

# Expert Presentations

Most requested topic areas

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## Consumerography

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.

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From succession planning to transitioning clients, advisory firms and business agencies are responding to massive change. This session will brief partners and managers on the key characteristics, expectations and communication strategies to engage with today's clients.

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## Communicating with a new generation of clients

## Know the Times Shape the 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 shape them.

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## Communication Skills for the 21<sup>st</sup> Century



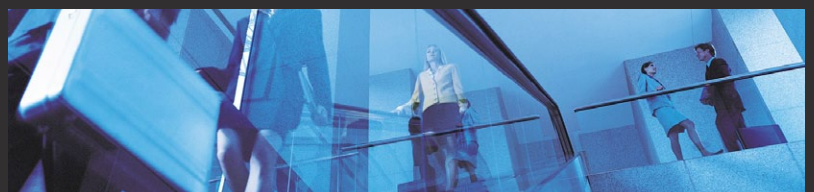
In our message-saturated society, getting effective cut-through, engagement and response is a critical challenge. This session will teach and model effective communication based on an understanding of the influence patterns of today's audiences and strategies to best connect.



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.

## Leading Teams in Changing Times

## The Future Forum



A strategic analysis of the emerging issues that shape the future. It is a turbo-charged workshop which presents research-based future scenarios and equips teams to thrive amidst the shifts.

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## From Boomers & Xers to Generations Y & Z



A snapshot of the seismic demographic and generational shifts and their business impacts. An analysis of today's generations and a guide to effectively bridge the gaps.

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## Engaging with Today's Students

A session which will equip teachers and trainers with the knowledge and skills to engage this post-literate, multi-modal, tech-savvy generation.

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## Recruiting, Retaining, & Training Diverse Generations



An overview of the best HR and management practices that connect with an intergenerational workforce. From attraction and engagement strategies that work to motivating and managing today's staff.

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