

By Popular Demand...

Mark McCrindle's Latest and Most Requested Sessions

In our research fields of demographic change, social trends, employment shifts and technological and consumer influences, nothing stays the same for long and innovation is key.

This is mirrored with the speaking topics and issues that are most requested of Mark and therefore the content of his presentations and the sessions that he creates are similarly ever-changing. Here are some of his newest and in-demand sessions:

Trends and Tactics with Social Media: Engaging with New Communities, Connecting with Emerging Customers

In this session, social researcher Mark McCrindle gives an overview of how to communicate in message-saturated times. He reveals the latest research findings into media consumption, the use of emerging technologies and the key influencers on decision-making today. He will share insights to understand the elements of effective communication, means to maximise retention, and the trends in online communities. Finally he will share strategies to engage, influence and empower communities and consumers in these brand-fickle, ever-changing times.



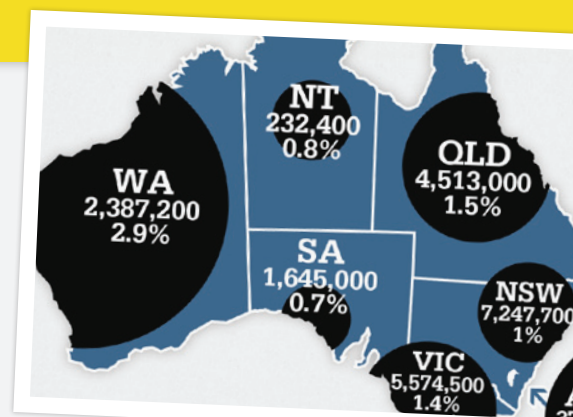
21st Century Consumers and the Key Influences Upon Them

Consumers today are engaging with global brands more than ever before and the brands that drive them are no longer just of US or UK origin but rather across Europe, Asia and through the Middle East and beyond. The low loyalty era of a decade ago has given way to brand evangelism today. Consumers are empowered to push back on brands or large corporate and in a world of peer review sites and social validation, organisations that rely more on influence than power and interaction rather than paternalism, will engage effectively today.



A Demographic Snapshot of Australia Now and Towards 2020

Analysis of the just released Census data shows an ever changing Australia. To engage with people and connect with communities, we need to understand the data and the demographics. Population analysis tells a fascinating story of Australia today and reveals clear trend lines. In this session, Mark uses the latest demographic data to give a snapshot of the changes, the trends, the challenges and the opportunities for your brand, organisation and sector.



Understanding and Engaging with Generation Z

Today's generation of teenagers and children are the first generation to be wholly shaped in the 21st Century and so are our first truly digitally integrated, wirelessly connected, global generation. However they are more than just students; by the end of this decade they will comprise over 1 in 10 of our workforce and they are currently consumers with customer influence well beyond their economic footprint. They are the children of Generation X and so from parents to children we have seen a societal transition from colour TV to internet TV, from the walkman to the iPad, from structured classrooms to e-learning, from mass media to interactive campaigns and from command and control leaders to collaborative and empowering leaders.



Strategic Trends Forum: The External Environment

From boards to executive committees, from industry leadership panels to stakeholder sessions, Mark McCrindle and the McCrindle Research team have delivered in-house or conference workshop versions of the renowned Future Forum. In addition to providing a top-line environmental scan and snapshot of the emerging mega-trends influencing business, society and customers, these strategy forums use interactive voting technology to rank the issues by priority. Through a facilitated workshop, the specific implications of these broad trends are identified by the participants and then analysed and ranked to develop a real world response strategy. All the key trends, all applied to the specific sector and all within 90 minutes.



Mark McCrindle: Social Researcher, Demographer, Futurist



Mark McCrindle is a social analyst with an international renown for tracking global changes, and analysing social trends.

He is the author of three books on generational and cultural trends and his expertise as a demographer and social researcher places him in high demand in the press, on radio and on various television shows. His research company counts amongst its clients more than 100 of Australia's largest organisations and he is regularly commissioned to deliver strategy and advice to the boards and executive committees of some of Australia's leading brands.

For further information or to book Mark for a session, visit www.markmccrindle.com, email info@mccrindle.com.au or call 1800 TRENDS (1800 873 637).