

KEYNOTE · ALEXANDER BAHL

ARTEMIS & APOLLO EXPLAINED

Back to the Moon: what Apollo and Artemis teach us about courage, risk and innovation.



TARGET LOCK > VISUAL FEED 01

[REC]

WHAT YOUR AUDIENCE TAKES AWAY

// MODULE 01

01

VISION AND COURAGE

In 1961, John F. Kennedy set a goal that seemed out of reach: putting a human on the Moon. In 1969, Apollo 11 landed. What a clear goal and the courage to take risks can spark in teams.

// MODULE 02

02

THE NEW MOON MISSION

With Artemis, NASA is returning to the Moon – this time to stay. Why the new attempt works differently: with commercial partners, new technology and the Moon as a stepping stone to Mars.

// MODULE 03

03

COLLABORATION AT SCALE

Space agencies such as NASA and ESA are working with companies like SpaceX on Artemis. What large international projects teach about collaboration – and what any team can take from them.

// MODULE 04

04

INNOVATION ACROSS GENERATIONS

From the computers of the Apollo era to today's rockets: progress builds on earlier successes and failures. What teams can take from both programmes about risk, learning and progress.



Alexander Bahl is a keynote speaker on spaceflight, SpaceX and the New Space Economy. After the Apollo Moon landings, Artemis opens a new chapter – and he spans exactly this arc: from 1969 to the return to the Moon. He has spoken at renowned business clubs, at ETH Zurich and at event forums, bringing space history to life.

>> LAUNCH SEQUENCE <<

BRING SPACE TO YOUR STAGE.

Contact me for your keynote.

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⌚ 45 min 🌐 DE/EN 💰 \$ Fee by arrangement

