





Lux Expertise Services

Lux Speaking Engagement



The
Deciding
Factor

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How can we best communicate our thinking to external stakeholders?



Target Audience

Key leaders at your annual business planning event or an industry panel at a third-party conference



Audience Need

Objective basis for contemplating techno-commercial elements relative to an emerging technology, application, or market



Lux Engagement

Analyst-delivered commentary in a Q&A panel format



Delivered Value

Analyst reflections on science-based, nonpartisan, evidence to delineate what is worth knowing, what we know, and what is yet to be known

How to get started

Duration

- 1 week for analyst to aggregate requisite Lux know-how and narrative relevant to the audience attending the speaking engagement

Data Sources

- Lux analysts' coverage of emerging technologies, applications, and markets
- Insights from Lux's ongoing interviews with technology developers and review of public/private data lakes

Deliverables

- **1-hour panel presentation/discussion/keynote** – plus audience Q&A