



# Keynote Presentations & Workshops

Immersive Content Designed  
to Ignite Innovation

# Accelerate with Trend Hunter

Innovators at more than 600 of the world’s top brands trust Trend Hunter’s keynotes and workshops to kickstart innovation.

The reason? We have three:

01

## Data-Driven Content

Trend Hunter’s keynotes and workshops are fueled by a global community of millions, an extensive trend database, AI and a skilled team of Researchers and Futurists.

02

## Actionable Takeaways

Our sessions are designed to provide new tools and reusable frameworks that empower you to innovate on an ongoing basis.

03

## Contagious Enthusiasm

Trend Hunter’s Futurists – our seasoned team of keynote speakers – bring our research to life to engage your team and help you build a lasting culture of innovation.

Our keynotes and workshops cover a variety of topics and are available as either off-the-shelf or custom sessions.

- 1. Keynotes: Core Module or Custom Presentations
- 2. Workshops: Core Work Sessions or Custom Workshops

We also offer two options for keynote and workshop facilitation. Choose to be led by Jeremy Gutsche, Trend Hunter’s CEO and a renowned innovation expert, or one of the highly experienced speakers on our in-house Futurist team.

# Keynote Presentations



## Core Module Presentations

These tried-and-tested presentations are perfect for informing your team about major trends and helping them to future-proof their thinking. They can be prepared in as little as 2 weeks.

**Jeremy Gutsche Keynotes:**  
*1 hour*

As Trend Hunter’s CEO and a New York Times bestselling author, Jeremy Gutsche’s innovation expertise has made him a world-renowned keynote speaker. His keynotes have inspired audiences at more than 650 live events, and include the following topics:

- Better & Faster
- Disrupt or be Disrupted
- Exploiting Chaos
- How to Win the Future
- Innovation Tactics
- Creating a Culture of Innovation
- Making Messages That Stick
- Making Change Happen

**Trend Sessions:**  
*45 minutes - 1 hour*

Based on Trend Hunter’s proprietary frameworks and insights, each of these presentations explores a key macro trend in depth to socialize trend content in an engaging way. Topics include:

- Health and Wellness
- Brand Love
- New Business Models
- Leisure and Play
- Future Technology
- Work Culture
- Hyper-Convenience
- Inclusivity Marketing
- Generational Trends
- Artificial Intelligence
- Retail Innovation
- & More

## Custom Presentations

With the help of our Insights team, these sessions are designed by you and for you. We’ll identify areas of need and topics of interest to create a custom framework that meets your objectives. Custom presentations run from 45 minutes to 1 hour and require a minimum of 4 weeks to prepare.

### Custom Presentation Timeline:

**Week 1:** Insights team and presenter begin research and trend scoping.

**Week 2:** Continued research and check-in call with your presenter.

**Week 3:** Continued research and second check-in call (minimum of 5 work days after first check-in).

**Week 4:** Presenter rehearses and perfects presentation with Jeremy Gutsche.

# Workshop Offerings

For an interactive, tactical learning experience, look no further than Trend Hunter’s Core Work Sessions and Custom Workshops.

## Core Work Sessions

Work Sessions are preset but interactive programs that teach problem-solving methodology through 1.5 to 2 hour simulations.

**Trend Hunting:**  
*1.5 - 2 hours*

Change the way your team thinks about, applies and predicts trends.

**Adjacent Industry Simulation:**  
*1.5 hours*

Break out of old habits by reimagining your world and adapting accordingly.

**Change Deep Dive:**  
*1.5 hours*

Identify urgent points of development and spark action within your team.

## Custom Workshops

Custom Workshops tackle company-specific issues and objectives with 2 to 6 hours of programming tailored to your needs.

**Prototyping:**  
*2 - 5 hours*

Prototype ideas and productionize creativity using the 6 Patterns of Opportunity.

**Idea Discovery:**  
*2 - 5 hours*

Identify your company’s biggest areas for development and uncover new ideas.

**Making Change Happen:**  
*3 - 6 hours*

Enact major change within your company in the most efficient way possible.

**Infectious Messaging:**  
*2 - 5 hours*

Rethink your value prop and marketing to more effectively speak to consumers.

**Disruption & Adaptation:**  
*2 - 5 hours*

Anticipate upcoming threats to your business and prepare for future success.

**Culture & Change:**  
*2 - 5 hours*

Understand and enhance your company’s culture to fuel innovation.

# Trend Hunter Futurists



Trend Hunter’s (TH) keynote presentations and workshops are led by our team of Futurists. With extensive experience presenting to clients and at our Future Festival events, they’re uniquely equipped to get your team thinking like innovators.



**Jeremy Gutsche**, MBA, CFA

Trend Hunter’s CEO, a New York Times bestselling author, and an award-winning innovation expert. As one of the world’s most sought-after keynote speakers, he has helped hundreds of brands to make change happen.



**Armida Ascano**

Trend Hunter’s Chief Insights Officer and the brain behind our trend sessions and workshops. She has curated over 800 custom research reports and gained more than 18 million views to her portfolio of trend content.



**Jonathon Brown**

Chief Growth Officer at Trend Hunter, driving strategy around business innovation research, business development and marketing. He has interviewed over 500 business leaders to uncover innovation best practices.



**Courtney Scharf**

Chief Client Officer at Trend Hunter. She develops, maintains and optimizes Trend Hunter’s Advisory services, leading the Client Relations team through the creation of more than 5,000 custom trend reports.



**Sean Watson**

Trend Hunter’s Director of Sales Operations & Special Projects. He applies his tech expertise and unmatched enthusiasm for TH’s content in both strategic internal initiatives and as a keynote speaker.



**Shelby Walsh**

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 The New York Times, Financial Post and TIME.



**Gil Haddi**

Trend Hunter’s VP of Client Success. She works with leading brands across a variety of industries, leveraging her extensive trend expertise to spot opportunities with actionable implications for clients and facilitating innovation.



**Ady Floyd**

Director of Client Success at Trend Hunter, customizing research for more than 40 of our brand partners. She has curated more than 500 custom research reports to date and run trend sessions for Fortune 500 companies.



**Jaime Neely**

Trend Hunter’s Chief Culture Officer. As the creator of Trend Hunter’s Innovation Assessment, she has helped more than 30,000 professionals to understand and improve their innovation processes both as individuals and teams.

# Join the Alumni

## Chicago Tribune

Keynote Presentations  
JeremyGutsche.com

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

- Senior Marketing, Chicago Tribune



Work Sessions & Custom Workshops  
TrendHunter.com/TrendReports

“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, NBC

## Aflac

Future Festival  
FutureFestival.com

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

- Vice President, Aflac



# Booking

## Frequently Asked Questions



### How do I get a Trend Hunter presentation or workshop?

Presentations and workshops are available as part of Trend Hunter subscriptions, with a select assortment also available on an ad hoc basis. If you are a Trend Hunter client, contact your Research Advisor or Success Strategist to learn more. Alternatively, please reach out to

Booking@TrendHunter.com.

### Who can/should attend these sessions?

Typical departments in attendance include Innovation, Marketing, Product Development, R&D, etc., but our presentations and workshops are beneficial to anyone who wants to stay ahead of the curve and get inspired.

### How involved can I be in creating the presentation/workshop?

Core Module presentations are presented as is, but if you opt for a Custom Presentation you’ll be able to select topics and collaborate on homework questions. You will not, however, be able to alter content, design, frameworks or case studies.

Custom Workshops are fully tailored to your organization’s goals and challenges, whereas Core Work Sessions use preset frameworks and cannot be altered.

### Will I receive a copy of the presentation?

Since these presentations are our core IP, we do not release videos or verbatim copies of the presentation material. However, we will happily provide you with our research after the presentation in an easy to share, desktop-friendly report format.