



Anitra Eggler

Digital Pioneer since 1998 • Screen-Life-Balance Pioneer since 2010
Mensch First Thought Leader • Critical AI Enthusiast
Journalist • Keynote Speaker • Author & Publisher



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When Anitra Eggler takes the stage, audiences forget to check their phones. The Mensch first thought leader makes digital change understandable, human and actionable.

Anitra Eggler's keynotes are high-energy, humorous reality checks that cut straight to the heart of the Zeitgeist. Her message: Technology is changing the world. People decide what it becomes. The more artificial the intelligence, the more human intelligence matters.

For more than 25 years, the journalist and digital pioneer has been detecting the opportunities – and the side effects – of technological change before they become mainstream.

Back in 2010, she was among the first to put digital detox on the public agenda. Her books helped shape the screen-life-balance debate around email overload and smartphone addiction – issues she has explored extensively in keynotes and media appearances.

Today, Anitra examines AI with the curiosity of an enthusiast and the eye of a critic. She tests what others merely talk about – and reveals how AI is reshaping attention, thought, work, relationships and what it means to be human.

In her keynotes, she cuts through the hype, identifies what truly matters and shows people and organisations what they need to thrive in the AI era.

Not less digital. Better digital. Mensch first.



Keynotes

„So engaging –
nobody checked their phone.“
— Novartis AG

HUMAN FIRST! The Master Plan for the AI Era.

- The Mensch First Blueprint for making the AI era your best era yet.
- Why your Relevance Radar and Human Firewall are critical to success.
- How the Heart, Head and Hands Framework helps people remain irreplaceable.

PRODUCTIVITY IS DEAD. Three New Success Factors for the AI Age.

- How AI supercharges the rat race – and turns focus into a competitive advantage.
- How the joy of missing out can revolutionize your time management.
- Why the most important AI skills have nothing to do with AI.

AI UNFILTERED: Humans. AI. The Big Questions. With ChatGPT on Stage.

- ChatGPT on stage – answering the most urgent questions of our time.
- An eye-opening conversation about leadership, work and what it means to be human.
- No ordinary AI keynote – entertaining, surprising and designed to make people think differently.

SMARTPHONE, WE NEED TO HAVE A TALK. The Digital Detox Reset.

- How dopamine, algorithms and digital triggers hijack our attention.
- Why smartphone addiction is the new epidemic – and how to take back control.
- Simple digital detox tools that cut screen time, sharpen focus and give you your time back.



The Anitra-Effect

You have to experience her live. Words haven't been invented yet to describe this explosion of charisma and joy.

– Postfinance AG

Sharp, witty and incredibly entertaining. – **SAP Austria**

First-class inspiration. By far the best keynote of the event. – **dfv Mediengruppe**

Packed with aha moments and practical ideas you can put into action immediately. Outstanding! – **Siemens AG**

A firework of inspiring examples and practical takeaways. Engaging, captivating and incredibly likeable. I could have listened for hours. – **Electrolux AG**

Charming, authentic and refreshingly to the point. Anitra energises, inspires and gets people moving. – **Daimler AG**

AI Uncensored is a brilliant human-AI dialogue. – **Wirtschaftszeit**

Anitra Eggler is the high priestess of our digital lives. – **Kristian Thees, SWR3**

Anitra Eggler is the leading female voice on the impact – and side effects – of digitalisation. – **ORF**

Anitra Eggler is Dr. Digital. – **Bärbel Schäfer, HR3**

One of the most wonderful talks about AI we have ever seen. – **Tech Days Munich**

Note: Quotes have been translated from the original German.

Available? Let's talk.

Just drop me a quick email with your event date, audience and expected number of attendees. I'll get back to you with a tailored proposal within 48 hours: post@anitra-eggler.com

Talk soon.

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