



SCHEDULE OVERVIEW

SEPTEMBER 30TH

Welcome Soirée

Trend Hunter Private Bar, 4–9pm 26 Soho Street, Suite 206

OCTOBER 1ST

Trend Immersion Theatre Experience

Scotiabank Theatre, 8am-5pm 259 Richmond Street West

The After Party

The Ballroom Bowl, 5.30-9pm 145 John Street

OCTOBER 2ND

Client Innovation Workshops

The Fairmont Royal York Hotel, 9am-2pm 100 Front Street West

Guided + Curated Trend Safaris

OCTOBER 3RD

Choose-Your-Own-Adventure Trend Safaris
Across Toronto, 2–5pm

Nuit Blanche, an All-Night Art Festival

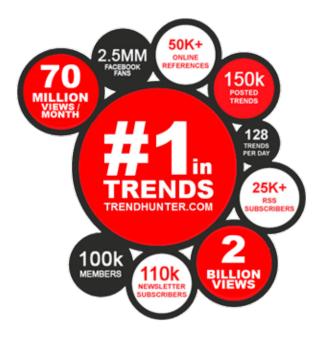
CONTEXT

About Trend Hunter

THE WORLD'S #1 TREND PLATFORM

With 2.5 billion pageviews from 100,000,000 people, Trend Hunter has developed the world's most powerful, most popular, and most predictive trend platform. With all of our data and insight, we've become innovation and trend advisors to 500 brands, billionaires and CEOs. We are driven by a mission to Find Better Ideas, Faster.

LEARN MORE: TrendHunter.com/TrendReports





Custom Research + Presentations

AN UPDATE ON OUR ADVISORY SERVICES

Find Better Ideas Faster with data-driven, cost-effective research that is fast and highly customized. With a dedicated advisor, 160,000 people hunting ideas for you and our 100,000,000 person virtual focus group, you will dramatically enhance insight while extracting costs. Even better, we're now helping bring trends to life with quarterly in-office presentations.

CONTACT US: Advisory@TrendHunter.com

TRADITIONAL RESEARCH (Slow + Expensive)

Procure > Scope > Research > Survey > Synthesize > Deliver

TREND HUNTER (Fast, Data-Driven + Cost-Effective)

 Deep
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IMPLICATIONS FOR YOUR BRAND:

Act faster, dive deeper, save effort

TREND HUNTER ACADEMY

Welcome to Future Festival

Welcome to Trend Hunter's first annual Future Festival! We're excited to have you at our exclusive event to experience an immersion of content, trend safaris and workshops specifically designed to plan your success. We're sharing our award-winning innovation methods, rounding out an event that's inspiring, educational and interactive. We're honored to help you prototype your future.

- The Trend Hunter Team

See the whole team at TrendHunter.com/Team



SHELBY WALSH
President +
Head of Research



JEREMY GUTSCHE CEO + Chief Trend Hunter



ARMIDA ASCANOVice President of Research Strategy



JAIME NEELY Vice President of Content + Culture



JONATHON BROWN
Vice President of
Business Innovation



COURTNEY SCHARF
Director of
Research Operations

SOCIAL MEDIA

Interact with #FutureFestival

We're here to interact!
Remember to hashtag **#FutureFestival** so we can retweet, repost, comment and connect.

SOCIALIZE



TWITTER @trendhunter



INSTAGRAM @trend_hunter



FACEBOOK facebook.com/trendhunter



PINTEREST pinterest.com/trendhunter



GOOGLE+ plus.google.com/+trendhunter



LINKEDIN linkedin.com/company/trend-hunter

GFT MORF



FutureFestival.com



TrendHunter.com

Experience the Future Before It Happens



WELCOME SOIRÉE

Future Festival Kickoff Party

HYPER-MODERN MOLECULAR COCKTAILS

BarChef inspires with a new outlook on cocktail culture, causing a ruckus in the realm of food and drink design. Rated as one of the top new and innovative bars in the world, BarChef uses exotic modernist mixology to create drinks that beautifully balance simplicity with surprise. Expand your experience beyond conventional beverages through the artistry and genius of Frankie Solarik.



Trend Hunter's Private Bar

26 Soho Street, Suite 206

@TrendHunter

@BarChefToronto

Tech Demos at Trend Hunter

We're excited to have some innovative toy and technology companies attend Future Festival to demonstrate their cutting-edge products:



COGNITOYS DINO

Backed by IBM Watson, this smart children's toy functions as a playmate and a teacher

CogniToys.com



BUBLCAM

This incredible camera captures spherical media for 360 degree imagery and VR

Bublcam com



HOLUS

The world's first interactive tabletop holographic display enhances gameplay and design

HPlusTech.com



VUFINE

This high-definition wearable display lets you experience technology, hands-free

Vufine.com

WELCOME SOIRÉE

Virtual Reality at Trend Hunter

YOUR TREND HUNTER VR HEADSET

Simply slip your smartphone into the case of your virtual reality goggles. Experience immersive games, apps and Trend Hunter's own content.



ROLLER COASTER VR

Free to download on the Google Play Store

TREND HUNTER VR

Trend Immersion at TrendHunter.com/Cardboard

FUTURE FESTIVAL VR

Experience conference content in 360 degrees







Trend Hunter's Robot Petting Zoo

OUR OFFICE INTERACTIVE TECH COLLECTION

We've been collecting retro and cutting-edge robot toys for everybody's entertainment. Play with droids from the 60s, 70s, 80s, 90s and onwards.



ROBOTIS MINI

Assembled by Trend Hunter's CTO, the Darwin Mini is a favorite humanoid at the office. This droid is fully programmable, and known for its spectacular performance of the 'Gangnam Style' dance.

SKEYE MINI DRONES

Trend Hunter is home to a fleet of 100 drones by TRNDlabs. Our squadron comprises the tiny remote-controlled Nano model, and the Skeye Mini that's capable of capturing HD videos.

WOWWEE ROBORAPTOR

Prehistory and futuristic tech have given rise to a generation of dinosaur robots. This species exercises a convincing predatorial gait with tail whipping actions, and it can even play tug of war.

From the left: Roboquad, Ozo Bots, ME100, MiP Robot, Tomy Omnibot, Robotis Darwin Mini, Tamagotchi, Rock 'Em Sock 'Em Robots, Skeye Drones, Robosapien, Roboraptor, Robotic Walking Dog

Trend Immersion Theatre Experience



DAY 1

Thursday, October 1st

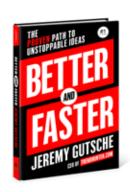
Location: Scotiabank Theatre, 259 Richmond Street West

8.00 AM	Registration + Breakfast	2nd Floor
9.00 AM	Better and Faster with Jeremy Gutsche	Cinema 1
10.30 AM	Coffee Break	Lobby
11.00 AM	Exploiting Chaos with Jeremy Gutsche	Cinema 1
12.30 PM	Client Private Lunch	Ballroom Restaurant
1.30 PM	The 3 Critical Sub-Segments of Millennials	Cinema 1
2.00 PM	Marketing Strategy + Brand Experiences	Cinema 1
2.30 PM	Retail Innovation + Experience	Cinema 1
3.00 PM	Innovation Best Practices	Cinema 1
3.30 PM	Coffee Break	Lobby
4.00 PM	Trend Safari Overview	Cinema 1
4.30 PM	Entrepreneurship + Maker Culture, Flavor + Preference	Cinema 1
5.00 PM	Cocktails and hors d'œuvres	Trend Hunter

OPENING KEYNOTE

Better and Faster: The Proven Path to Unstoppable Ideas

Jeremy Gutsche presents the keynote inspired by his New York Times Bestselling book. Learn about the three neurological traps that prevent people from realizing their full potential, as well as the three instincts that must be fostered in order to achieve success. Trend Hunter's CEO, an award-winning innovation expert and one of the most sought-after keynote speakers on the planet uncovers six hidden patterns of opportunity.



Presented by Jeremy Gutsche, CEO of Trend Hunter | BetterAndFaster.com | #BetterAndFaster

THREE TRAPS OF THE FARMER



Protectiveness



Repetition



Complacency

THREE HUNTER INSTINCTS



Insatiability



Curiosity



Willingness to Destroy

OPENING KEYNOTE

Better and Faster

SIX PATTERNS OF OPPORTUNITY



CONVERGENCE

combining, co-branding, multi-function, value-added

- 1. What other services could be combined with your offering?
- 2. What companies could you collaborate with?



REDUCTION

replacement, simplification, lower cost, smaller and more efficient

- 3. What parts of your business do consumers actually care about?
- 4. If you split your work into five companies, which one would be the most valuable?



REDIRECTION

tease and delight, psych reframe, unexpected turn, channeling

- 5. What big trends or rituals could you rechannel?
- **6.** Where could you over-deliver to delight?



CIRCULARITY

retro, economic, seasonal, generational

- 7. Since your last reinvention, how much have styles, technology and culture changed?
- 8. What do your next customers think about your relevance?



ACCELERATION

supercharge, chain reaction, parallel idea, better version

- 9. Specifically what is it that you are trying to achieve?
- 10. How might you redefine your most important feature?



DIVERGENCE

status, personalization, counter-culture, reactionary

- **11**. What do people hate about your industry?
- **12.** How could you be more customized, more unique or different from the mainstream?

KEYNOTE #2

Exploiting Chaos: Spark Innovation During Times of Change

Jeremy Gutsche presents the keynote inspired by his award-winning first book. *Exploiting Chaos* was one of Inc Magazine's Best Books for Business Owners, winner of the Axiom International Book Award, translated into seven languages and downloaded 400,000 times. Discover some of the 150 ways to capitalize on uncertainty through lessons about strategy, culture, trends, innovation and marketing.



Presented by Jeremy Gutsche, CEO of Trend Hunter | ExploitingChaos.com

CULTURE OF REVOLUTION

Culture is more important than strategy. It underlies your organization's ability to adapt, and in times of dramatic change, to magnify this importance.

TREND HUNTING

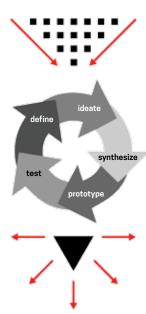
Strategic advantage hinges on your ability to anticipate trends and identify the next big thing. Supercharge innovation by actively tracking innovation in your market and staying on top.

ADAPTIVE INNOVATION

Billions of dollars have been invested to perfect human creativity. Apply these proven practices to your own field and think big while acting small. You can rapidly identify and evaluate new opportunities.

INFECTIOUS MESSAGING

The Internet has created cluttered chaos, but with it, the world's first viral platform for ideas. Well-packaged stories travel faster than ever before



The Three Critical Sub-Segements of Millennials

Why are Millennials addressed as one homogeneous group when they range from recent grad to new parent? VP of Culture Jaime Neely dives into the behavior and patterns of Trend Hunter's Millennial archetypes.

Presented by Jaime Neely, VP of Content and Culture | TrendHunter.com/iMetJaime

NOUVEAU MILLENNIALS



Sophisticated Social

Consumers' personal brands become marketing through social media art *TrendHunter.com/ProTrends/Augmented-Social*



Crowdsourced Celebrity

Social media influencers with branding skills become household names TrendHunter.com/ProTrends/Crowdsourced-Celebrity

MID-MILLENNIALS



Workplace Recognition

Positive work behavior is recognized through unique work perks TrendHunter.com/ProTrends/Workplace-Recognition



Cause Alignment

Brands and activists remix campaigns and causes to be more forward-thinking TrendHunter.com/ProTrends/Reappropriated-Hacktivism

PRO-MILLENNIALS



Parenting Authenticity

Brands connect with Millennial parents through telling their stories
TrendHunter.com/ProTrends/Parenting-Authenticity

Marketing Strategy and Brand Experiences

How do you integrate tried and true marketing strategies in the digital age? Trend Hunter's President, Shelby Walsh, shares successful campaigns that benefit from socializing big data and hybridizing mobile applications.

Presented by Shelby Walsh, President of Trend Hunter | TrendHunter.com/iMetShelby

EMERGENCE OF BIG DATA



Mainstream Data Marketing

Brands are illuminating big data borrowed from social media for advertisements TrendHunter.com/ProTrends/BigDataMarketing



IBM Watson

How this innovative technology is creating breakthroughs across industries TrendHunter.com/Trends/Engagement-Advisor

EXTREME PERSONALIZATION



Customized Sentiment

Brands evoke emotional responses with personalized stunts TrendHunter.com/ProTrends/Customized-Sentiment



Personalized House Tours

The Carvalho Hosken Real Estate Firm Uses Social Media to Drive Sales TrendHunter.com/Trends/Carvalho-Hosken

IMPORTANCE OF MOBILE



Momentary Marketing

Temporary social media marketing connects with youth in a low-risk environment TrendHunter.com/ProTrends/Temporary-Marketing



Melting Coupons

McDonald's limited time vouchers encouraged immediate transactions TrendHunter.com/Trends/Limited-Time-Coupon

Retail Innovation + Experience

How do you keep ahead of the curve when it comes to selling products? Our Director, Courtney Scharf, explains the importance of customization, cost, convenience and community in order to stay competitive.

Presented by Courtney Scharf, Director of Research Operations | TrendHunter.com/iMetCourtney

CUSTOMIZATION AND COST



Hyper-Targeted Marketing

Predicting consumer interests through the use of intuitive connectivity TrendHunter.com/ProTrends/HyperTargeted-Marketing



Paperless Retail Tags

Powershelf electronic labels integrate digital tech for instant updating TrendHunter.com/Trends/Electronic-Shelf-Labels

CONVENIENCE



Instant Gratification Retail

Traditionally time-consuming services are repositioned for consumer ease TrendHunter.com/ProTrends/Automated-Service



Touchscreen Tea Machines

The teaBOT lets you customize your loose leaf blends for express brewing TrendHunter.com/Trends/Tea-Vending-Machine

RETAIL COMMUNITY



Retail Community

Stores offer value beyond mere products by serving as community hubs TrendHunter.com/ProTrends/CommunityFocused-Retail



Community Hub Supermarkets

Whole Foods' in-store playground makes for a fun food-shopping experience *TrendHunter.com/Trends/Whole-Foods-Austin*

Innovation Best Practices: Insights from 500 Interviews

How do leaders encourage insatiability, curiosity and willingness to destroy? After hundreds of Trend Hunter interviews, we reveal some of the best-inclass innovation initiatives pulled from our *Innovators in Business* series.

Presented by Jonathon Brown, VP of Business Innovation | TrendHunter.com/iMetJonathon

COMPLACENT vs. INSATIABLE



Ben & Jerry's and Kirsten Schimoler

Kirsten scours the culinary flavorscape for the next big taste, texture and swirl TrendReports.com/Article/Exploring-TasteBased-Innovations-Interview

REPETITIVE vs. CURIOUS



Adidas and Mic Lussier

Mic executes innovative leaps by creating disruptive and measurable solutions TrendReports.com/Article/Avoid-Producing-Pseudoinnovation



Sabre Holdings and Sarah Kennedy

Sarah analyzes emerging technology to enhance the travel industry TrendReports.com/Article/Sarah-Kennedy

PROTECTIVE vs. DESTRUCTIVE



Staples and Brian Coupland

Brian explains the great value of communication to foster an innovation culture TrendReports.com/Article/Brian-Coupland



Under Armour and Kevin Fallon

Kevin engages diverse minds to keep on the cutting-edge of apparel technology TrendReports.com/Article/Encouraging-Outside-Innovations

Entrepreneurship + Maker Culture

Consumers like having a hand in the design of the products that they use. Vice President of Research Strategy, Armida, explores the changing face of small businesses and the democratization of business.

Presented by Armida Ascano, VP of Research Strategy | TrendHunter.com/iMetArmida

INNOVATION DEMOCRATIZED



Instant Entrepreneurship

Products that make launching a business easy serve a growing niche TrendHunter.com/ProTrends/Instant-Entrepreneurship



Gaming App-Building

With BuildBox, people with no coding knowledge can create gaming apps TrendHunter.com/Trends/BuildBox

PASSION PURSUED



Entrepreneurial Play

Enhancing socialization skills, parents turn to mature methods of play TrendHunter.com/ProTrends/Sophisticated-Play



Empowering Engineering Toy Ads

A GoldiBlox ad shows young girls how their brains look on engineering mode *TrendHunter.com/Trends/Toys-For-Girls*

PRESSURE ALLEVIATED



Mainstream Micro-Lending

Microfinancing allows for low-risk, community-based entrepreneurship TrendHunter.com/ProTrends/Mainstream-Micro-Lending



People-Focused Finance

Triodos Bank invests in people, culture, the arts and the environment TrendHunter.com/Trends/Triodos-Bank

Flavor + Preference

How do you successfully combine very different dish ideas into delicious culinary creations? Armida Ascano, the VP of Research Strategy, dives into consumer taste and flavor preferences, what they mean and why they exist.

Presented by Armida Ascano, VP of Research Strategy | TrendHunter.com/iMetArmida

THE FAD CHASER



Sensory Dining

Multisensory exercises entice consumers looking for immersive engagement TrendHunter.com/ProTrends/Sensorial-Dining



Multisensory Dining Events

The Stella Artois Sensorium involves all of the senses in the eating experience TrendHunter.com/Trends/Unique-Dining-Experience

THE COMPETITIVE EATER



Cultural Comfort

Popular comfort dishes borrow from cultural flavors and recipes
TrendHunter.com/ProTrends/Cultural-Comfort-Popular-Dishes-Borrow-From....



Hearty Hybrid Recipes

Two different global dishes can combine into international comfort food TrendHunter.com/Trends/Ramen-Pot-Pie

THE ELITIST



Familiarized Sweetener

Opening sugar alternatives up to a bigger market through comfort foods TrendHunter.com/ProTrends/Familiarized-Sweetener



Healthy Junkfood Commercials

Athletes, supermodels and actors endorse UNREAL Candy TrendHunter.com/Trends/Junkfood-Commercial

Workshops and Trend Safaris



DAY 2 (CLIENTS + PAID TICKETS)

Friday, October 2nd

Primary Location: Fairmont Royal York (100 Front Street West)

9.00 AM	Full Breakfast + Coffee	Mezzanine
10.00 AM	Reinvention Workshop	Hotel Ballroom
12.00 PM	Lunch	Concert Hall
1:00 PM	Reinvention Workshop, Continued	Ballroom
2.00 PM	Meet to Depart for Trend Safaris	Lobby
2.30 PM	Trend Safari #1	
3.30 PM	Transportation	
4.00 PM	Trend Safari #2	
5.00 PM	Transportation to Fairmont Royal York	

CLIENT REINVENTION WORKSHOP

How Do You Focus to Win in 2016?

Our award-winning innovation expertise is rooted in the workshops conducted by our CEO. Over the last decade, Jeremy has helped several hundred brands, billionaires and CEOs to accelerate innovation, scope new markets, filter opportunities and better understand customers. Our innovation framework is based on our award-winning book, Exploiting Chaos.

WORKSHOP + KEYNOTE INFORMATION: JeremyGutsche.com

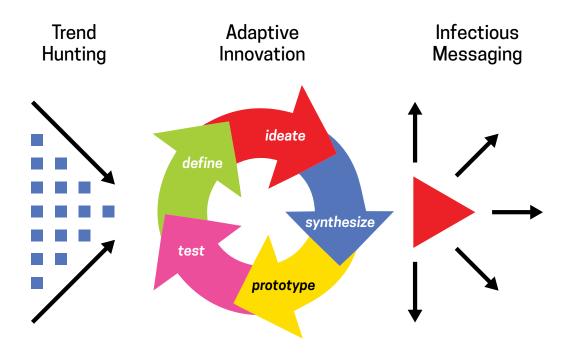


Innovation-Sparking Activities

- 1. Specific Focus (Culture)
- 2. The Pace of Change (Culture)
- 3. Utopia vs. Dystopia (Trend Hunting)
- 4. Destruction and Focus (Trend Hunting)
- 5. Rapid Prototyping (Adaptive Innovation)

GET EXPLOITING CHAOS FOR FREE: TrendHunter.com/Secret/FutureFestival

EXPLOITING CHAOS INNOVATION FRAMEWORK



THE CULTURE OF REVOLUTION

GUIDED TREND SAFARIS

Coffee, Tea + Micro-Brew Culture

THE PERFECT CUP OF COFFEE

Experience a trifecta of taste on this tour of a coffee tasting bar, a microbrewery and an artisanal tea shop. You'll be led by the Micro Roaster of the Year, Chris Chekan from Monarch Methods. He'll also show you his handmade coffee process that takes a cup of joe to the next level.



Monarch Methods

50 Wagstaff Drive

MonarchMethods.com @MonarchMethods

Millennial Culture

STREET ART AND STREET FOOD

Experience Toronto's iconic Graffiti Alley while tasting some of the best street food the city has to offer. A unique pop-up market is full of the delicious eats, and a live artist will demonstrate the striking art of graffiti and this culture's impact on the young generations.





Foodies on Foot

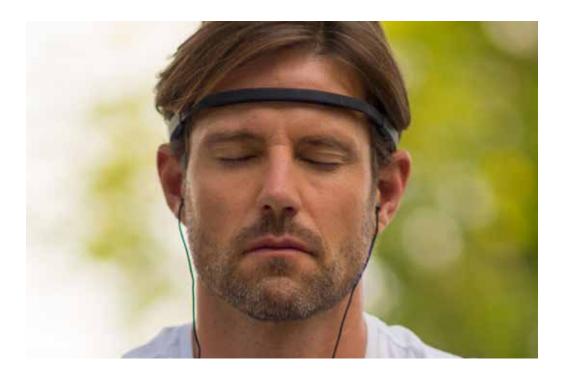
75 Portland Street FoodiesOnFoot.ca @FoodiesOnFoot

GUIDED TREND SAFARIS

Tech-Assisted Wellness

HI-TECH URBAN MEDITATION

Muse is the first tool in the world that can give you accurate, real-time feedback on what's happening in your brain when you meditate. With the Toronto skyline as a backdrop, this rooftop minfulness session inspires insight into the realm of wellness and the future of wearable technology.



Muse

511 King Street West

ChooseMuse.com @ChooseMuse

Sustainability + Eco Branding

URBAN BEEKEEPING

On top of the Royal York Hotel lies a world dedicated to saving honey bees. This 'bee hotel' provides a sanctuary and sustainable home for pollen-producing bees in the city of Toronto. The setting also hosts an impressive vertical garden — a growing trend for urbanites.



Fairmont's Bee Sustainable Program

100 Front Street West, Rooftop

Fairmont.com/Promotions/FairmontBees/
@FairmontHotels

GUIDED TREND SAFARIS

Maker Culture + Personalization

BREWING CRAFT BEER

Have you ever wanted to make your own craft beer and wine? Fermentations Craft Brewery gives you an insider look at the craft beer phenomenon. Step into the shoes of a brewmaster by bottling your own sample. Learn about taste, flavor and the DIY movement along the way.



Fermentations

201 Danforth Avenue

Fermentations.ca @FermentationsTO

Food, Flavor + Marketing

SUSHI-MAKING AND MARKETING STRATEGY

Learn how renowned Chef Sang Kim created a restaurant in 30 days and become a staple in the Toronto food scene. Kim walks you through Sushi Making for the Soul — a mixture of history, sushi-making and marketing for the next generation. The experience will leave you feeling creative, and full.



Sushi Making for the Soul

382 College Street
SushiMakingForTheSoul.com
@EatMySushi

GUIDED TREND SAFARIS

Retail Fashion + E-Commerce

RENTED LUXURY

As the retail landscape continues to change, Rent Frock Repeat has managed to create a business model that supports an on-the-go lifestyle with a love of high fashion and great prices. Learn about the shop and be treated to a fitting of gorgeous designer dresses.



Rent Frock Repeat

104 - 35 Golden Avenue

RentFrockRepeat.com @RentFrockRepeat

Pop-Up Shops

MOBILE BOUTIQUE

You don't need a traditional retail space to be successful — experience the novel luxury of a hip boutique on wheels. Fashion Truck Canada is no ordinary pop-up shop: the mobile store's brand has a great physical reach with their brand, bringing convenience to a broad consumer base.



Fashion Truck Canada

FashionTruckCanada.com @FashionTruckCda

GUIDED TREND SAFARIS

Arts + Culture

MUSICAL NOSTALGIA AND PHOTOGRAPHY

Take a walk down Rock & Roll memorabilia lane with Toronto's own Analogue Gallery. Including some of the most iconic photos of musical legends, your curated tour will give you a backstage pass to the lives and the work of rockstars.



Analogue Gallery

637 Queen Street West

AnalogueGallery.com @AnalogueGallery

Retail Reinvention

ENHANCING CONSUMER EXPERIENCE

A broad range of businesses have been given facelifts by Jackman. Celebrated for its work in enhancing customer experience, this company shares its holistic approach to rebranding and redesigning retailers through thorough end-to-end processes, research and collaboration.



Jackman Reinvents

345 Adelaide Street West, Suite 100 JackmanReinvents.com @WeAreJackman

+100 SELF-GUIDED TREND SAFARIS ACROSS TORONTO

Trend Hunter Top 25 Trends in 2016



Connected Vanity **Automated Creation Momentary Marketing** Viral Oddity **Branded Cognition Experiential Flavoring** Matchmaking Adulthood Parenting Authenticity **Upscaling Motherhood Retail Community** Appified Entrepreneur **Resource Sharing Branded Milestone** STEMinine Play In-Store Projected Streamlined Feedback **Digitized Queue Recognition Purchasing** Crowdsourced Reward Livestream Play **Curated Dining** Reactive Fashion Socialized Reward **Bodily Esteem**

Peer-to-Peer Luxury

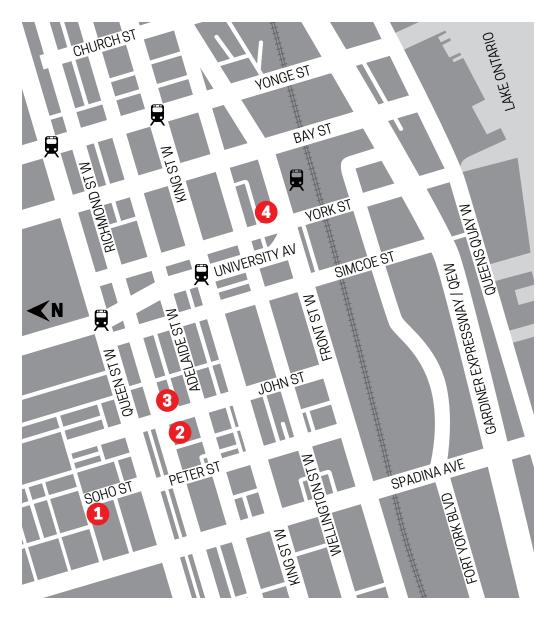
Future Festival Extras

\$1,000 OF FREE EXTRAS + YOUR HOMEWORK

Take your learning to the next level with an early 2016 Trend Report, free ebook of Exploiting Chaos, homework questions, frameworks, 2016 trend videos and a few more surprises.

GET IT: Attend the event to access extras





- Trend Hunter HQ 26 Soho Street, Suite 206
- Scotiabank Theatre
 259 Richmond Street West
- The Ballroom Restaurant 145 John Street
- Fairmont Royal York
 100 Front Street West

For Toronto Transit Commission maps, fares and schedules, visit TTC.ca





FutureFestival.com · TrendHunter.com

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