



Business Futurist & Digital Transformation Expert

KEYNOTE TOPIC OVERVIEW

MARKETING 2025 (and Beyond)

How the Next Wave of Technology Change Will Redefine What it Means to Build a Brand, Be a Marketer & Win Through Marketing Transformation

Ten years ago, Greg's groundbreaking book *microMARKETING* introduced the world to what would go on to be one of 2019's hottest marketing trends: *micro-influencers*. And that was just *one* of his prescient predictions for the future of marketing.

In his latest 'future of marketing' keynote, Greg turns his eye to the coming five years and explores the ways in which exponential advances in technology will combine with sweeping changes in consumer beliefs and behaviors to challenge even the most innovative marketers to reinvent the ways in which they build their brand — and their entire business.

What will your business and your brand look like just five years into the future?

In this provocative yet practical talk, Greg helps marketers, sales and customer service leaders understand how they can respond to — *or better yet anticipate* — the emerging challenges and opportunities presented by artificial intelligence, the 'blurry' world of augmented reality, a revolution in human-machine interfaces, practical applications for blockchain, a crisis of trust and the coming shift in control over who owns their customers' data.

Audiences will:

- Explore the most important disruptive trends and understand what they will mean for marketers over the coming five years (and beyond)
- Learn from eye-opening real-world examples drawn from brand innovators and customer experience early adopters
- Gain practical ideas for futureproofing their own brand and their career as a marketer as their roles evolve (for the better) and they champion change for their organization and industry