

mccrindle SPEAKERS

Keynote presentations • Strategy workshops • Boardroom briefings



M A R K M C C R I N D L E

S O C I A L R E S E A R C H E R

D E M O G R A P H E R

T R E N D S A N A L Y S T

RESEARCH - BASED FUTURIST

Mark McCrindle is a social researcher with an international following. He is recognised as a leader in tracking emerging issues and researching social trends. As an award winning social researcher and an engaging public speaker, Mark has appeared across many television networks and other media. He is a best-selling author, an influential thought leader, TEDx speaker and Principal of McCrindle Research. His advisory, communications and research company, McCrindle, count among its clients more than 100 of Australia's largest companies and leading international brands.

Mark's highly valued research and reports, presented through infographics, data visualisations, videos, media input, resources, and blogs, have developed his regard as an expert demographer, futurist and social commentator.

Mark brings a fresh approach to his research based boardroom briefings, executive workshops, strategy sessions and keynotes. Armed with the latest findings and presented in a customised and innovative way, Mark is an in-demand communicator.

Mark McCrindle, BSc (Psychology), MA, is the author of three books on emerging trends and social change. The ABC of XYZ: Understanding the Global Generations, Word Up: A Lexicon and Guide to Communication in the 21st Century and The Power of Good.



Mark was absolutely wonderful – his topic was spot on... good, meaty, relevant content, engaging, direct and funny – everything you want in a speaker!

REAL ESTATE LEADERSHIP FORUM

S P E A K E R T O P I C S

Understanding and engaging with the ever changing customer

With more choice and change, customers are more diverse and empowered than ever before. This session will give an overview of today's macro segments as well as an overview of the emerging micro segments and how businesses can analyse and track new consumer cohorts. In a world of global brands and empowered customers, Mark will outline the key influences and decision drivers for today's consumers.

Emerging technologies, new strategies: trends & tactics with social media

In this session, social researcher Mark McCrindle gives an overview of how to communicate in these message-saturated times. He reveals the latest research findings into media consumption, the use of emerging technologies and the key influences on decision-making today. He will share insights into best practice communication, maximising retention and how to effectively engage and empower online communities.

Changing times, emerging 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

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.



S P E A K E R T O P I C S

The Future Forum

This turbo charged session provides a strategic analysis of the key trends shaping the future and presents research based scenarios to equip teams to thrive amidst the shifts. Based on a top line environmental scan and an overview of the mega-trends influencing business, society and customers, these strategy forums use interactive voting technology to rank the issues by priority. From boards to executive committees, from industry leadership panels to stakeholder sessions, Mark McCrindle and the McCrindle team have delivered in-house or conference workshop sessions of the renowned Future Forum.

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; 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.

Leading times in changing Times: recruiting, retaining & motivating diverse Generations

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.

Communication Skills for the 21st Century

In our message-saturated society, getting effective cut-through, engagement and response is a critical challenge. This session will teach and model effective communication based on an understanding of the influence patterns of today's audiences and strategies to best connect. Mark will analyse the visual, social, global and relational aspects of communication today and how workplace communication, public messaging, branding and business communications can effectively respond.



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Very engaging and entertaining.
Great audience feedback.

K I N G & W O O D M A L L E S O N S

IN THE MEDIA



“

Mark was fantastic - feedback from his session has been excellent and he kept the group engaged for the entire 2 hour period. He did a lot of pre-work for us and really tailored the program to meet our conference objectives. All his efforts were much appreciated.

MACQUARIE BANK

It was excellent. It resonated really well with the attendees.
Mark's passion was clear in his delivery.

APPLE

CLIENTS



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Well received - a lot of content but easily digestible - Mark kept it relevant and entertaining.

WESTPAC

Loved every minute of this presentation. Could have listened to Mark for the whole two days.

FUTUREGEN CONFERENCE

PUBLICATIONS

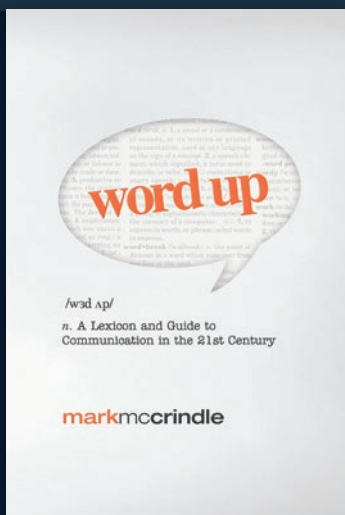


“The ABC of XYZ is a rollicking journey across time, generations and values that has been forensically dissected by one of the best social analysts in Australia.”

Bernard Salt, Demographer & columnist; Partner, KPMG

The ABC of XYZ: Understanding the Global Generations by Mark McCrindle, with Emily Wolfinger. 238 pages. Published by UNSW Press, 2011. RRP \$30.00

From explaining the labels and quantifying the numbers to outlining the definitive events of each generation, the best-selling The ABC of XYZ is a comprehensive and fascinating look at the generations.



“Mark McCrindle deserves a medal. Mapless, he’s entered the alien terrains of text-speak, web slang, Gen-Z dialect, among other domains, and returned with a guidebook should we ever lose our way.”

David Astle, Co-host of Letters and Numbers (SBS TV), columnist and crossword compiler

Word Up: A Lexicon and Guide to Communication in the 21st Century by Mark McCrindle. 208 pages. Published by Halstead Press, 2011. RRP \$30.00

A fascinating insight into how English changes, a quirky look at youth slang today, and a window into the minds of the different generations.



“This book provides many examples of the power of doing good works, the betterment conferred in so many different ways and, on occasions, leading to the saving of lives.”

Tim Fischer AC, Former Deputy Prime Minister

The Power of Good: True stories of great kindness from total strangers by Mark McCrindle. 232 pages. Published by Hybrid Publishers, 2011. RRP \$24.95

Seventy short, heart-warming stories of acts of kindness by strangers with contributions by prominent Australians, including Jean Kittson, Peter FitzSimons, Tracy Spicer, Father Chris Riley, and many others.

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SPEAKERS



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The feedback from our people was very positive and you helped make the day a huge success for us.

M C G R A T H R E A L E S T A T E

Relevant, informative, energetic, engaging, useful and practical. Interesting and thought provoking. It was received very positively and the leaders learnt from it.

Q A N T A S

Brilliant, humorous, innovative, thought provoking, informative, very well received.

**B R I S B A N E W A T E R
S E C O N D A R Y C O L L E G E**

Excellent, our initial feedback from delegates has been overwhelmingly positive about Mark's presentation.

H S B C

G E T I N T O U C H



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