

# Minimally Invasive Surgery Week

**MINIMALLY INVASIVE SURGERY WEEK 2013  
ANNUAL MEETING & ENDO EXPO  
HYATT REGENCY RESTON  
RESTON, VA (WASHINGTON DC)**

## **Future Technology**

In order of presentation

### **Saturday 9:00am-10:30pm**

#### **Emotive Storytelling: The Heart and Science of Persuasion**

##### **Dr. Gerard Gibbons**

Storytelling was the first critical human technology, fire came later. Discover with Dr. Gerard Gibbons, how the ancient wisdom of emotive persuasion combined with new advances in neuroscience, quantified-self, virtual agents, games, and digital media, are requisite seminal forces for driving user engagement, adherence and behavior change in today's healthcare environment.

#### **The Curiosity Mars Rover: Lessons, Advancements, and Discoveries from a Robotic Scientist/Explorer**

##### **Jordon Evans**

Where were you when Curiosity landed on Mars? What did it take to land such a capable machine at a place of such high scientific interest? Journey with Jordan Evans as he shares the challenges overcome by Curiosity's team of scientists and engineers and the recent discoveries from the red planet. Dream too, about how the lessons and technology from Curiosity may someday revolutionize the way we think about surgery.