



THE MILLENNIUM PROJECT PLANNING COMMITTEE MEETING

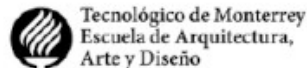
Communication/Dissemination + World Futures Day

Mara Di Berardo
MP Comms Director



Monterrey
September 26 - 27, 2024

The Millennium Project



EXPEDITION





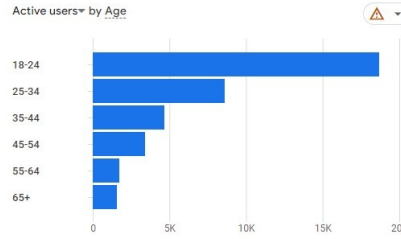
The Millennium Project

WEBSITE

www.millennium-project.org

- Hosted by the Poland Node
- Managed by the MP staff

NEW Analytics



- In depth and Monthly analytics review
- New website structure
- Continuous update (Node's pages, news, press...)
- Standardized branding (color palette, fonts, and image guidelines) & guidelines for using the MP logo

NEW Icons with AGI study



NEW News

2024: 122
 2023: 111
 2022: 90
 2021: 24 (16/24)
data collected on 09/20/2024

NEW Tad Davis

New MP Chief Technology Officer, Helping with layout, backend, and more

NEW Pages

- ABOUT US: Visual and LinkedIn profiles
- PUBLICATIONS: New products



NEW



Privacy Policy
Last Updated: May 23, 2024



	Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user
	Total	21,221	10,106	2.10	51s
1	Home - The Millennium Project	3,444	2,538	1.36	23s
2	WFSF XXV World Conference - October 25-26, 2023 - The Millennium Project	3,254	2,555	1.27	6s
3	15 Global Challenges - The Millennium Project	2,381	1,657	1.44	43s
4	State of the Future - Version 20.0 - The Millennium Project	1,335	877	1.52	23s
5	The Millennium Project releases the State of the Future 20.0 - The Millennium Project	687	575	1.19	11s

Data from to 01/24 to 23/09/24



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NEWSLETTER

<https://us6.campaign-archive.com/home/?u=2a1db6def96136ba30c91395f&id=9d9bde906b>

- Hosted on mailchimp
- Managed by Jerome & Mara

A Global Think Tank for a Global Future



News



Recent News - The Millennium Project:

- **Phase 3 of The Millennium Project research on AGI governance:** Phase 3 has begun with initial drafts of five AGI governance scenarios out to 2035. The five authors are Ben Goertzel (author of *Artificial General Intelligence* in 2007), Mariana Todorova (Bulgaria Node Chair), David Wood (UK Node Co-Chair), Jose Cordeiro (Venezuela Node and RIBER Chair), and Jerome Glenn (MP CEO). Read more: <https://www.millennium-project.org/phase-3-of-the-millennium-project-research-on-agi-governance/>
- **State of the Future 20.0 new volume to be released in September:** The SOF 20.0 edition will include updates of an Executive Summary, 15 Global Challenges, State of the Future Index 2035, Artificial General Intelligence research Phase 1 and 2, Beneficial AGI 2045 entry for the Future of Life Institute competition, International assessment of potential UN Foresight Elements, World Futures Day analysis, Robots 2050, and Conclusions. <https://www.millennium-project.org/state-of-the-future-new-volume-to-be-released-in-september/>

NEW Issues

2024: 10 (3 of which press releases)

2023: 14

2022: 4

2021: 3

(Previously published only for major news)

Registered users so far: around 2,588 (+11)

Data from to 01/24 to 23/09/24



- Launch the newsletter on LinkedIn
- Improving the graphic layout
- Increasing subscribers
- Improving the flow of information from the Nodes

Millennium Project Newsletter

Email Campaign Archive

from The Millennium Project

[join our mailing list](#)


- 09/16/2024 - PRESS RELEASE - State of the Future 20.0
- 09/09/2024 - PRESS RELEASE - Open Letter to the President of the UN General Assembly
- 07/30/2024 - The Millennium Project July-August 2024 Newsletter
- 06/28/2024 - The Millennium Project June 2024 Newsletter
- 05/31/2024 - The Millennium Project May 2024 Newsletter
- 04/30/2024 - The Millennium Project April 2024 Newsletter
- 03/29/2024 - The Millennium Project March 2024 Newsletter
- 02/29/2024 - The Millennium Project February 2024 Newsletter
- 02/27/2024 - World Futures Day 2024
- 01/31/2024 - The Millennium Project January 2024 Newsletter



The Millennium Project

SOCIAL MEDIA


- Managed by Mara
- Around 100/200 posts per year
- Date collected from 11/23 to 09/20/24 (less than a year)

 6,397 followers (+1,160)
[the-millennium-project](https://www.linkedin.com/company/the-millennium-project)

 4,905 followers (+375)
 4,559 Likes (-359)
[Millennium.Project](https://www.facebook.com/Millennium.Project)

- Users can follow a page update without liking it
- Facebook may remove fake or inactive likes/users
- Following reflects interest, liking shows affinity.

 2,494 followers (+69)
[MillenniumProj](https://twitter.com/MillenniumProj)

 YouTube 1,150 followers (+130)
[@millproject](https://www.youtube.com/@millproject)

 328 followers (+53)
[the_millennium_project](https://www.instagram.com/the_millennium_project)

Data from 11/2023 to 09/20/2024

NEW



Showcase page 09/24
<https://www.linkedin.com/showcase/state-of-the-future-20/>

NEW



New publication 09/24
 50 subscribers
<https://futuresdigest.substack.com/>



- Funding Communications!
- Presiding over Instagram (there is potential)
- Nodes collaborating to Substack
- More interaction with users
- Monetization programs
- Videos for youtube

Futures Digest #2: Global Call for Governance of the Transition to AGI – Letter to t...

Experts urge the UN to explore regulating th...
 SEP 10 • MARA DI BERARDO

Futures Digest #3: State of the Future 20.0, Humanity's Options Ahead

The new version of The Millennium Project's flagship publication is finally out!

6 HRS AGO • MARA DI BERARDO



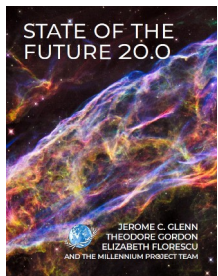


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WORLD FUTURES DAY

24-h round-the-world global conversation about possible futures on March 1.

NEW • WFD Chapter - SOF 20.0



Mara Di Berardo wrote the World Futures Day Chapter 6.

First comparison of WFD 2021-2023

NEW • WFD 2024 [video](#)



NEW • WFD 2023

WFD 2023 analysis completed

Publication: under review by the Futures Journal.

NEW • WFD 2022 on Futuri (Ita)



Un'Agenda Globale sui Futuri dal World Futures Day 2022

di Mara Di Berardo, Simone Di Zio



WFD 2024 data

Participants: around 800

Tributes to Theodore J. Gordon - UTC+12

Some topics: biotechnology spacetravel, artificial intelligence, education, health care, urbanization, economy, and more

Organizing Committee: Jerome Glenn, Paul Epping, Brock Hinzmann, Elizabeth Florescu, Ibon Zugasti, Mara Di Berardo

Parallel events: Teach the Future (young), Peru and Philippines Nodes



- WFD 2023 analysis: publication on Futures
- WFD 2024 analysis: Funding needed!
- WFD 2025 (12): organization and new video; registration procedure



The Millennium Project

THANK YOU!

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