinkedIn, so that networking could be done better before the event.
- the catering-service was pfui

- poor WIFI functionality in the venue when everyone is online...
- too little food. no vegetarian (potato?).
- Would it be possible to increase the possibilities for group discussion and workshops, for example after each speaker segment? The participants are so interesting as individuals and it would be great to extend the structure to use their expertise - and to increase connections between them.
- had trouble paying with the credit card form
- "i thought the program this year was a good way to understand and analyze the social/biz landscape around technology, though the single stream didnt offer as many opportunities for people to start random conversations with fellow attendees. ie - with 2 streams you could ask anyone what they saw and if it was something different share the ideas, etc. tom will also say this, but in retrospect, having pl complain about missing a talk (even though they are available online) is a REALLY good problem to have. :) also, the repeat of the pitches from venture night were unnecessary, and i could have lived without the product-pitches-as-main-talks. that being said, it was a wonderful program with some fascinating ideas and people."
- Wifi in CIGG was erratic at best!
- I could not go to the fondue, but I found the closing party a bit boring.
- Fondu and party were both very crowded... hard to connect with people, ended up with my own group a lot.
- I have appreciated some critical point of view in the programm.
- The program themes were excellent, I think some of the speakers let us down this year, I think there could have been additional good themes that could also have been explored, I am thinking that the tradeoff to go with one track had some consequences that a lot was depending on each speaker to be good and relevant to everyone.
- I think some parallel lecture / presentation tracks would be preferable, to give people a choice what to attend
- The lunches were not well adapted to the amount of people attending lift. Furthermore, it was not very inventive (same menu for two consecutive days...) and did not take allergies and/or vegetarian needs into account. Rather poor service. Change catering company!
- "I wish more pro and contra positions
- the food was poor
- The Venture Night was good
- Engaging the participants into the program is an excellent idea
- (voting, open space, workshops etc.)
- Tips for conference bloggers are excellent
- The LIFT Experience activities were excellent
- My Idea: Building a platform for an exchange with other conferences. Like LIFT and GEL (I could help you)"
- "Less is more - concerning channeling communication and attention:)"
- Possibilities to network were good but still can be further developed (e.g. difficulties to find people with same interest)
- please facilitate a means that people with similar interest can find each other (like e.g. co-creation) the site should be much better for searching in the people database
- LIFT website looks good but still a small part confusing to navigate - to many side bars and never knowing if I seen something already, or once seen something, how to intuitively find one way back to it.
- website design is great, but one can lost himself pretty fast, would be great to know where we are ;-)
- "1. It would be nice to have coffee at *all* breaks (wasnt it like that last year?)
- 2. Cheese fondue by itself is a bit heavy; how about replacing the cornichons and onions with a salad?"
- Web site is a bit too complex - not easy to find your way around. Ditto for sign up /registration process (esp difference between ticket purchase and registration)
- I would appreciate a conference a little more academic oriented.
- did not attend party or fondue

- 2nd day of the program was sub-par. Too many irrelevant heres what we do at our company talks. Also, please go easy on the mobile telephony presentations next time.
- Laurant, that was a really fantastic event that you and the team put together. thanks so much, jess w
- The first day of the conference program was a little off the quality I experienced in 07 and in the rest of 08...Too much reading from paper.
- bad connection
- not enough to eat at lunch - not present at at social activities (will be next year :-))
- too much going on ,on the website - want to be able to skim more quickly, better navigation and less trendy tech approach
- website could be a little less cluttered and more user-friendly. It looks great but still needs some work on functionality (redundancies, etc)
- Un site web officiel peut-?tre un peu trop complexe/techno.
- Did not feel comfortable at closing party venue, else everything excellent
- "Thank you!!
- it was a fantastic experience!
- The program was excellent, but as a small comment, it would have been nice to have also some inputs highly critical on technology: it may have provoked a nice dialogue with some of your speakers presentations..."
- Would it make sense to include 1 or 2 more speakers who creatively use new technologies in context of sustainable development initiatives.
- it was great to have the fondue in one place this year, but the fondue itself wasnt nearly as good (sadly).

3. Responses concerning the format of LIFT08:

- Improve Venture Night (after the presentations were given something should have happened). Invite artists on stage to discuss LIFT issues.
- I did not like presentations from sponsors like cocoment or watt watt. It makes LIFT seems like a commercial caricature. Thumb down
- venture night was unnecessary - and why two ventures that are closely associated with lift? (cocoment, mixin)
- Concerning the discussions: why not structuring a bit more? f.i. with agoras spaces where the speaker attend just after the break , where participants knows they may ask further questions or continue the discussions...
- LIFT experience has to be more focused with a clear goal in mind, such as the completion of a full product, relevant to the audience, presented at the wrap-up. Otherwise its only cosmetics
- please let attendants ask questions...
- Workshops need to be better described and their titles better defined. Numbers should perhaps also be kept down. The Venture night was a great success (well structured and timed)!
- Discussions were barely possible, due to loudness of venue!
- Would have loved to be able to get my photo-portrait also the second day :-(I vote for a two-day photo-booth!
- It was a bit a shame that about 10 different workshops took place at the same time on Wednesday morning and afternoon. It meant that you could attend only 2 that day. On the other hand, since they were lasting more than 2 hours, it was quite a favorable format for in-depth discussions. I dont know how possible it would be to find an in-between solution, with shorter workshops so that people could attend more than 2 in the same day. Maybe make each workshop only 90 minutes long instead of 150 and allow people to participate in 4 per days instead of just 2. This way, it should still be possible to have good presentations (45min) and discussions (45min).
- openstage favours subjects presented by people with strong networks. in effect quality is secondary to social skills

- The official discussions didnt add any benefit compared to the informal discussions taking place in random groups? The informal atmosphere is great, but perhaps it would be possible to capture the discussions (transcript or protocoll?) and feed the ideas back to the larger audience?
- LIFT experience (artistic installations) > anecdotic
- The first day, maybe it should be better with smaller groups (I was in the 75 people group) and more discussions during the event
- The dancing girl needed her own space (not in the walkway). I thought it was inevitable that she was going to bump into someone and spill their coffee. Maybe someplace else for any future dancing girls?
- Maybe the workshops ought to follow the presentations, so you have some notion of what you are getting into
- Love the installations, they are a bit of fresh air.
- LIFTs incorporation of artistic elements into the program is a key part of the experience. But I did have the sense that this year there were a few too many. keep the photos and the open book! :-) AND: Cristiana and team are **amazing**
- the artistic installations really make a difference to other conferences!
- Experience could be presented better.(lighting etc) Discussions could have a better space for sound and feeling. Workshops could be shorter. Maybe some network speeddates on interests filled in on website on 1st day. Maybe some more rhythm changes in program by compressing some more small presentations/open stages closely together. Some small bursts of ideas on different subjects.
- Lack of Q&A was sorely missed and the conversation was a poor replacement.
- I appreciate the openness of ideas expressed in many of the presentations but I found some of them to be for the sake of drama and grandstanding. Perhaps there should be a slight more editorial in involvement in the presentations so that they are more grounded in fact than just to be over the top.
- list experience is not visible enough. for example, I missed fontself ;-(
- "Venture night was very disappointing:
- companies not seeking for money
- Cocoment being destroyed by the panel who had chosen him
- too long"
- the short format for openstage worked very well
- There were some great presentations, but what I cant stand are the presentations that are more about ego trip and advertising than intellectual stimulation...
- the decision to go single-track made a bigger conference feel smaller - a good move.
- Of the two workshops attended the first, Creating Utopia Workshop was poor. The faciliator was unable to create an action learning space which unfortunately appeared to be her inability to balance the self-development psychotherapeutic gain of her self/ego and that of the group. I particularly put part of the failure down to poor arrangement of the space by her retaining rows of desk and a lecturer-student space as opposed to an open circle that invites group participation.
- the workshops didnt work. too many people, too shy, to disperse. nobody knew anybody and no results came out. better to have workshops at the end of the conference or not at all and replace them with a lot of short presentations. have shorter main talks and more small and open stage presentations. like the conference interesting by russel davies. google it, it was amazing and in some points better than LIFT.
- Venture Night a bit too formal, lacking relaxed atmosphere from cocktail at a bar previous years. But interest of the presentations VERY good!
- My comment about discussion is one page earlier. A seperate room would be great for those discussions.
- Need an option n/a for questions that one cannot answer (please note poor = did not attend in this case)
- Always the same song playing during the breaks ;) Even though it was cool, a couple others wouldnt have hurt either ;)
- workshops should be limited in number of attendees

- I did not attend the pre-conference workshops.
- Discussions were difficult due to background noise - maybe some screens or baffle boards. Nice that people could come and go during the conversation, if a bit disconcerting for the discussion facilitator. I liked this idea, though.
- Workshops uneven, from satisfactory to very excellent
- speakers were of very varying quality. Some excellent, some not so great!
- Workshops were extremely interesting and useful. Even better at making contacts than anything else. Would be cool to have shorter workshops but more of them. You get to know the people much better in a hands on fashion.
- Dont see the point of the artistic installations...would very much prefer themes and discussions.
- The discussions during the breaks should be more open and obvious. I had trouble finding whats happening where?
- Took a while to get to know what was going on, so missed some opportunities due to lack of time. Could do with better promotion perhaps
- There should be a time for some questions after the presentation. This is a key dimension to have a good understanding of the subject.
- wifi not working too much
- The space and time for discussions is my main critique. Especially the space was sub standard
- As you know already, the discussion areas were a bit too noisy.
- Workshops could be shorter. 4 in one day would be good. Talks - some were a bit unrehearsed/overinformative. A focus on 3 takeaways (some talk mentoring before the show) might help. Didnt get enough time to see the installations.
- Presentations were mixed, some good, some unwanted like main stage talks from cocoment and the other venture night CEO. Keep the corporate pitches on the venture night please! The venture night itself was a great and appreciated format for that but we dont want it on the mainstage - which should be about ideas not about marketing a speakers company.
- I think Q&A, even 5-10 minutes, for each presentation, would have added a positive dynamic. Openstage discussions, as at LIFT07, varied greatly in quality. Could you coach openstage speakers a bit more, or at least review their presentations? I found the LIFT experience pieces easier to get into than LIFT07.
- one-track program is great. venture night was good but lacked moderation. discussions not sufficiently announced at the end of the speeches.
- unfortunately, for me the LIFTexperience was disappointing: I saw failed good intention, money, thus I experienced not much. this EXCLUDES the graphic artwork (posters etc) that was great!!
- no interest for the artistic installations
- In current, some presenters need learning how to engage the audience and to offer a viewpoint that is useful to the audience - know your audience. Sterling was sometimes a little funny, but also annoying, but not right for one keynote address speech (a LIFT cabaret night to recommend to you?), Bollinger to long and to boring (although information was OK). Cabiria was great but speech was to short - I knew he had more to offer and he was interesting to watch (a few more like him would be great). You get my point. In the total, the presentations were many times inconsistent. Also, why so many people so far back? No longer intimate.
- Venture night, why select co-comments for the second time and kill them on scene? I Also, other startups where very interesting, but was not seeking help or money, so why where they there? Overall, that was a satisfactory event. The place was perfect indeed.
- More workshops for interaction and exchanges with other visitors
- Music was nice but got onto my nerves by the end of the event.
- It was a shame the photographer was only interested in speakers. you could have made a business taking photos of participannts (on the Friday) may be to sell or even for your own records.
- "Presentations lacking due to paper reading. Dull and weird, why would an interesting speaker have to read his story from paper..."
- Discussions where on a location that where to noisy. But I love the idea!"

- I loved LIFT experience, more comments on it later
- Openstage was a mix of the wonderful - Scottish teacher - and the inappropriate - Stephanie Booths sales pitch. Reaction ranged from wow to hmm, mediocre to irritation: should be more even. Lift experience funky but drags down the rest of Lift, not the same level.
- "presentation were not as good and well prepared as the venture night ones (clear and concise) - the visibility of the artistic installation were not good enough (too much hidden)"
- I like the direction LIFT is going from year-to-year. Stay focused on the human-technology elements rather than the technology-human elements and things will really zoom.
- Les installations artistiques me semblaient programmées au mauvais moments et mauvais endroits (les breaks étaient des moments courts que je consacrais exclusivement au networking)
- I believe the idea of the discussions was okay, but I'm not sure if it was well thought out in terms of where the discussions should take place. The venue hall was too noisy to hold discussions. Also, at least with the discussion I attended, the topic seemed to shift. I attended the discussion concerning blending academia and social media, but the facilitators turned it into we want to start an institute and we need your ideas. It was clear from the attendees that we thought the discussion topic was something else and we kept trying to steer the session in that direction, but the facilitators kept bringing it back to their topic.
- in fact there was a sigma from satisfactory to excellent
- It's a no smoking venue, that's for the WIN!
- The number of attendees/ pre-registration for the pre-conference workshops need to be managed by the Lift team. The topics are very good, but when more than 40 people are registered (80+ for both that I was interested in), the workshops cannot be successful due to the size; the sessions should close registration after the max is met.

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

- Possibly slightly more technical and practical results on some of the research presented.
- Talks about the future
- keep it as it is!
- research results
- more room for socialization. some playful activity
- Workgroups.
- More breaks
- Anything that gives impulses and helps me to see where we're going.
- more interaction
- diverse content, mind expansion
- Best practices, cases, real & applicable concepts
- I'd like to say more of everything - but in reality, I think 2(3) days is all I could take in...
- Questions by the audience. Also a bar at every night that is appointed official LIFT bar to be able to meet more people.
- more practical use / cases of emerging technologies
- a clear link to applicable, useful, down to earth theories that one can apply in his daily life. More human benefit projects, more concrete design. More business-oriented thinking. Back to a broad vision of tech. and its benefits
- questions - more international CEOs
- Shows
- People who give a creative slant to technology (and not just digitally)
- Focused discussion groups
- I like the keynote set up, but I would suggest that you do follow presentations with a Q&A by a strong moderator.
- venture capital related topics
- perhaps more social events.
- More participants from China, India, the developing world.

- Please keep the same format and size. This is important. Small allows you to keep that fruitful atmosphere. We need more visionary people able to rock our minds.
- A place to organize activities during the weekend with people you met.
- "Follow the path of linking research, business and entrepreneurship. Oh, and I'd like to see more to eat. Lunch simply left me hungry."
- booths
- more in-depth discussions. more and better presented lift experience.
- ">education issues in other countries, poor countries
- >how technologies make peoples lives better, comfortable
- >can technology be affordable? how?? for who?
- >how to maintain an useful online communities alive, like think tanks or like LIFT.
- >how small companies, talented groups associations of high skills brains can survive to ever increasing globalization, formatted tools, formatted methods?
- >if privacy isnt an issue, so how unique can an individual still be in his her digital life?"
- on the topic of innovation
- More future trends, more on business models
- Workshops and discussions. Q&A after each presentation. More interactivity.
- enterprise oriented
- More polarized contribution in the sense of extreme thinking. I missed somehow the critical view on the subjects and controversy. Not one speaker was talking about risks for example in social communities aso. Also the form of presentation could be more diverse: Why always bringing Powerpoint presentations? I liked a lot Paul Barnett who illustrated his intentions and speech with his whole body and gestures. Another thing could be short movies etc. Here I refer to the GEL (good experience life) conferences that are more like this. Just a thought ;-)
- Everyone has a computer so let participate people a web 2.0 way
- More talks related to concrete experiences within the corporate world and applicable info to day-to-day business.
- Time for networking breaks.
- "Show more opportunities for entrepreneurs and specific networking sessions.
- Some questions should always be allowed after a speech."
- "topics like: Design driven Innovation, education in design, innovation and creativity.etc
- and anthropologists and ethnologists will be involved"
- Workshops and discussions where the participants can directly interact with the guests. Critical and nuanced views of the social implications of technologies, without falling in doom-like or catastrophist rhetoric.
- time. one more day
- The topical mix (Online environments, User experience, etc.) is just fine!
- "i dont know if more is the correct answer, but more themes, why not. One more day? Better coffee !"
- "good speakers good examples
- various things
- +
- LIFT Club"
- more participatory, more students - more development projects
- Workshops
- Better, more talks.
- "More discussions..."
- More traductions..."
- Food at lunch.
- Things I have absolutely never heard of before but which are obviously important
- "The after lift trip to the CERN was a great idea. Might be a nice thing to organise a real trip to somewhere in relation to the Lift concept on saturday.
- The unique track was a good experience. I dont know which one felt better but it would be nice to alternate the two systems (one conference track vs. two conference tracks).
- More wifi and more food. Of course!"
- More web owners at companies or organizations.

- more women on stage!!!
- In depth conferences
- a bit more on social applications
- Openstage, add technology camps (open discussion with the opportunity to show examples).
- open public discussion
- More views and ideas on different subjects that maybe border with tech and humanity. What can we learn from architecture/brain research/nature/social sciences/different continents. It was present now but maybe it can be more diverse. Show us the crazy stuff. :)
- Tighter focus on connecting a global community to world-changing ideas
- More of everything in more detail :)
- new stuff, new people, inaccessible person, people that make us dream
- as a sponsor I would expect to have more visibility
- Err.. better wifi? (joking) More design talks and maybe questions after the talks
- Openstage
- Slightly more powerful web site (although this one is super already)
- import/export of contacts=buddies (to/from Outlook, Facebook, gmail, etc.)
- more technology"
- People talking about their experience linked to previous Lift experience.
- strong presentations.
- maybe the desing point of vue (confronting to the marketing point of vue)
- a red thread across all presentations
- Id like to see people from the fields of sociology and philosophy and not only anthropologists. If needed, I can provide you with some references
- Real, hard technology!
- Panel discussions might open up crowd debate and interaction.
- more short presentations, even more diversity, more topics, more humor. I think I didnt laugh enough in these days. we need MORE funny presentations and stuff to relax. physical activities. not just sitting.
- Questions to the speakers. Questionning about future (by the speakers)
- Discussions
- this year seemed more focused in the speakers and being in one room. bravo. more concentrated effect
- Breaks (honestly -- theres too much to take in)
- Presentations on the impact of technology on society, like antropology studies
- more design & art stuff
- Wi-Fi :)
- post presentation questions
- cutting-edge product demos
- Open Stage
- The Search Engine (msn, google, yahoo)
- I think you have it about right.
- More new interesting facts and studies
- the same
- Women.
- good talks from diverse backgrounds, continue good work with renowned speaker, offer open space talks in the current format, move company presentations to specific slot such as venture night
- specific workshops, more indepth content.
- "More workshops.
- More discussions."
- examples of pionners > companies integrating techno / collaboration into their process; more concret stuff like cabiria, warwick; more decoding > why are we reluctant to change, how to influence it; more creativity ateliers
- "- One of the tracks could be education focuseed. Key speakers may include some real good motivators. Would love to see Bill Gates, Steve Jobs or the Intel CEO."

- workshops
- More on the influence of machine on human interaction and life
- more networking possibilities, putting people with common interests together, so that people can more easily interact, more food for lunch
- "Conferences about
- that explains the help of computer games in modern healing"
- I would like to see more professional and strong women presenting at LIFT. Women were sorely underrepresented at the conference and I find this disappointing.
- Web navigation techniques
- Case studies, translation of new technologies in companies and every day life
- Talks from people who were doing leading edge, interesting work
- Again: give 5 for 3 questions at the end of the presentation which would get a chance to either challenge the person who presented or to go much more deeper on a specific field. Of course, some will be frustrated but we saw it with Kevin Warwick, the questions give us much insights on what he thought.
- The programme as a whole ist OK.
- post lift activities too
- Some of the discussions though interesting were not really fitting for the kind of conference lift is perceived to be
- Openstage sessions
- The same.
- "workshops
- parties (own lift party)
- different speaker tracks"
- interactive events involving participants
- HCI demonstrations and artistic installations, panels, humour, women
- more integration of artistic points of view on technologies
- more LIFT experience and explanations about them, more talks, and more food ;)
- keep the same mix of researchers, entrepreneurs, artists, designers and activists
- free booze, crazyness, WiFi that works
- I would like to see more hands-on workshops where you build or design something. Maybe more artistic and creativity workshops??
- More people who try to think about the influence of technologies on the society
 - business related speeches instead and psychology and anthropology aspects
- Interactions between topics of sustainable development and the Lift- core topics
- "More streams! I think the single stream was not a great idea. More streams with content would have been better: more ideas, less risk of being stuck in a presentation where you are not learning anything. And what about the complaints people have about deciding or wishing they could be two places at once? As a conference organizer this is the best complaint you could ask for. Different streams means people get up and move around, more interactions, they have to talk about and retell presentations to each other - more interactions and more synthesis and connections made. And the videos are always online for anything people missed.
- Also more international attendees.
- more artists and hackers on the stage"
- discussions
- "More integration of LIFT experience with presentations. More collaboration between LIFT experience artists and the conference presenters. Of all the potential themes in common, I was surprised to see no apparent links between the speaking programme and the artistic programme. Theres a huge opportunity there that the organisers missed.
- Also, LIFT could benefit from more music, preferably live. Its hard for me to go three days with all verbal and visual without some music."
- Insights from academics and experience from start-up entrepreneurs
- more cutting-edge tech, design
- Even more interactivity
- Organised brainstorming in small groups

- Mieke Gerritzen
- emerging tech.
- "I wish more pro and contra positions
- Relevant input about technology and society
- between the speeches short music-sessions, art performances or other interventions"
- "focus.
- daringness.
- editorial influence.
- q/a
- art taken seriously."
- Venture presentations
- More short open stage presentations, more stories of how technology has actually changed things
- more participation , more interaction
- Opportunity to ask questions after presentations
- GOOD speakers with IT and business background
- "Less Bruce Sterling.
- More anthropologists, as this is the field where technology can benefit the most. And us as developers."
- More original ideas, research findings, insights.
- Institutionalized Networking (e.g. link to existing XING or Linked In pages)
- opportunity to find people with the same interests
- Out of the box thinking
- Cabiria showed how much good can be said in a little time. Maybe less time for speeches to force speakers to get to the point. We get tired listening after a time. Then, have salons for speakers to get more intense with interested few. I was funny earlier when I said Sterling should do LIFT cabaret, but now I think maybe this is a good idea. LIFT people have many artistic skills that are also technology, social helping and with satire. A cabaret night?
- more about the WEB future and technologies more practical issues
- artistic installation, presentations on cultura/social aspect
- More interesting things, not numbers of Skyrocks users ...
- Possibility to discuss with main orators in open discussions during the break. Some are just gone out after presentations.
- "handouts of the presentations.
- More Practical problem-solving experience-reports while realizing projects"
- Parallel tracks but with same level of speakers. Please dont trade quality for quantity.
- installations/booths of participants work who do not go on stage.
- perfect
- Coffee ;-)
- Great, inspiring speakers and topics
- Maybe one could think how to create a way to continuously introduce new people to each other. The workshops are great for meeting a few people, something like this during the conference would be great as well.
- academic presentations.
- more trends in technology, human factors and effects on our physical world
- Workshops
- Broad, challenging topics. Voices from technologys avant -garde. (Like we heard on the first day of the conference this year.)
- The program is full. Dont try and cram any more in. You might want to plan the workshops a bit better - Have 2 sessions of 90 minutes each. My session (youth) started to drag after 90 minutes and it was clear they were filling time.
- more content, more round tables, more room for criticism towards ICTs
- Better rooms for discussions.
- audience interaction
- more of everything:)
- more interaction with the presentation

- More open stage
- ? I appreciated the mix
- nothing special,
- Content
- high quality dynamic speakers
- incredible guys like these ones <http://www.ted.com/index.php/talks/view/id/144>
- technologists surprise
- Plus de speak en francais. Plus de conferenciers d'autres continents (Aie, Afrique et surtout Europe de lest).
- More explanations as to why things are. For example, the Not So Empty Book could have been a great project, but I dont think its purpose got across to the audience.
- the same and different
- social scientists
- "creation but not artistic school"
- No questions at the end of sessions was a shame. Need to find a better compromise between no questions and too many.
- Concrete hints for concrete work-problems. More about Usability. More project-reports. Bring more examples on concrete projects. And the leanings out of it. Moor useful tools for the daily work.
- interactiondesign and creative field studies (like Nokia) - and also all the new stuff =)
- New Innovation model (Business & Technologies)
- "more critical perspectives on technology.
- would be a nice combination with a lot of the ones presented..."
- more time to connect with people during the conference
- Lift07 skimmed over technology and ethics. Id like to see more of that. Ethical perspectives are interesting in the context of technology and sustainable development challenges.
- Games!
- Thorough presentations
- Networking
- I would like to see more opinion of people from other area (especially philosophy)
- even more communal areas where you can sit and where it is easy to meet people

5. Responses concerning what attendees would like *less of* at LIFT conferences:

- Nothing in particular, the program in my opinion was very interesting as a whole.
- Talks about the past
- darkness in the venue
- corporate presentations
- less screens in the conference room; at some point it seemed a campus party
- Reading from manuscripts when presenting.
- Less talks
- Propaganda speeches about products or brands.
- bad food
- robert scoble
- Blabla, philosophical entertainments...
- Less pitches. I come for inspiration: not products.
- agencies with theoretical solutions
- Less academical theories.
- Space
- Sales pitches
- Opn stage. no more open stage!
- sociological trends
- Corporates that come to sell their stuff.
- Not too much commercial presentation

- Self-reflective presentations. Ok, there was only one so that's actually no problem :-)
- space, the venue was too big
- gaming stuff
- Less shallow stuff like some of the open stage on Friday
- Simply presentation after presentation without Q&As. Make the conference room lighter! Daylight would be awesome!
- hm, cannot say. actually the mix was good ;-) of course I was not interested in everything and some stuff was boring but still, balanced.
- Bad workshops
- Just a bit less of specialised and theoretical talks applicable to the specialists only
- No such a really tight schedule.
- nope
- Worshiping of technologies as the products of a deus ex machina that will save us all. This absolute faith in the omnipotence of technology makes it almost impossible to actually look both at the down-to-earth and symbolical aspects of its appropriation by social actors, which is a real shame for a conference that boasts a will to investigate these issues. It also makes us gloss over the other implications, such as environmental or socio-political responsibilities.
- Presentations that include promoting a particular product or commercial service (Skyrock?, IC Agency).
- ?
- selling products
- less salespitches - less backpadding
- pitch presentations
- only more not less
- Late starts to sessions.
- Long tram rides
- uh...
- Less vendors. Ensure your conference does not become an ordinary venue for vendor salespitches. We have that outside LIFT.
- no pitches on stage!
- Short generalistic introductions to a given topic
- ?
- gloss...
- Less of the now and known. I want to be more inspired, less informed. Found the Environment track the least inspiring. (was more informing)
- Less content oriented towards a domestic commercial audience.
- uncertain
- lift background sound that drove me crazy during the brake
- Dunno. Nothing.
- Less focused talks, e.g. futurists
- "- useless or pointless presentations (where, after the presentation, you ask yourself what did (s)he say??)
- maybe focus a bit more on technology and less on design, games, etc."
- Less political talks...
- weak presentations.
- marketing vs user
- Presentations that are more about advertising than intellectual stimulation (I already wrote that, but anyway...)
- Fuzzy concepts!
- Whilst understanding that sugar is a good way to energise a conference giving fruit as an option over cake at the coffee break would be healthier.
- workshops, wifi.
- coComment
- all was fine.
- Speakers reading notes.

- presentations on how to presentations that dont fit within the above mentioned theme like start your own company (with or without friends) or very general presentations on topics that are wellknown to tech-savy professionals like the rise of online advertising
- less techie stuff
- The food at lunch :)
- irrelevant talks (i dont care about nespresso capsules and sarkozy here)
- N/A
- Commercial talks by Nespresso or the Conversion talk
- no idea
- Less personal life theories I think life is....
- long delays for connexion to web
- Businessmen.
- less company pitches during the main program
- less hi-level presentations
- Less long stretches of speeches without audience interaction.
- no oldies - cocoment, CERN; no commercial - holistis, nokia; no art useless stuff - woman dancing, drawings..
- Nothing I can think of as its good the way it is now. However, I expect it to get better every year.
- dont know
- Less machine
- Show promotion : Going solo!
- I would prefer to not have any random type presentations...there were some people on stage that I had to ask myself, What are they talking about? I would rather not have to sit through these peoples haphazard commentaries.
- mobile phones
- ?
- Talks from people about other people who were doing leading edge, interesting work
- Unfortunatley some presentations did not have a clear point, especially for the open-stage. But I believe this is part of the Lift atmosphere. You can maybe offer some coaching (being in front of 700 people is not business as usual for everyone...)
- A better caterer (including knives!) at the CICG... but I didnt come for that.
- less sales pitches (last afternoon was half full of them)
- presentations based on facts, statistics, not a real analyse or a n occasion to think about it
- Product pitches such as Zong
- I think you have it right!
- less darkened speaker hall
- blogging about the conference instead of engaging with people who are here
- People with suit and ties, paper stuff.
- geek program
- strictly commercially slanted discussions. exceedingly difficult since, to some degree, business is the reason we are able to do what we do, but i think the main reason LIFT is unique. theres a middle ground between the two, and neither can be ignored completely... depends on the speaker more than anything.
- less talks without slides
- Food at lunch do not need to be that fancy
- Talks about platforms. Its cool that people develop them but they are often too dry/advertising like...
- Presentation of gadgets or projects like games
- single speeches without moderation and Q&A
- Simple company presentations (Pierre Bellanger...). Im interested in ideas and concepts, not in how many clicks a certain website has generated...
- Less corporate marketing pitches on the main stage.
- keep it as much as you can non-commercial
- Friday night party seemed targeted at students and young 20s. I couldnt hear my colleagues and didnt feel like dancing. Something more chilled, less night club.

- Artistic presentations & stories about Sarkozy and his wife
- cocomment
- Less middle-of-the-road business-style presentations
- LIFT-song... that little looping jingle in the conference room during the breaks was getting on everyone's nerves!
- ZONG
- blogging, twittering, ubiquity for ubiquity's sake,
- artistic show
- less talk, do more
- One or two presentations presented as new/topical material that was well-known.
- Bad speakers and philosophie
- Even less Bruce Sterling. He sucks. Next time he better make a talk that has nothing to do with Sarkozy. As an American he cannot understand that we don't give a damn.
- Speeches and discussions about companies / products / services.
- Esoteric speeches
- untalented speakers
- Predictable presentations
- boring, long speeches that are commercials for speaker or speaker company. Talk to me and not at me. Something that makes me say in my mind that I can create with this thing you talk about. I am in social networks, so Cabiria did this exactly but Bollinger did not. When you talk to me, you must show passion or else you are just saying words.
- less abstract presentations
- Open staggers with no speaking experience...
- Less cold in the main room.
- Less science fictions and wishful visions
- participants. keep it small for making the breakout sessions/informal discussions more fruitful.
- perfect
- Hm. Nothing comes to mind.
- Less boring speakers (even if the topics are interesting)
- "presentations of companies who present their service, but they don't make any effort to compare with the alternatives. kind-of state of the art should be mandatory."
- product / technology explanations.
- Nokia et al. Mobile is of marginal interest to many these days, even with introduction of the iPhone.
- Not sure the LIFT song worked. You have great speakers but truly terrible singers :-)
- Readings from paper.
- Scoble
- nothing
- Long keynote type talks
- companies fishing for information focused on their own development rather than community sharing
- blather from minor speakers looking for a platform
- less strange music like the one we could hear between the conferences
- Didn't like the huge auditorium - lost intimacy with audience. I understand the challenges of simultaneous tracks, but the value of choice adds to the conference - think smaller rooms and more presentations - there is a lot of talent out there - let's bring in as much as can be afforded.
- Moins de speak english only. Moins d'installations artistiques dans le scouloirs. Faire monter les performers sur scene peut etre a Leur reserver 20 minutes pour eux.
- Less nebulous type speakers. I can't remember the name of the woman from Denmark (at least I think she was from Denmark), but her topic was something to do with art. I had no idea what she was talking about and the people I spoke with after didn't either. The speeches should have a main point that the person is trying to get across.
- no idea
- naive technology enthusiasts
- antropologist and less commentators and more actors

- Presentations ending without at least one sentence about learnings and conclusions.
- less... That stuff starts at 9 =)
- Apart from the above mentioned suggestion, the mix of activities and topics seem to be just about right.
- Self-branding
- nothing

6. Comments on how people thought they had an influence or input into LIFT08:

- tie between workshops and openstage
- I believe that the LIFT experience would have gained from being well introduced on stage, repeatedly, on both days. Whilst the presence and mingling of the artistic component was fundamental, it sometimes appeared peripheral.
- skip open stage. it brings down the quality of the conference program.
- More of all of the above (participation)! Yet, in a more limited context (amount of participants in workshops).
- need more structured and organised activities for discussions and each workshop should not include to many participants
- Im not sure I understand the question properly. Do you mean to ask us which of the secondary (not main) events gave the participants an opportunity to interact with the selected speakers and how this impacted the evolution of the preset content during discussions? If thats right, then, please, take my above response into account. Otherwise, I guess I should have answered I dont know everywhere, because I have misunderstood the question.
- name tags only had the name. more info would have helped networking
- I think all of them where extremely important
- I had higher hopes for Venture Night.
- Theres no such thing as a conference run by democratic plebiscites; theyve gotta be curated by somebody who knows more than the crowd does
- I feel the greatest influence on input I had wat the voting on openstage before the venue.
- I dont think the discussions worked; it was difficult to hear. definitely keep Openstage, it provided a good addition to the program.
- "Openstage should be followed by organized discussion in the break.
- What if workshops actually happen after LIFT?"
- all of those features were very important. dont leave any out next year!
- The open spots in the program where really an addition. I think they were a great beginning to be refined/evolved next year. (more open stages compressed as a fast inspiration track, shorter workshops and better situated discussions and thus maybe a speeddate system)
- open stage were spotty quality, but I love them
- I would push the workshop/discussions concept even more by allowed micro-interest-groups to form on the web site (and just meet informally at the breaks)
- I appreciate the effort to give participants the opportunity to be more than participants
- I dont thing democracy works with conferencing. it will always be a mass phenomenon: the person who has many votes, will get many votes. boring. as in real life with money... have the actual status of votes hidden or simply dont vote at all. curators also dont have the people decide what art is hanging on the wall. its a bit trendy to have everybody decide. exception: openstage. but again, hide votes.
- A major highlight of Lift is how easy it is to discuss with the speakers and others participants
- Maybe like the Lift experience, some openstager could have their own table or posters about their topic.
- During LIFT 08 I was working for the TSR so I can only respond concerning what happened during my free time and on the DIY Speaker webcam which I was hosting!
- Excellent ideas, especially alongside the blog.
- I would like to see less commercial presentations during the main program (e.g. Cocoments talk was kind out of place and too much like a pitch)

- it would be good to mix the different forms more - e.g. have 2 hours of presentations, then break for workshops..
- Maybe choice of ventures for venture night could be combined between participant voting and panel voting.
- Poor content of workshops except one
- "Venture Night was helpful too but would have been better if strictly not marketing focussed.
- Open Stage talks were good but I didnt have a clue of how to vote for the talks on the web-site."
- The right mix of technological presentations as well as social ones is the Lift recipe. I hope you keep on this way with more great presentations.
- more openstage next year
- As mentioned earlier, I would love a format that encourages more exchange through workshops, group projects, discussion following presentations. etc.
- Even two days would be fine for workshop. Or even one day tutorials.
- I honestly didnt have time to engage in this part of the program - or didnt make time as I was a first year attendee. Perhaps a primer/intro to this feature would have been good for me?
- the some above is due to open stage, discussions and venture night: all great ideas implemented just by half. i wasnt in the workshops so i dont know about that.
- "some editorial influence might have helped the openstage, workshops too early in the conference, too big and almost conventional.
- discussions-unfortunately
- haven't seen one, I needed the breaks.."
- All of them really. Depends on the people taking part.
- Discussions good and workshops good to. Maybe formal speakers salons so we dont have to look for a speaker
- did not attend workshops or venture night.
- It was a pity the venture night had no conclusion - who won? Why not at least ask the panel which pitch they thought was the best and also the audience. The time you spent on rehearsal was well spent - for the most part the pitches were much better as a result.
- Open stage could be bound to a pecha kucha format, 20 slides and 20 seconds. Would be awesome.
- do a smaller flyer for the conference so you can put it in your badge-plastic
- Openstage gave too big a stage, captive audience to speakers who would have been better with small crowds interested in them
- "let these two guys come to the next lift conference
- johnatan harris and sep kamvar <http://www.ted.com/index.php/talks/view/id/144>"
- keep the workshops and open-stage. You never know what gems will be uncovered. Discussion session are a great addition and need to become a permanent part of LIFT.
- Jaimerais un peu de francais sometimes dans les conf ou une traduction simultanee. Jai souvent decroche car mauvaise comprehension du speaker.
- workshops gave input for discussions
- If the workshops would have been on Thursday or Friday, it would have been easier for me to participate. After a day of presentations and events I already met some people. This way it is easier to discuss what you have heard and seen so far. You are more into the topic.
- I did not attend any discussions and the venture night
- the interaction of all of the above including the main conference gives Lifters the opportunity and power to influence what happens at the Conference. The workshops give the organisers an idea of what pleases most in terms of subject matter. However it is necessary for the organisers to come up with novelties to stimulate further thought & discussions. A good summary wrap up at the end of the conference is very helpful as a starting point for further reflection. Daniel Kaplan did a fantastic job of this at LIFT07.
- During Lift07 I felt there was more interaction BECAUSE of the two track programme. I appreciate all of the opportunities to contribute, but having one larger venue made Lift08 feel more like a large lecture hall experience even during the presentations (where as last year, smaller groups also incited more conversations in the halls, at coffee, etc.)

7. Any new business from LIFT08?:

- Not applicable
- Did not seek new business
- No (t yet)
- Well see ...
- yes
- Nope.
- "potential business - needs evaluation.
- but definitely leads and good ideas. thanks :-)"
- Not really business but there were discussions that will certainly lead to consulting opportunities
- Not yet, but something is pending.
- yes - several
- "no.
- Not yet... ;-)"
- Some leads.
- Potentially
- no
- I cracked the idea that I had been looking for and that I needed with respect to my business
- some connections that may be useful.
- Yes
- no
- not really. Well see.
- Not relevant
- Clear. 2 will be a clear add. And potentially 3 more in the pipe.
- not relevant
- No...
- No.
- I got a lot to blog about
- do not know yet...
- yes, some potential future business
- Yes, but related to academics (which Im in).
- Not in the sense of aquisition. but in the sense of new project ideas, yes.
- Yes.
- maybe
- not yet
- No, Im not yet in the business realm. But I made two contacts for potential academic cooperation in the near-future and well keep in touch about this. These could help me a lot in advancing in my academic career path.
- no
- n/a
- Nope.
- yes
- 20%
- I think i might just have :)
- Yeah, I did, actually.
- I didnt get solo so I dont really care getting new businesses.
- Ah, ok this confirms my previous comment. Lift is becoming a commercial venue!
- Got excellent contacts for future business
- I met a lot of people interested in Amazee (social collaboration platform). So, yes, I guess we found new users.
- Yes, many new contacts and leads with an interest in the technology platform we provide/support
- hard to tell at this point, but it looks promising

- Not direct business but a base of people I could maybe turn to in the future.
- Not directly but through many new potential collaborators anything is possible
- hopefully, time will tell
- Im pretty sure I will
- Some prospects. Very happy to be doing business on mainland Europe.
- Maybe, but I wasnt there for that
- Its too early to answer that question.
- not sure yet
- no yet
- Not really, but some contacts can be interesting in the future, well see
- Nope. But maybe an employee.
- nope.
- Not the idea ... lets keep business out of the Conference (consultants, people trying to sell you things ...)!!!!
- Yes, possible partners and attendees for my event.
- Yes!
- yes, to be confirmed
- Yes
- Not relevant as I was working for the TSR but I have made possible interesting contacts for the future.
- "Possibly :-)"
- And a new relationship :)"
- possibly, not sure yet
- not yet ;-)
- Yes!
- could be, but not directly linked
- N/A
- Certainly got some contacts
- Yes
- Maybe ;-)
- No
- no
- Not yet...
- Maybe since I am currently looking for a job.
- a lot of network growth to explore in the coming weeks.
- -
- we will see
- Probably...
- interview subjects, ideas
- yes
- possibly
- Many contacts... will see!
- yes
- yes - for consulting in Europe.
- I think so
- yes
- no, not what I intended to do...
- Possibly, a few good contacts and introductions made.
- no
- I met and started relationships with two potential consultants I would like to hire and continued relationships with another.
- -
- yes
- Yes, after our presentation we got an invitation to deliver it at a conference in Paris. Plus some contacts for potential projects.
- Yes, we fixed a new project

- contacts, contacts, the show will go on online
- Yes, a few consultancy and speaking gigs.
- not yet
- n/a
- maybe
- Oh...all your business belong to us baby!
- n/a
- yes, probably
- No, was looking for this
- To soon to know but maybe perhaps
- new fields and interests to develop?
- Yes, because I was able to pitch something multiple times to multiple people and ended up with something stronger.
- will know that following months...
- No.
- no
- Will see in a few months...
- No
- yes
- "we are negotiating one.
- well see."
- No
- Not yet
- no
- yes, because the audience is self selecting. Lots of new faces in 2008.
- nope. but i wasnt there for that
- Not yet.
- maybe ;-)
- Yes
- Maybe
- probably
- not yet, but ongoing, thank you guys
- Several new ventures are in process as a result of LIFT.
- no,perhaps in future
- in process
- no
- possibly
- no
- Maybe
- no
- no
- Several opportunities to establish effective partnerships
- yes
- yes
- Its in the pipeline...
- not yet - but I hope so in near future
- no
- not this year, but LOTS of business in 07

8. Describe your best moment at LIFT08?:

- Paul Barnetts talk, actually that entire gaming session was extremely interesting.
- Not sure
- Fondue

- Talking to Bernino Lind reflecting over hsi presentation from last year and entrepreneurship in general
- when I interviewed Noel Hidalgo (lucky seven) and Kevin Warwick
- Cant single one out.
- the various meetings with people
- Listening to Bruce Sterling talking about Carla Bruni
- Friday speeches.
- talk to people
- many...meeting new people, presentations, discussions.
- a discussion at the coffee bar about muds and computers watching their users activities
- my workshop morning session (particulary the after-sessions with the few passionate how shared about their experiences
- Hearing Francois Grey of CERN talk about distributed and grid computing and volunteer thinking. Ive known about these things for years, but have never heard them described in such an engaging way!
- I loved the fondue!
- The Eric Favre and the cyborg presentations as well as the EPFL presentation concerning the Chinese use of mobile phones.
- Being around the LiFT experience workshop; the Fondue was really nice too (Pitoeff is great) and the venue for the closing party
- la fondue
- The workshop
- Watching the startling photographs (portraits) spill slowly from the printer.
- Fran?ois Greys speech
- of course, the fondue.
- Enjoying the swiss coffee with some new good people.
- contacts
- no one in particular.
- Some of the openstage presentations were extremely inspiring - the cup stacking world record video really made me think
- "Laurent Haug launching speak.
- We felt something was happening..."
- venture night
- Meeting new people
- Robin!
- the fondue
- fondue dinner
- the session of kevin warwick
- Table-jumping during lunch :-)
- Within the breaks, because of the overwhelming possibilities to network ;-)
- Fondue
- The moments of contact with other participants
- Listening to the presentation by EA.
- Party on Friday in a great atmosphere.
- absorbing some many different perspectives from different fields together...
- Daring to approach a reknown researcher, active in the same field as I and with a career path Id like to follow, and getting a very positive feedback as well as the promise to continue the discussion later on.
- workshop
- kevin warwicks talk
- Dinner with lift attendees.
- meeting people. Discussions
- listening good speakers +open stage speakers
- conversations
- The first track on thursday
- the workshops

- The fondue
- Meeting people at th end of fondue night.
- Probably an unexpected boozy conversation with some brilliant German designer
- The after fondue trip to a local bar. However, that was only made possible thanks to all the things organised just before.
- lots of them, namely Paul Barnetts theatrical presentation, K. Warwicks amazing experiment and the fondue of course.
- The after fondue talks
- The fondue night :)
- Venture night when engaging in a discussion on the role of RIA in the next generation of the internet
- in the middle of one of the most fascinating talks i was brainstorming with my seat neighbour... we were going at the speed of light and time stood still... great energy in the room, on stage and right there in our discussion!
- The aha moments in presentations where they were hinting/talking about stuff we are working on or formed ideas on. Feeling that we are on the right track.
- Listening to the passion of Kevin Warwick.
- Meeting the ZIA boz and discovering much in common in our own work approaches and home community settings
- seeing the panel grill and compliment the presentations on Venture night
- Eric Favre presentation, I cried, but dont tell anybody ;-)
- Discovering other people that think like me
- Exchanging startup experiences
- My workshops.
- the closing party
- Talking with Swiss entrepreneurs at the Fondue.
- having a relaxed chat with Robert Scoble
- the breack and discussion, cause I can compare opinions
- heated discussion in the tram about sustainable discussion, on our may to the fondue...
- too hard to pick up one
- Dinner :)
- Genevieve Bells brief piece on australian aboriginal art (I have similar interests)
- fondue
- Discussions with people from various horizons (using talks as introductions :-)
- Talking to genevienne bell directly and getting an answer on her experience.
- Giving my Open Stage speech.
- The whole 3 days, really.
- Nabaztag discovery and talks after the presentation :p
- wednesday night
- difficult to say as it was my first, I kind of enjoyed every moment.
- Violet RFID rabbit
- Simply meeting motivated, artisc and innovative people.
- Networking
- Enjoying conversation and fun with other LIFTers at the Fondue.
- Workshop with the mothers of invention (Brainstore)
- Just the general hanging around.
- meeting attendees from last year, being part of a community
- Meeting Robert Scoble in the mens room hehe :-)
- fondue
- Everybodys interest in what I do for my company made me feel proud, exciting and motivating.
- workshop
- When a woman Id never met came running up to me and said that because of the opportunity to involve youth in climate change shed just experienced the best moment in her day
- thinking about ther marriage in the plainpalais room the day after the fondue
- Exchanging smiles and e-mails

- My best LIFT moment was the realization that the direction my partner and I are going with our project is on point!
- meeting Craig Duncan
- Discovering the One Computer per Child laptop in the lobby.
- Roast chicken and chips
- The discussion within the breaks after a great presentation with new friends
- The whole event.
- live streaming some of the talks to Seismic
- rehearsal of venture night
- fondue night
- Watching a colleague ace a presentation
- All three days
- my best lift moment was the constant flowing of creativity
- improvising a song on the Lift theme
- Seeing and touching the OLPC laptop.
- the speech of mieke gerritzen
- "fondue.
- workshops.
- dromedary discussion."
- Discussions
- I dont think I had a moment.
- one one one discussion with people I meet once a year or that I discovered at LIFT
- When an attendee I had not met before registered a web domain for me pro bono to support a conference-based in-joke. That connection between joke, reality and network was not possible even 3 years ago.
- The presentation of Nextnature was very inspiring for me.
- Venture night networking
- The two presentations of Kevin Warwick and Marc Laperrouza
- When the fondue arrives at the table and everyone dives in?
- workshops and the venture night
- Cockaynes presentation about the future prompted me to see the opportunities in my own passions, career and professional contexts in a new, energized way.
- Meeting other people
- warwick and the rat brains in robots. and the fondue
- Chatting at various tables during the fondue night.
- The conferences
- The look I got when I told someone that life goes on without facebook. Besides this the Tom Taylor talk got me thinking a lot.
- Sitting on a sofa and watching the LIFTers
- the breaks
- I enjoyed giving my own Open Stage talk, of course, and suddenly having the opportunity to meet with people I wouldnt have had the nerve to approach myself.
- afternoon tea chat
- The CERN presentation: very inspiring. Kevin Warwick: extraordinary!
- network
- Realizing there are so many cute beautiful smart girls taking part in these geeky meetings.
- Had many great ones, when things by people I discussed with resonated with my thoughts
- The flow on those three days.
- friday lunch - level of day 2 was much better than day 1
- Genevieve BELL
- Cabiria being funny with his friend Sterling about stealing Carla and sadness topics. It woke me up and made me laugh. Also, McIntosh made me want to help in education. But so many others. No best moment, many moments. I say to you again, many smart people at LIFT. Sometimes, breaks were the best because I talked to so many who were smart and nice.
- when I met the colleagues who have the same interests with me.
- Connecting with new networks of people - specifically Vincent Gessler.

- Presentation and discussion with Kevin Warwick, and some discussion during breaks.
- Fondue !
- met a nice woman at closing party
- cyborg
- Paul Barnett's presentation, by a mile.
- lunch time with many different people
- several moments during the conferences
- Moments (with an s): spontaneous conversations at lunch and the fondue.
- Social events (dinners) - meeting new people
- Fondue Night
- the venture night.
- Meeting a great person that I met networking last year.
- talking to Robert Scoble
- Meeting new folks at the fondue dinner.
- Ewan and the stacking cups.
- being there listening
- Venture night
- dar. hanging with my colleagues in a different environment.
- The fondue, what else.
- drinks after the fondue
- Seeing the connections between my education work and preventing disasters in the 3rd world.
- Genevieve Bells speech (I wasn't at the social events)
- all the conferences I saw were good
- no one moment
- Pierre Favre presentation
- "My own presentation, of course :-) --- seriously, it is not a moment but the overall vibe and experience. The whole LIFT moment was the best."
- lift experience
- my presentation
- lunch
- Listening to Eric Favre.
- giving my inflatable Earth globe to the son of a friend who had come from Lausanne
- Ms. Bells conference
- the three days
- lunch and fondue, because it's easy to meet people
- It was my first LIFT.. I guess it was the rabbit and the fondue
- VentureNight
- workshops
- reviewing the videos. excellent quality.
- No smoking in the venue, that was ace!
- Impromptu brainstorm on UX for a newly launched dating service
- The Venture Night
- the fondue was quite nice in fact.
- Interviewing Kevin Warwick and getting involved in a debate on the ethics of humans becoming machines.
- watching scoble scobleize in addition to learning about applied anthropology in the tech culture world
- fondue night

9. Describe your experience at LIFT in one sentence:

- One of the most inspiring experiences ever.
- Great!
- One-of-a-kind conference
- A breath of fresh air

- I enjoyed the one conference on emerging technologies which I find to be very avantgarde
- transversal
- Laidback inspiring relaxation.
- interesting alternative view
- A great moment where I can discover new ideas, talk to people and think about my activities
- Exhilarating.
- Experienced new trends
- Bloody useful, fun and good for the soul!
- Energizing my brain while sharing with people the learnings of teh sessions
- A refreshing, almost overwhelming, shower of inputs and information
- An eye-opening, horizon-broadening, inspiring experience, with attendees that only have one thing in common: they are special.
- interesting to discover this world
- Three days of connections
- stimulating and fun
- tranquil and convivial
- Lift allows creativity and boldness, because it brings together creative and bold minds.
- Breadth taking
- Inspiring get together and a must attend in any conference year.
- Simply upLIFTing.
- boring
- it was enriching and insightful.
- A chance to meet with people who share similar interests but live in different universes.
- All i need to share, discuss, challenge, think, debrief, share, etc...
- A differentiated conference focusing more on forward looking thinking rather than current business.
- Open-minded and with a lot fresh ideas
- A jump into the actually not-so-cold water of innovations.
- great way of broading my vision and party with interesting people
- Three interesting, inspiring and very exhausting days.
- relaxing business
- falvor of the future
- uplifting :)
- Three days of fantastic program and amazing people. Thank you LIFT!
- great people, wide area of discussions, new international perspectives
- Air for my brain !
- It killed my brain for the next few month
- A very enriching experience that made me aware of a professional universe I dint know before and offered me to make personnal contacts of importance.
- Fun, useful networking.
- The lifting experience conference for web enthusiasts.
- Great but can be improved for more discussion in depth!
- A socially, intellectually and psychologically lifting experience.
- good opportunity to think and meet
- interesting
- LIFT is a great enabler - discussions and networking in a creative and relaxed atmosphere.
- refreshing
- LIFT was an event worth to attend
- here comes the business cavalry
- excisting, stimulating and simply wonderful.
- energizing
- Very good surprise.
- Awesome.
- Its the kind of European technoculture gig that makes one believe in European technoculture.
- A bowl of fresh air and inspiration.

- Refreshing encounter with talented and visionary people who probably represent the future of our society.
- LIFT allows you to connect to confirmed or emerging entrepreneurs and researchers and broadens your horizon on new subjects
- the informal discussions during the breaks
- It lifted me up.
- An evolutionary, cutting-edge coming together of visionaries, technologists and policy makers.
- you have to be there... fantastic
- Getting an overview of what is happening in the field with some inspirations of places to explore in the future and meeting new people that could help along the road.
- A rollercoaster of experiences and contacts that made me want to live!
- A return to my community that recharges my practice.
- exhilarating
- very good moment. back home with new ideas and very good contact
- A breath of fresh air
- Great networking experience
- LIFT was a collection of amazing brains, all willing to share.
- fun and inspiring
- Id just use one word: great!
- the best conference in Geneva
- information, contacts and discussions
- As if my eyelids were LIFted to see a new reality and wake-up.
- Lifting
- Got bigger, felt smaller.
- (refer to earlier comment about people living the subject of the conference)
- inspiring
- Very interesting insight on future trends in a relaxed and friendly atmosphere
- Enjoyable open ambient in a big space.
- Attending LIFT is like stepping out of the box for a few days and getting revitalized.
- Overwhelming, in a good way.
- Stimulating
- sweet & sour
- Absolutely inspiring and quality networking
- rich
- A rejuvenating and enriching experience during which the presented topics are dissected by many different people coming from many different backgrounds, a genuine breakthrough in the way conferences are organized.
- Refreshing
- Extremely enriching, interesting and fun.
- New and Great !
- Fabulous
- Stimulating
- opening to a new world fueled by great hopes
- LIFT was a great conference for meeting and sharing ideas with like-minded people.
- very good
- stimulating
- An inspring set of speakers and ideas in a fantastic location.
- dilluted - too little intesreting stuff dilluted to fit 3 days
- Learning through fun.
- Inspiring
- Rewarding, both on the human and technology level, it gives you a chance to step out of your normal life for a while
- flabbergasting
- It was encouraging!
- interesting
- A breath of fresh and inspiring air in company of interesting people.

- Some interesting talks not listened to by lots of people checking their email
- During three days, I was transferred to a parallel universe full of clever and passionate people with were open to all types of discussions.
- An excellent opportunity to get an update in leading-edge technologies.
- GREAT!
- upLIFTing
- meet great people
- I had a good time.
- A fantastic experience with great people in wonderful surroundings
- LIFT is friendly, unpretentious, stimulating, eye-opening.
- Mindblowing inspiration and connection
- refreshing
- Exciting, relaxing, challenging
- meeting new people, learning about techno future and gaining experience with my work
- "LIFT07: life-changing
- LIFT08:
- this year the experience was about ideas and tools - wonderful inspiration and pragmatic application"
- Excellent
- I could listen to some very interesting talks :)
- inspiring
- good times
- Creative people with good intentions talking about how to make the future a brighter place through technology.
- Lift let me understand in which direction new technologies are evolving.
- A 2 days conference gathering interesting open minded people from very different fields and regions
- discussing ideas, getting input, improve foresight and get a peek into the future
- Inspirational, refreshing and a little bit stressful, trying to accomplish, meet and absorb so much in such a short time.
- An intensive brainstorming event mixed together with refreshing discussions (or the other way around)
- Rejuvenating.
- Interesting, but is it worth 3 days away from the office ?
- two days of great people, serious food for thought, and a night of cheese-based real food.
- We came, we saw, and we had fun!
- a coffee like experience
- Eye-opening!
- I had a incredible 3 day creative boost with lots of interesting discussions, fresh inputs and some cheesy moments.
- one of the best conferences
- I am not alone!
- Finding the persons of interest in a geekishan courious crowd was disturbing and great fun!
- a great place to meet mentors and peers in innovation
- Expectations Lifted.
- inspired by sufficient knowledge and thoughtful thinking
- Stimulating and useful.
- First day useless, good network
- Amazing.
- Mind blowing exchange and connection with incredibly open and friendly people
- Catch a glimpse of the future - and want to know more.
- great place to be inspired by people and thoughts
- Intellectually enriching time
- When it is good, it is very much good and I want it not to end. I just now I am thinking to come back next year again.

- LIFT enables us to get the most helpful insights from the folks who are willing to share their experiences.
- I came, ready to surround myself with open-minded thinkers and doers challenging the borders of the digital and physical world, and left even more enchanted than I expected.
- Expect the unexpected.
- That was surprising.
- got new insights and ideas
- food for the brain
- Busy, busy, busy
- a very good opportunity to test and think about technology
- back to the community
- See above: Exposure to a wide variety of subjects and people.
- Overall, inspiring because of the people, but the spirit could be amplified with more inspiring venue (eg PICNIC conference)
- Fantastic
- networking!
- Disappointed compared to two previous years.
- New experience to meet people and to get introduced
- Meeting with my tribe.
- A safari with intelligent minds.
- touch and go
- Interesting
- Lift was essential to providing some needed inspiration and a few good laughs.
- Lift08 was refreshing and giving me the feeling Im on the right track, but still with a lot of work to do :)
- great fun and inspirational
- no connection
- An exhilarating meeting of (different) minds
- An intellectual and emotional enlightenment that unlocked a secret door that I passed and now Im tracking new paths
- very interesting, with top speakers
- fun
- energizing
- just crying during Pierre Favre presentation (lots of emotion)
- Exhilarating and enlightening
- good
- excellent
- pleasant
- Fab.
- stimulating dive into a vivid community
- some very interesting speeches, some very poor
- rich
- Encouraging for the next one
- It was stimulating and useful at the same time.
- there were so much that I didnt have time for it all.. sounds negative..
- It gave me very good hints to follow
- I only need one word: inspiring!
- Differently rewarding.
- Three nice days in Geneva meeting some interesting people around a mashup event.
- It was just great.
- a great place to hear from great peoples!
- A good way of meeting people who are open to dialogue and debate and are keen to exchange ideas.
- Lift is a mind-opening, standard- practice-busting intelligence and innovation food for real-world application.

- It is thought enhancing and opportunity to share with persons with like interests allowing to broaden my personal and professional horizon.

10. General comments on LIFT08 (last question of survey):

- "1) hope to see you guys in Barcelona at ifest (2,3,4 of July 08). 2) I think the preparation with press can be improved, concerning contact with speakers and also space-wise."
- Great job overall. Keep the facilities - they were awesome.
- Improve the Wireless Connection! it was nearly impossible to get online many times, very slow connection.
- LIFT is cool, but please stay focus on ideas, not marketing.
- I really liked the no questions after presentations-format - much better to have them in discussions outside. I also really liked the broad spectrum of subjects covered, and the fact that you had only a single, relatively high-speed track of presentations. Well done! Overall a very nice conference, guys!
- Next year should be everybody meeting for 2 days at the Pitoeff. Less people=more connections. Theme booth for coffees (devloppers counter, sustainability corner, futuristic coffe booth,...) Allo the visitors to create, interact with the LIFT experience, Font thing was clueless as it was only a process of the visitor giving and receiving nothing, the brichures should have been about the conference, with pics and texts (last one had good comments), the fina edit of the video should have been showed to the public... Need to feel that the contribution is leveraged. Posters should be free. The visitors do not pose for others to use their pictures (no disclosure for future use of the pictures)...
- More and better victuals at 12
- I would like to suggest a meeting board, where Lifters can post notices with respect to their interests in order to meet Lifters with the same
- "- they ran out of lunch both days when I reached end of the line- you really need to provide a guarded area for luggage (I cam directly from the airport and did not want to leave my things unguarded) - It was unclear to me who the announcers on stage were"
- better internet and more food at the brakes ;)
- Indicate the name of the company on peoples badges
- Bravo!
- Wifi was not good (as always in Internet conference)
- organization suffered from two major flaws: 1. WLAN at CIGG was not working properly most of the time - which is really annoying when you try to liveblog the conf. 2. Catering at CIGG wasnt good: not enough food (on both days!), no vegetarian choices, and the catering stuff was rude.
- Choose a brighter/lighter conference venue (i.e. with daylight). More and better food! Q&As after each presentation. More of the participation features (i.e. discussions, workshops, etc.)
- Why translating French keynotes (eg. Pierre Favre) from EN--> FR and not translating the other keynotes from EN->FR ?
- make this text entry fields bigger next time!
- Why isnt the presentation by Henriette Weber Andersen listed in the page where I could rate my prefered presentations?
- More food during the lunch breaks, maybe less exclusive but more.
- Open more opportunities for young enthusiasts to present and communicate with LIFTers
- I know that this is very expensive, so it might be for a later stage of the development of LIFT events, but if you could arrange simultaneous translation, you could then invite interesting speakers whose command of English might not be sufficient to speak in public, but who could have very insightful and sharp views to offer on the evolution of technologies in society. Im particularly thinking of people from Asia and Latin America. Another idea I have would be to invite university departments or specialized institutes to organize interactive side-events to allow participants to experience new technologies in a creative way. You could have, for example, industrial design students offer worshops or stands (a bit in the same form as the

LIFT song spot), so that people in the business world can also get in touch with what is being researched and tested in the academic realm.

- More time and better location for the discussion
- lunch was not good this year compared to other year
- I think you should get the open stage videos online - and have listed the open stage speakers in the feedback survey
- I would have enjoyed more in the way of Geniveve Bell, Kevin Warrick, etc. Maybe more workshops also.
- "Thank you A.B."
- Great job!
- try to keep a sense of humor about it
- "A question is missing. It was asked how many contacts we made with professional impact.
- In my case, I made many contacts, none of which will have a direct professional impact but just people I enjoyed talking with and will keep in contact.
- There seems to be a small signal here on where is Lift going to. I dont go to Lift in order to make business, I just want to meet people who share the same interests once or twice in a year.
- From what Ive heard, some people are in the same situation and your survey does not really connects to these peoples needs. Anyway, thank you for this survey, I look forward to reading the analysis!"
- Lift is still great but evolves over the years to more commercial & less visionary venue. Still its great. Keep it in Geneva.
- "Need more women on the stage (this is also the way to get more women in the audience, BTW). Need more discussion about tech in developing countries.
- Excellent organization by LIFT team all around. You all work very hard to pull LIFT off and it shows.
- Keep up the fabulous work, and see you next year!"
- Food needs some more improvement. Stick to Nespresso coffee throughout the event. Keep up the good work!
- Thanks to all the organisers. Is there any way to provide start-ups with an additional discount? It is worth the money, but if you pay it yourself still quite an amount.
- The lunches could be better. Heard also some complaints around me. For the rest I think I have said all. My compliments for a great experience!
- Ill send an email!
- look forward to seeing what you do next
- "only one conference room was a great idea
- turn the website into a communication platform and this will be perfect"
- Id like to thank everybody who contributed to the excellent edition, partners included. The TSR were awesome.
- Idea: physical tag cloud (marked on the ground) where participants could regroup to talk about the given topics
- The location for the closing party was lousy in terms of logistics. There was one single toilet stall for both men and women. Get more space, it is fun to party and talk after so much has been fed into our brains. I do not care if I have to pay for the drinks... but please more space, more toilets.
- Would it be possible to have a room for the luggages oh those coming straight from the train to Lift (without being able to go to their hotel) on the first day?
- thanks
- Good job to all of you, I look forward to the 2009 edition
- "Thanks! :)"
- And dont forget the Deutschschweiz, meine lieben!"
- please, please: do NOT have wifi in the main conference hall. it is disrespectful to the speakers to have hundreds of geeks CONSTANTLY checking mail, twittering, skypeen. its a disgrace. there should be wifi in the entrance hall, but not when people try to deliver a talk. the audience was very bad, very unresponsive, very dull. again, interesting conference in 2007 was a great example here. they didnt have wifi and actually: everybody listened... be bold!

- "I understand that organising a conference is expensive and the price for it was actually very good for the value. However before the conference the price was a major issue to not go. Espacially because I had to pay it on my own and take some days off for it. I cant provide you a solution for it. Maybe having corporate and private tariffs. Still I think LIFT was really worth the money.
- I also like that you will put the videos online and allow others to see them."
- The quality of the lunch break at noon was not very high. A bit upset. ;-)
- Big thanks, thumbs up and kudos to the LIFT team. Youve set the level very high, I wonder how youre gonna impress participants next year, but I have no doubt youll succeed!!!!
- More preentations on mobile internet, augmented reality, google maps/earth apps, semantic web, biotech
- "Do you need any help for next year ? If so I am would love to join the team.
- Tiffany."
- Thanks and kepp going !
- i liked LIFT a lot. I hope LIFT will keep a good balance between becoming more commercial and supporting a free and vibrant community.
- it would be good to have questions and answers afer each presentation (or segment). could also be in form of sms / email read out by moderator.
- Reduce to 2 days, same location (stop moving from one place to another, it is boring) replace art stuff by small ongoing workshops /discussions; return to previous site easier to use, add online presentations, sources of each presenter and what I learnt sections below each presentation for instant rating; add backchannel; keep up with TSR excellent job, improve food prefer pasta / rice to smallish flower and tee spoon polenta, add fruits, choose speaker who have something to share, not to sell
- Events that are happening at the conference venue should be made obvious to everybody. Ex: Photoshoots, FontSelf, DIY speaker etc...
- Looking forward to Lift09
- Loved the coffee breaks. They never seemed to be long enough to do and see everything/everyone.
- Put people affiliation on the badges, not only their name. Do more workshop style of meeting where small group of people can interact better and discuss about relevant issues.
- I have already mentioned that I would like to see more women presenting during the conference. I thoroughly enjoyed Venture Night; in fact it was a highlight for me. However, not a single woman was on the panel! There were no women chosen to present a new business, it's sad. Perhaps no female business owners presented themselves for the venture night, which is obviously out of your control. Honestly though, there should have been at least one woman on the panel.
- thanks laurent
- Thank you. Please let me know if I can help on the next LIFT (editing, translating). I will continue to mention LIFT whenever I can in my writing.
- "Nice the LIFTSONG contest. I would go further with that by making a virtual band for the next edition, compose and rehearse during the year, and make a concert at the conference.
- I volunteer for this initiative."
- thanks again for a spectacular year!
- Programme suggestion: not sure how this would work in practice, but Id like to see opportunities to discuss some of the speaker sessions in depth - small workshops for each talk for an hour or so to dive into the issues raised in more detail.
- the full price is in my opinion very high
- "The giant background on stage while beautiful was kind of distracting during talks - and in the videos that resulted it is sometimes hard to keep up with the speakers as their imagery is not shown.
- Also - the overall design of the art/media/materials was fantastic - kudos to B&B for fantastic work. Really loved it."
- thank you :-)
- More easier ways to get involved in the LIFTexperience - Hey guys, you could be more crazy :-)

- "I've happy to have had the chance to attend 3 lifts. Will I attend the next one? It depends I think on how the conference evolves, on the program and especially who else is going. Ill be back if there is a richer program than this year and a strong international contingent.
- I think the organizers put a lot of hard and thoughtful work into this years lift, and it shows. The production values and the details were awesome. The venue, the food, the fondue were all fantastic and amazing for the price. The wifi was broken, but Ive never been to conference where it wasnt. In the end though I think a few of the speakers let Lift down by not being as awesome as they could be, or telling us enough new ideas. I would like to see more content next year and more to talk about in the halls with all the awesome people that come to lift.
- thanks guys, Lift remains way different and in many ways better than any other conference Ive been to in North America"
- I appreciate the openness of the organizers, especially Laurent and Cristinas invitations for feedback. Bravo for a great LIFT08! You all are doing something very special and necessary. Please keep up the connections and idea-sharing with Asia.
- you rock.
- All in all, it was really, really great!
- Company names on name tags would help for networking
- too small to do so here:) I will think about it more and send it to you. thanks for lift!
- "Please make it easier to find people during the conference.
- Thanks"
- I was expecting a few more way out presentations. A great deal of what I heard I already knew.
- Keep up the great work and see you in Korea.
- "I loved it. From beginning to end. Those were some of the most rememberable days I ever had. Thank you."
- "- Catering was worsser than a year ago, and not a good fit for a vegetarian. Lousy portions, btw.
- Coffee and croissants should be provided in the morning.
- Sponsoring for Red Bull or Beer would be appreciated!
- Presentations should be provided very quickly
- Thank you LIFT people. You all do the jobs very well
- Keep it up.
- improve wifi network during conference... lunch food was ok, but one can find better (Fondue was very nice ;-))
- Keep up the good work and thanks for a well managed conference.
- I thought last year was already good, and this year similarly so. Considering that the price doubled this year, its not immediately apparent to me where that extra CHF 350 went, unless of course theres been 100% annual inflation in the past year. ;-)
- The lunch offering was poor: small portions, tough meat, no knives, no vegetarian meals
- Really enjoyed the single presentation format this year, gave a real sense of sharing everything between all of the participants. Could have a common discussion with everyone that I met as we all saw the same speakers. Also thought the installations were fantastic, a great improvement from a great idea of last year. Didnt like the lunch set-up so much, not enough food and felt disorganised... THANKS
- Great job overall, just wished Day 2 of the conference was as interesting as Day 1.
- Keep up the good work
- Keep it up. You guys rock. This year was absolutely a professional undertaking. I hope to come to Geneve next year for 09!
- It would be great to have the possibility to attend only one or two days. So have a price per day.
- programme was not quite as good as expected this year - thats my only criticism
- I think that the LIFT experience plays as an emotional connector and despite the brilliant speakers, without the artistic part, the overall feeling of excellence would not be the same and the effects on people neither(like me, but as I read on many comments Im not alone). The musical logo was also playing a big role in our openness, I would have appreciated to be able to download it. One suggestion would be maybe more than one discussion during the breaks,

allowing more discussions. And I don't know really why, but I didn't always grasp all the contents, maybe not enough graphical support, difficult accents? (my mother tongue is not English, but I didn't have that problem last year). So I had to re-view many videos... Thank you for realizing such a beautiful event! BEAUTY was everywhere and I think it could be a theme next year (as well as art).

- Lift grew up this year and with that there's a certain loss of adolescent energy, but no one should worry about that - stay focused on professionalism in the future.
- better communication platform on the website and discover or meet new interesting guys like these ones <http://www.ted.com/index.php/talks/view/id/144>
- Because of the unevenness in ability to make a compelling presentation, and since this is a technology-oriented conference, perhaps ask potential speakers to send links (youtube, etc) or vid clips of themselves giving presentations or audition presentations. While not everyone would want to do that, you can just suggest it as an incentive to being chosen to speak based on their ability to present well. What good is an excellent discovery or insight if it is not communicated well?
- keep up the good work!
- Thanks and Congratulations !
- Thanks and congratulations from anonymous Guy Pignolet !
- wifi was overloaded during the conference
- Could be helpful to have french translation. Sometime difficult to understand, even more after 2 days of conferences
- Location for workshops was very good. It's nice to be in a bright room when possible.
- more and better food at lunchtime.
- opportunities for smaller workshops/panels coupled with the larger presentations