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4 Great Ways to Get 'Post-COVID-Ready': Look to the future now.

Thanks to the pandemic and subsequent lockdown, many companies are having to spend most of their time dealing with the day to day. That can mean finding ways to integrate new working and sales practices, or just trying to juggle cash flow.

This topic will cover the four things any company can do to better prepare themselves for this post-COVID landscape:

1. **Track the Trends.** The pandemic and subsequent lockdown have created several new behavioural trends. But which, if any, will continue once the pandemic is over? Observing trends around previous crises has enabled us to build a three-tier analytical system. Segmenting new behaviours into one of three typologies makes it much clearer how each is likely to develop post-crisis.
2. **Identify New Needs.** Understanding customer needs enables companies to provide products and services to satisfy those needs. But creating such products takes time. Companies that can predict customers' new needs ahead of their competitors not only give themselves time to properly develop them. It can also gain them a first-mover advantage.
3. **Become Change-Ready.** The pandemic has impacted businesses in many ways. We believe its biggest impact might be acting as a wake-up call for CEOs to build more adaptability into their companies.
4. **Diversity What You Do.** The pandemic highlighted the danger of maintaining just one supply region, revenue stream, or model. Companies that relied upon a single region to provide their materials were massively disrupted when access to that region was denied during the pandemic. Worse, many companies with a single sector or platform focus - airlines to cinemas - were devastated when access to that sector or platform ended.

Changing Fortunes: How you can make sense of and monetise consumer change. We are living in turbulent times. Few industries or parts of our lives are safe from change. But change offers possibilities as well as threats.

This topic takes you on a tour of emerging trends, drivers, and ideas shaping tomorrow's customer, identifying implications and opportunities for individuals, and helping you anticipate and adapt your strategies to all these changes.

You will also:

- Learn about emerging global trends across sectors and the threats and opportunities they pose
- Gain profound insight into new consumer drivers to help you create more informed strategies
- Obtain practical action points that will immediately help 'future proof' your business

Future-Proof Your Business: Create products strategy to appeal to tomorrow's Smart Consumer. Everything we create in business succeeds or fails due to consumer demand.

But how can you predict what that demand will be? This topic helps you take the guesswork out of planning by helping you identify the key needs, attitudes, and behaviours of tomorrow's Smart Consumer.

You will also:

- Gain practical insights into new customer needs that you can use straight away
- Marketers will learn how to appeal to future consumers
- CEOs will learn to better focus future company strategies
- Product designers will gain insights into what consumers will want from their products

Customer Revolution: The rise of the new Smart Consumers and how to appeal to them. Once brands and advertisers drove the business agenda; today consumers are taking charge. Aware of their power, they seek greater control over their purchasing and media behaviours, and are subsequently developing a whole new set of attitudes, expectations, and needs.

This topic shows you how to anticipate and appeal to tomorrow's new Smart Consumer. In this talk, you will:

- Discover what will motivate future customers and how best to appeal to them
- Gain insights into a new consumer type that will be here for years to come
- Be given actionable consumer insights to implement into marketing, communications, and strategy plans

Customer-Driven Innovation: Develop business models to resonate with new Smart Consumer. Innovation is increasingly being driven not by company needs but by those of the consumer. As part of an Innovation program, this talk offers emerging foresights on future consumer needs. Audiences will learn about key trends and future thinking to inform and drive business innovation in a fast changing market.

You will also:

- Learn how tomorrow's Smart Consumers will think, feel, and behave
- Gain the strategic clarity to develop a more effective market strategy
- Prepare your services and products for the needs of the new Smart Consumer

Smart Staff: Adapting to the opportunities and threats of new employee attitudes. Employee attitudes to work, schedules, hierarchies, and rewards are changing. Tech change is driving individual empowerment. Traditional ways to attract or retain staff are failing. How can you please employees while improving bottom line?

This topic helps you understand how to get the best out of the new generation of 'Smart Staff'. By the end of the day, you will:

- Better understand the new needs and drivers of your employees
- Gain a roadmap to improved workplace motivation and efficiency
- Learn how to future-proof your hiring, retention, and HR policy to secure motivated employees