

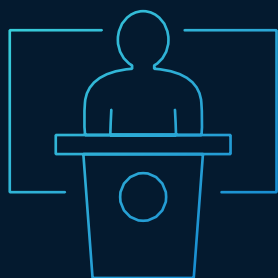
# mccrindle SPEAKERS



S O C I A L   R E S E A R C H E R S

T R E N D S   A N A L Y S T S

M E D I A   C O M M E N T A T O R S



KEYNOTE  
PRESENTATIONS



STRATEGY  
WORKSHOPS



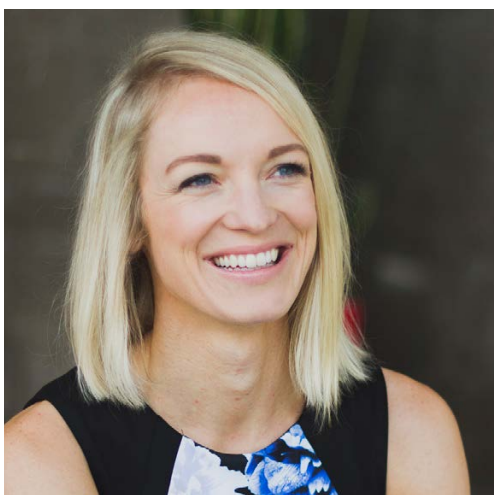
BOARDROOM  
BRIEFINGS



## Mark McCrindle

Mark is an award-winning social researcher, best-selling author, TedX speaker and influential thought leader, and is regularly commissioned to deliver strategy and advice to the boards and executive committees of some of Australia's leading organisations.

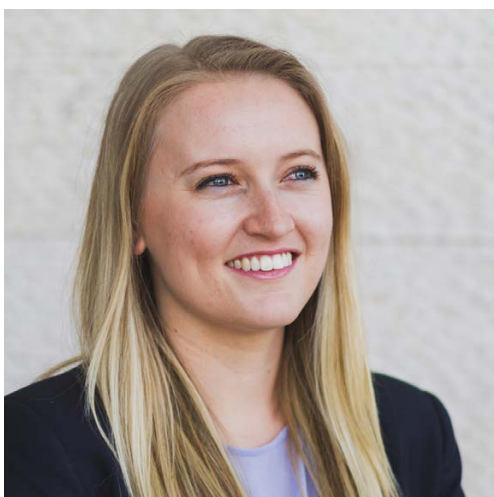
Mark's understanding of the key social trends as well as his engaging communication style places him in high demand in the press, on radio and on television shows, such as Sunrise, Today, The Morning Show, ABC News 24 and A Current Affair.



## Eliane Miles

Eliane Miles is a social researcher, trends analyst and Director of Research at the internationally recognised McCrindle. As a data analyst she understands the power of big data to inform strategic direction.

Managing research across multiple sectors and locations, Eliane is well positioned to understand the mega trends transforming the workplace, household and consumer landscapes. Her expertise is in telling the story embedded in the data and communicating the insights in visual and practical ways.



## Ashley Fell

Ashley Fell is a social researcher and Team Leader of Communications at McCrindle. Drawing on analysis of social trends, she understands the need for organisations to communicate with the emerging generations to effectively engage and motivate them.

From her experience in managing media relations, social media platforms, content creation and event management, Ashley is well positioned to advise how to achieve cut through in these message-saturated times. Her expertise is in training and equipping leaders and teams on how to communicate across generational barriers.

# M O S T R E Q U E S T E D T O P I C S

## Changing times, emerging trends

A snapshot of the most influential demographic, social and global trends

This session gives an analysis of our fast moving times and a snapshot of the key trends redefining our society. It will deliver an overview of the changes and insights to help organisations not just respond to the trends but to shape them. From technological trends to demographic shifts, from social change to generational transitions, this session will define and strategically respond to each of these mega-trends.

## A demographic snapshot of Australia: now and towards 2020

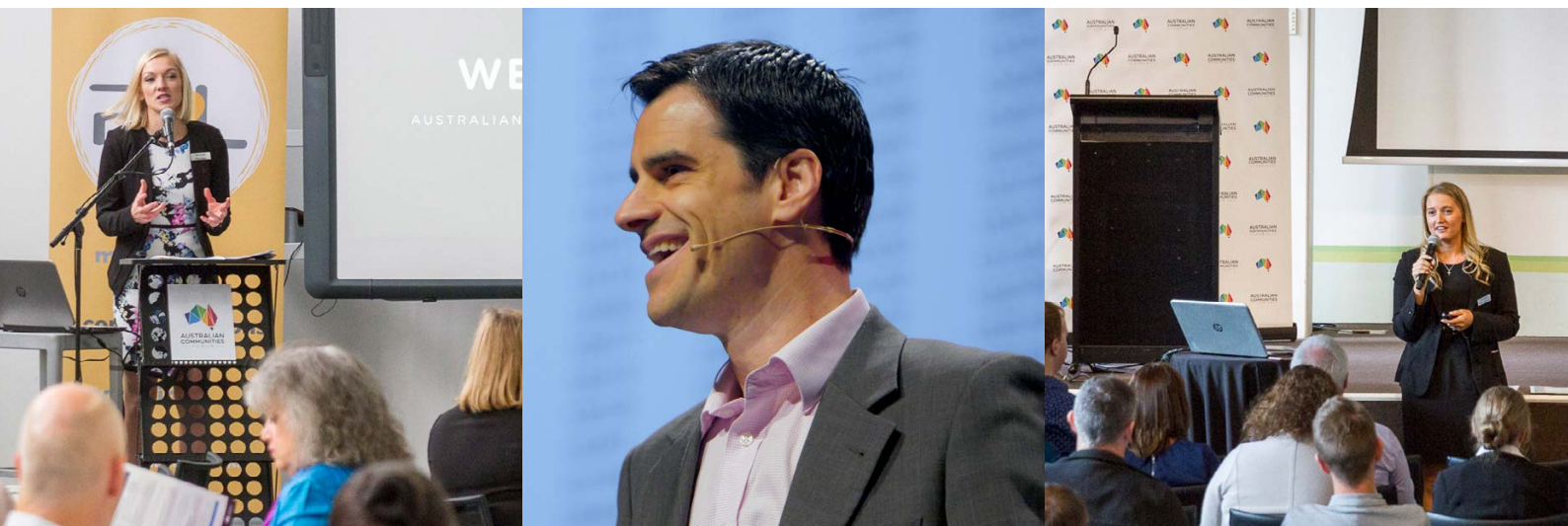
The trends and their impacts on Australia now and towards 2020

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. This session uses the latest demographic data to give a snapshot of the changes, trends, challenges and opportunities for your brand, organisation and sector.

## Understanding and engaging with Generation Z

Connecting, motivating and engaging the emerging generations

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; within the next decade they will comprise over 1 in 4 of our workforce and they are currently consumers with customer influence well beyond their economic footprint. This session will equip teachers, trainers and employers with the knowledge and skills to engage this post-literate, multimodal and tech-savvy generation.



# M O S T R E Q U E S T E D T O P I C S

## Leading teams in changing times

Developing emerging leaders and managing multi-generational teams

In a world of flat structures and consultative practices, coaching and mentoring has replaced commanding and controlling. This session delivers the latest findings on how to effectively motivate and lead teams in these 21st Century times. It provides an overview of the best HR practices for today: from attraction and engagement strategies to management practices that connect with an intergenerational workforce.

## Future proofing careers

How educators and employers can equip the next generation to thrive in changing times

This research-based session outlines the growing employment sectors, the shrinking job areas, and key employer recruitment trends. It will give an overview of the demographic and workforce changes, which tertiary courses are growing, what the new opportunities are, the global workforce flows and careers, what employers look for in attracting and retaining top talent, entrepreneurship, innovation and strategies to help young people future-proof their careers.

# M E D I A C O M M E N T A R Y

As Australia's leading social researchers, the McCrindle Speakers team are actively involved in media commentary. From demographic analysis and future forecasts, to communication of key research findings and the identification of social trends, our McCrindle Speakers are passionate about communicating insights in clear, accessible and useable ways.

The McCrindle speakers are regularly called upon to deliver demographic insights and social trends commentary on prominent media channels including the press, radio, television shows and news programs.

