



PRESENTATIONS

TREND SESSIONS + WORKSHOPS



Immersive Content Designed to Accelerate Your Team at Your Office or Our Events
From the World's #1 Trend Firm and Innovation Engine

ACCELERATE WITH TREND HUNTER

OUR SPEAKERS

 The most innovative people at 500 of the world's top brands trust our keynote speakers to kickstart innovation. The reason? We have three secret weapons:

1 Data-Driven Content

You're not just getting some guru's random thoughts about your business, you are getting the cutting-edge insights from 200,000 idea hunters and our 160,000,000-person research group.

2 Actionable Takeaways

Inspiration is great, but substantially improve your team's effectiveness and understanding of trends with our innovation frameworks and workshops.

3 Contagious Enthusiasm

A lot of our brand partners express trouble socializing trends and innovation, and making it a part of their culture. We bring the research to life in your office in an unforgettable way.



Jeremy Gutsche, MBA, CFA, is a *New York Times* bestselling author, an award-winning innovation expert, and called "one of the most sought-after keynote speakers on the planet" (by *The Sun* newspaper). He is the CEO of Trend Hunter – the world's #1 trend firm. Prior to Trend Hunter, Jeremy grew a \$1 billion portfolio for a bank, and today, over 500 brands, billionaires and CEOs rely on his innovation keynotes and consulting firm to accelerate innovation and make change happen. Brands include: *Disney, Starbucks, Red Bull, Netflix, LEGO, Victoria Secret, Coca-Cola, IBM* and *Wells Fargo*. He's even helped NASA prototype the Journey to Mars!



Armida Ascano is the Chief Insights Officer at Trend Hunter and the brain behind our trend sessions and workshops. In her previous roles at Trend Hunter, she's curated over 800 custom research reports across various categories, and has gained 18,772,000 views to her own portfolio of trend content. She uses this knowledge to help brands innovate – including *Chicago Tribune, Hasbro, and Wal-Mart* – and has spoken at conferences like *Foresight and Trends, OmniShopper, and Future Festival*. She specializes in segmentation trends, our 18 Megatrends matrix, Innovation Workshop facilitation, and more.



Jonathon Brown is the Chief Growth Officer at Trend Hunter, driving strategy around Trend Hunter's business innovation research, business development and marketing. He has interviewed over 500 business leaders to uncover innovation best practices across a wide variety of industries. Jonathon started at Trend Hunter in 2012 on the editorial team, where he wrote over 1,000 articles, garnering 6 million views. In 2015, he spearheaded the successful launch of Jeremy Gutsche's *New York Times* bestseller *Better and Faster*. He currently consults with Fortune 1000 companies to help them accelerate their innovation initiatives.



Shelby Walsh is the President of Trend Hunter. Awarded 'Top 30 Under 30' and named one of WXN's 'Top 100 Most Powerful Women in Canada,' she has been featured on *BNN*, and in *TIME, NYT* and *Financial Post*. You can regularly find her in the downtown Toronto office overseeing a growing team of over 50, or writing for publications like *The Globe and Mail*, sharing data-driven insights from TrendHunter.com that showcase retail, lifestyle and marketing trends. Shelby has been a part of Trend Hunter's exciting exponential growth since 2009, which provides brands such as *Adidas, IBM, Disney* and *Samsung* with custom trend research, helping them to find better ideas, faster.

Clients of our presentations include:



Jaime Neely is the Chief Culture Officer at Trend Hunter. She's a mainstage Future Festival presenter and has helped brands such as *Staples, McCormick, Mastercard, Snyder's-Lance* and *Universal* learn how to innovate through custom in-office trend sessions and workshops. Through her previous work as Editor-in-Chief at Trend Hunter, Jaime has reviewed over 40,000 microtrend ideas, granting her specialized insight into consumers. Additionally, she has studied over 400 companies' innovation strategies and team dynamics while building Trend Hunter's Innovation Assessment, making her our resident expert in culture and team dynamics.



Courtney Scharf is the SVP of Research Services at Trend Hunter. She develops, maintains and optimizes Trend Hunter's advisory service, leading the client relations team through the creation of more than 5,000 custom trend reports for our clients since her department's inception (the equivalent of 250,000 pages of powerpoint). Courtney has spoken on the topic of innovation at events like *Foresight and Trends* and *Future Festival*. She specializes in the topics of retail, entertainment and Gen Z, and has been a dedicated advisor to dozens of big brands including *Walmart, Samsung, Hasbro, Unilever, Nestle* and *Disney*.



Gil Haddi is the VP of Client Success at Trend Hunter. She works with brands across industries to facilitate innovation and future planning and has uncovered insights for the likes of *NASA* and *Sony Pictures*. Having gained a whopping 33,000,000 views to her trends portfolio, with an average of 12,000 views per microtrend idea, Gil is experienced in leveraging Trend Hunter's Big Data platform to spot data-driven opportunities with actionable implications for clients. She has spoken at events such as the *Media Insights Conference* and specializes in emerging trends in technology, branding and lifestyle.



Ady Floyd is a Research Manager working with over 40 of our brand partners, curating and customizing research to suit their needs. She has provided invaluable insight into areas such as product development and marketing strategy for household names like *IBM, LoyaltyOne, MTV, LEGO, Dunkin' Brands* and dozens more. To date, Ady has curated around 500 custom research reports based on data-driven opportunities across all industries. She has used her dynamic approach and multifaceted experience to run custom sessions with brands like *McDonald's* and *Beam Suntory*.

OUR CURRICULUM

Innovation + Culture (Our NY Times Bestselling Content)

These keynotes are delivered by Trend Hunter's CEO, Jeremy Gutsche – a world-renowned keynote speaker and a business and innovation expert.

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| BETTER & FASTER | INNOVATION TACTICS AND FRAMEWORKS | |
| DISRUPT OR BE DISRUPTED | CREATING A CULTURE OF INNOVATION | |
| EXPLOITING CHAOS | MAKING MESSAGES THAT STICK | |
| HOW TO WIN THE FUTURE | MAKING CHANGE HAPPEN |  1 HOUR |

Culture Assessment Workshops + Work Sessions

Deep-dive into the results of your team's innovation assessment, and discover how your brand compares to those of the world's top innovators. In advance of this workshop, we scour your team's results in order to deliver the most impactful answers to you, highlighting behavioral and strategic takeaways based on demographic and psychographic factors.

With your group, we identify the larger-scale barriers to a culture of innovation, while exploring prioritization, idea filtration and more. Choose a 1–2 hour Work Session, or a 2–4 hour Workshop that comes with an innovation action plan designed to be implemented immediately.

 1 – 4 HOURS

Custom Trend Presentations

These trend sessions are designed by you and for you, with the help of our Insights team. We develop a framework and bring the topic to life.

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| MILLENNIALS AND FINANCE | MEN'S FASHION AND GENDER FLUIDITY | |
| SOCIAL MEDIA AND AUTHENTICITY | TRANSPORTATION AND AUTOMATION | |
| THE PSYCHOLOGY OF PACKAGING | HEALTH AND FLAVOR | |
| GENERATION ALPHA AND KIDS' TECH | YOUTH SUBCULTURE |  45 MINUTES – 1 HOUR |

Trends + Future Festival Core Modules

Socializing trend content in an engaging way, trend sessions deep-dive into a key macro trend, based on our frameworks and built on our insights.

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|-------------------------|-----------------------|
| GENERATION Z | NEW BUSINESS MODELS |
| MILLENNIALS | HEALTH AND WELLNESS |
| GENERATION X | THE MODERN FOODIE |
| BOOMERS | SMALL BUSINESS |
| GENERATIONAL COMPARISON | INTRAPRENEURSHIP |
| MODERN LIFESTYLE | INCLUSIVITY MARKETING |
| RETAIL INNOVATION | LOCAL LOVE |
| LEISURE AND PLAY | HYPER-CONVENIENCE |
| ARTIFICIAL INTELLIGENCE | FUTURE MEDIA |
| RETAIL TECHNOLOGY | SOCIAL BEHAVIOR |
| FUTURE TECHNOLOGY | WORK CULTURE |
| DISRUPTIVE TECHNOLOGY | BRAND LOVE |

Innovation Accelerator Workshops

Our modular workshops have been used to help NASA prototype their mission to Mars. Whatever your goal is, we will find a solution.

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| DISRUPTION AND ADAPTATION | IDEA DISCOVERY | <i>*Available to Accelerator Clients and
Jeremy Gutsche Keynote Clients Only</i> |
| MAKING CHANGE HAPPEN | TREND HUNTING | |
| INFECTIOUS MESSAGING | PROTOTYPING | |
| CULTURE AND CHANGE | | |
-  2+ HOURS

 45 MINUTES – 1 HOUR

Future Festival

FutureFestival.com

“Trend Hunter’s Future Festival was undoubtedly the most meaningful conference I have ever attended.”

– Vice President



“At Future Festival, our team was able to validate some of our innovation processes and learn new techniques that can be implemented immediately.”

– Leader of Research



“A thoroughly engaging, thought-provoking, game-changing series of presentations that looked forward to the future with helpful observations, insights, facts, and stats marketers need to know.”

– CEO

STRATEGIC/OBJECTIVES

“Any senior executive would benefit hugely from taking a couple of days and attending Future Festival.”

– Global VP, Innovation



In-Office Presentations

TrendHunter.com/TrendReports

“The trend session was a fantastic opportunity for us to get up to speed on the latest insights and trends. Learnings from the presentation have been extremely helpful in guiding our product development initiatives.”

– Senior Marketing



Accelerator Workshops

JeremyGutsche.com

“Jeremy’s message fit perfectly into our strategy. His high-energy style kept my leadership team engaged and we kept talking about his session well into the evening.”

– CIO



“Jeremy Gutsche blew us away. He truly is an intellectual can of Red Bull. I couldn’t feel better about the kind of thinking we are going to get.”

– CEO



“We’ve been raving about Jeremy around the office. The most inspiring offsite in my seven years!”

– Senior Director



“I could not have asked for a more vibrant and exciting speaker and workshop. Everyone was engaged and now we are even more excited about our future.”

– SVP



What qualifies your speakers and content to teach us?

To ensure your team is both informed and inspired, our decks are strictly multimedia. You will get a peek behind the curtain of how to hunt trends with our presenters, who are immersed in trends on a day-to-day basis. They are the people hunting trends, advising the world’s most innovative people on their areas of opportunity, and crafting Trend Hunter’s world-class culture, meaning they are more than keynote speakers, but authorities on associative thinking and enacting change.

How do I get a Trend Hunter presentation?

As long as you have an Advisory or Innovation Accelerator subscription with Trend Hunter, you have access to Trend Hunter presentations. Give your Dedicated Advisor a call and they’ll be happy to set that up for you.

Who can/should attend these sessions?

Anyone who needs to stay on top of important trends and become inspired. Typical departments in attendance include innovation, marketing, product development, R&D etc, but it’s more about who needs to be better aligned with trends and innovation.

Do all presentations include tactical takeaways?

Every presentation includes optional brainstorming exercises, guided by the questions we craft custom for your team in order to highlight those key lessons and action points.

How long does it take to turn around a custom presentation?

We require a minimum of 4 weeks to craft a custom presentation. The timeline is as follows:

Week 1: Research and trend scoping conducted by our Insights team and your presenter

Week 2: Continued research and scoping, plus a check-in call with you and your presenter

Week 3: Continued research and scoping, plus a second check-in call, minimum five work days after the first check-in

Week 4: Perfecting and rehearsing between your presenter and Jeremy Gutsche

What if I need a presentation in less than 4 weeks?

Then our core module trend sessions are perfect for you! These are the crown jewels of our trend frameworks – tried, tested and perfected over years of researching and practicing. These take as little as two weeks to turn around.

How involved can I be in creating the presentation?

Core Module presentations are productionized and perfected, and will be presented as is. If you’ve opted for a custom presentation, you’ll be able to select topics and collaborate on homework questions, but will not be able to alter content, design, frameworks or case studies. This process retains the integrity of the presentation content. Basically, we want you to sit back and relax while our trend experts make your custom deck!

When do I get to review the presentation?

Since our PowerPoint decks are multimedia-based, they are larger and difficult to share. As well, our presentations tend to cycle into our Future Festival program. The implication is that these live experiences are our core IP and as such, we do not release videos or the presentation material.

Can we have the presentation for our own internal use afterwards?

We will happily share our research after the presentation, in an easy-to-share, desktop-friendly report format.



THE #1 INNOVATION CONFERENCE



TREND HUNTER
**FUTURE
FESTIVAL**™

Bring us to your office or
join us at one of our global events:
Visit FutureFestival.com to learn more