

**PREDICTIVE  
ANALYTICS  
Cycles and Patterns  
In Business and  
Finance**

# 2007 Vienna Conference

**November 8-9, 2007**

Park Hotel Schoenbrunn  
Hietzinger Hauptstrasse 10-20, A-1130  
Vienna, Austria



**Beyond Fortunetelling**



*"A reasonable probability is the only certainty."*

*-Edgar Watson Howe*

Real-time information is now a commodity. Small companies process data as fast as large companies, while decision makers communicate over broadband networks as if they were in the same office. Sheer speed isn't the advantage it once was. The future lies in the ability to forecast the direction of trends, and then to make informed decisions based on that assessment. Predictive analytics, the scientific name for using a data warehouse as a crystal ball, is where business intelligence is going. It involves running historical data through mathematical algorithms to identify trends and patterns and predict future outcomes. The ability to make such educated guesses is the key to anticipating future trends. The main ingredients are business data, mathematical algorithms, and forecasting models

As we are going through the various phases of a cyclical pattern it becomes crucial to adapt our behavior to each phase. As Machiavelli put it, "He who acts according to the spirit of the times will be successful." The challenge is to identify where one is on the curve and then to act in consequence.

## The speakers will address:

### Global Trends

**China**- When will spectacular growth level off?

**Energy**- Oil prices at \$20, \$200, or without oil altogether?

**Interest Rates**- When will the rate slide end?

**The economy**- Accelerating or slowing?

**Gold**- Barbaric relic or viable investment?

**The East/West Swing**- How far east will economic growth swing?

**Equity markets**- Will the bull market continue?

**Commodity markets**- Can this bull market peacefully co-exist with the equity bull market?

**Kondratieff Wave**- Expansion or contraction?

## Four Speakers Describe Methodologies and Make Projections:

• **Dr. John Casti**, Founder of the Kenos Circle. Professor of system theory and formerly researcher in complexity science at the Santa Fe Institute and currently a Senior Research Scholar at the International Institute for Applied Systems Analysis in Vienna. Author of many technical monographs on complexity and computer simulation, as well as a number of popular-science expositions on the subject, including Paradigms Lost, Would-Be Worlds, and Complexification.

**Dr. Theodore Modis**, is a physicist, futurist, strategic analyst, and international consultant. He holds a Masters in Electrical Engineering and a Ph.D. in Physics. He is author/co-author to about 100 articles in scientific and business journals and six books including Predictions and Conquering Uncertainty.

**Richard Mogey**, former Executive Director of the Foundation for the Study of Cycles (FSC), current board member of FSC, Creator of the TechSignal predictive software.

• **William P. Sarubbi**, Fund Manager, Market strategist, has utilized predictive analytics for 30 years, current board member of FSC and fellow of the Kenos Circle.

### Day 1

#### Mogey

Measuring and Detecting Cycles

#### Sarubbi

Predicting with Cycles, Part 1: Stocks, Industrial Production, Rates

#### Modis

China and US Projections, Future Energy Mix , Part

#### Casti

Socionomic Measures of Current and Future Society

### Day 2

- **Mogey**

Cycle Synchronies

- **Sarubbi**

Predicting with Cycles, Part 2: Gold, Copper, Oil, Inflation

- **Modis**

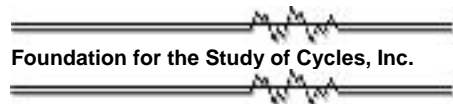
China and US Projections, Future Energy Mix, Part 2

- **Casti**

Roundtable Q&A: Projections for Decade



The Kenos Circle (<http://www.kenos.at/>) was founded in Vienna in 2005. The Kenos Circle is a society of professional academics, business theorists, and commercial consultants sharing a common interest in the concepts, tools, and methods of modern complexity science and management for understanding “the future”. The name of the society is taken from the mythological South American God Kenos, creator of the world. The Kenos Circle aims to create many possible worlds of the future, and explore the relative likelihood of each of them coming to pass. The society’s goal is to provide information, insights, and methods to foresee and assess future events on all time scales, ranging from relatively short-term (months to a few years) shifts in cultural trends in popular fashion, music, and film to intermediate-term (several years) movements in political and economic activities, such as elections and demographic shifts, to long-term (decades) events such as the outbreak of wars and long-range economic and financial trends.



### **The Foundation for the Study of Cycles**

<http://www.foundationforthestudyofcycles.org/>

was founded in 1940 by Ed Dewey. For more than 60 years, the Foundation has been cataloguing cycles in many phenomena. The FSC is based in Albuquerque, New Mexico, USA. The [Foundation for the Study of Cycles, Inc.](http://www.foundationforthestudyofcycles.org/), is an international research and educational institution established in 1941 as a nonprofit corporation. The Foundation is dedicated to the interdisciplinary study of recurring patterns in the physical world, including the economy, the natural and social sciences, and the arts. Dewey was a Harvard economist who had identified a number of cycles in the U.S. economy. In 1940, he learned of a 1931 Canadian conference on biological cycles. Under the guidance of Dewey and the conference leader, Copley Amory, the conference’s [Permanent Committee](#) was reorganized into the Foundation for the Study of Cycles, and its scope was enlarged to encompass all disciplines. In 1941, the Foundation was incorporated with nonprofit status. It became a membership organization in 1943 to allow individuals to become affiliated with its research projects. In 2006, offices were opened in Albuquerque, New Mexico. Today, the Foundation has more than 2,500 members in 42 countries.

° **Yes**, I want the latest information about the future and wish to order \_\_\_\_  
Tickets\* (**EUR 1000**) for the two-day seminar "Predictive Analytics: Cycles and Patterns In Business And Finance" of The Kenos Circle on 8th and 9th  
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**Please note:** The lectures are delivered in English.  
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**\*2 Company logo included in the conference promotion, 10 entrance tickets, plus a 1 year membership to the FSC.**

° Please send information about the Kenos Circle and The Foundation for The Study of Cycles.

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**By Mail: Merit, Schottenning 17, 1010, Vienna Austria**

Registration for the conference ends on September 15, 2007. Please note that capacity is limited. Your registration will be confirmed within 2 days by return fax or by e-mail. You may either receive an invoice or pay via bank transfer. Payment must be made so that the amount reaches our account at least 14 days prior to the conference. In case of cancellation, registrants will receive an immediate refund of the sum already deposited less a service fee of EUR 80,-, if your written cancellation reaches us at least 2 weeks prior to the conference. After that and/or in the event of the registrant not attending the conference, there will be no refund. However, a registrant who cannot attend may designate a replacement participant at no extra charge.

# **PARKHOTEL SCHOENBRUNN**



## **Parkhotel Schoenbrunn, Vienna, Austria**

The venue for the conference will be the Parkhotel Schoenbrunn, Vienna, Austria. Located across from the historic Schoenbrunn Palace, in the interesting and varied Hietzing area, and nearby the Vienna Zoo. Visitors will have the weekend following the conference free to visit Vienna.