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**Page: The #1 Trend Dashboard for Consumer Trend Research, Market Intelligence and Consumer Insights**

Inspire Your Big Idea

Explore 477,692 innovations with powerful tool, updated hourly

Track Key Markets

Choose from 10,000 trackable topics & save your preferences

Unlock Premium Insights

Access our most-coveted insights: the 10,772 Consumer Insights

Learn Need-to-Know Trends

Download 80+ categories of premium Trend reports

Take the video tour!

Learn how top innovators like Nestle, Adidas & Target customize their dashboards

— Sr. Insights and Planning Manager, Kellogg's

CUSTOMIZABLE. Stay on top of key markets, competitors, opportunities and threats

POWERFUL FILTERS. Quickly find what you need with pro modes & demographic filters

**BREADTH & DEPTH.** Get 374,965 trend spotters hunting for you from 190 countries

**DATA-DRIVEN.** We've measured the choices and behavior of 283,629,118 people --  
billions of data points to quantify consumer interest for every example

— Sr. Designer, Samsung

— Sr. Insight Associate, Domino's

**AWARD-WINNING FRAMEWORKS.** Kick-start innovation with our award-winning, NY Times Bestselling frameworks, templates and our best innovation books

**TREND HUNTER KEYNOTES.** Join 10,000,000 watching our innovation keynote speaker videos with follow-up resources, methods and templates

**3,000 INNOVATION VIDEOS.** Educate your team with our collection of the most inspiring innovation videos -- categorized, scored, and organized into courses

— Creative Development Manager, Disney

**A HIGH-PERFORMANCE METHOD OF IDEA DISCOVERY.** Your next breakthrough is close within your grasp, but what are you missing? Increase your ability to find overlooked opportunity and extract better thinking from your teams

**6 PATTERNS, 36 SUBPATTERNS & 18 MEGATRENDS.** Deeply understand the most impactful forces shaping our world, and then deep dive into 10,772 examples mapped to the patterns

**NEW YORK TIMES BESTSELLING METHODS.** The 6 Patterns of Opportunity are explained even further in our New York Times Bestseller, *Better and Faster*, so we have great resources for you to internalize the methodologies

**Website: [www.trendhunter.com](http://www.trendhunter.com)**

Get our 2025 Trend Report FREE (worth \$1,500)

& learn how we accelerate 1,285 brands, billionaires & NASA



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## Page: Future Festival - The Best Innovation Conference

Learn Why Starbucks, Netflix, Samsung, NASA, Lego & Google rely on Trend Hunter AI + Future Festival...

97% rate it the "best innovation conference"

“Step into a future where technology and artificial intelligence remain pivotal in shaping our lives, unlocking fresh possibilities and defining a new era. After a decade driven by AI progress, we’ll delve into its ongoing influence across diverse sectors. Our event is crafted with a singular goal – to be the world’s best innovation conference – a place to learn next year’s trends from the world’s leading trend firm. Join like-minded pioneers, visionaries, and industry leaders as we converge to shape the future. Impressively, 97% of attendees rate our World Summit as the best innovation conference they’ve attended.”

- Sarah St. Jules, Chief Operating Officer, Trend Hunter

Experience innovation firsthand at the Future Festival World Summit 2025, with 97% of attendees rating it "the best innovation conference ever."

This year, we're returning to the heart of Toronto at award-winning venue, TIFF Lightbox where attendees will enjoy an elevated experience while talking in the vibrant cityscape. With limited seating, this event will sell out fast, offering a unique opportunity to engage with top innovators in your sector and beyond.

Immerse yourself in the future, learn to action ideas and change the way you work while learning to thrive in an AI-enabled world alongside the world's most inspiring innovators. 20/20 of the "most



admired brands" in the world rely on us to predict opportunity, while INC calls it one of the best innovation conferences to inspire your team.

"The best, most engaging and most relevant business event I have ever attended." Chief Strategy Officer & SVP of Marketing

"Hands down, the best way to experience innovation and the future." Consumer Insight Specialist

"The best event I've ever attended, and we go to motorcycle races."

Head of Sensing and R&D

"Future Festival is a concentrated dose of inspiration and insights. This event is a must-attend!"

Associate Brand Manager

"No service out there captures Consumer Behavior as well as Trend Hunter"

Creative Development Manager, Ideation

"An incredible experience that left me fueled and supported with new tools."

Creative and Business Development

"Future Festival created opportunities for our team and expanded our people's thinking."

CEO

"Undoubtedly the most meaningful conference I've ever attended."

VP of Sales

"Any senior executive would benefit hugely from taking a couple of days and attending Future Festival."

Global VP of Innovation

Collide with top innovators from the world's most impactful brands as you strategize how to navigate the road ahead.

As an AI company, Trend Hunter is thrilled to present our knowledge insights and best practices related to AI impacts across each category of trends.

Trends create empires, disrupt the slow-movers and reshape the world. In periods of chaos and AI-driven change, trends become a CEO-level problem and opportunity. Now AI is the main trend to understand, and after years of using and advising brands on AI, we're here to help.

2005 - Trend Hunter was born as a tech platform

2008 - TH Dashboard, now our AI Platform, is launched

2012 - Full pivot to tech-enabled custom research

2013 - Jeremy Gutsche helps launch IBM Watson AI

2014 - AI and Watson profiled in Our NYT Bestseller, Better & Faster

2014 - First AI keynotes and AI workshops

2017 - TrendHunter.AI launches, making our AI mission more-public

2019 - AI & tech clients now include Google, NASA, IBM, Samsung & Microsoft

2020 - AI Framework published in Create The Future

2023 - The first AI-themed Future Festival

Trend Hunter is the world's freshest, most data-driven consumer trend platform, with 3 billion views and insight derived from 283,629,118 visitors and AI. We've created 13,134 custom trend reports for 1,285 firms, and we want to show you FRESH, data-driven insights about YOUR consumer.

After every major crisis and pandemic, we enter a long period of chaos: people make up for lost time, reprioritize what's important and companies enter new markets. Now layer on the exponential change of AI. Most people are unprepared and many will be disrupted. What about you and your brand? Are you ready? You could turn 2025 into the greatest career opportunity of your lifetime.

Our core Future Festival curriculum is brought to life by Trend Hunter's team of Futurists -- inspiring keynote speakers and workshop facilitators relied on by hundreds of the world's leading brands. Our Futurists will spark your new ideas while delivering fresh, data-driven content from our Trend Hunter machine and deep insight from delivering more than 2,000 annual custom trend reports.

Trend Hunter's CEO, New York Times bestselling author, and award-winning innovation keynote speaker and AI expert, will guide you through how to maximize your potential and innovate in times of change. As one of the world's most sought-after keynote speakers, he has helped over 800 brands, billionaires and CEOs make change happen.

As Trend Hunter's Chief Content Officer and the brain behind our trend sessions and workshops, she is our most requested Futurist for custom trend keynotes. With expertise in generations, she explores the evolving dynamics of Millennials, Boomers, Gen X and Gen Z, and their distinctive responses to the AI's expanding influence.

As the Chief Client Officer at Trend Hunter, she leads the Client Relations team, curating over 5,000 custom trend reports. Specializing in the future of leisure, nightlife, and entertainment, she explores experience in the AI era and its intersection with culture.

A Senior Research Advisor and Futurist, Zahra partners with leading brands in the food, beauty, CPG, and tech industries to showcase her deep understanding of consumer behaviors across various contexts through numerous trend reports, trend sessions, webinars, keynotes and workshops.

Trend Hunter's President, FuturistU Director, and the creator of Trend Hunter's Innovation Assessment, helping 30,000+ professionals understand and improve their innovation processes both individually and as teams.

As Trend Hunter's VP of Sales Operations & Special Projects, he leverages his tech expertise, AI knowledge, and unparalleled enthusiasm for TH's content. In strategic internal initiatives and as a keynote speaker, he unveils AI's impact on humanity's future and our evolving relationship with technology.

As Trend Hunter's Chief Sales Officer, he drives strategy for business innovation research, development, and marketing. With experience interviewing 500+ business leaders, he uncovers innovation best practices, drawing insightful lessons from hip-hop history and applying them to internal innovation frameworks.

Trend Hunter's VP of Client Success tailors research for 40+ brand partners, curating over 500 custom reports and conducting trend sessions for Fortune 500 firms. Her expertise lies in exploring the future of food and the interplay between human experience and AI in the food and beverage industry.

VP of Sales at Trend Hunter and FuturistU Emcee. Having interviewed 100+ global leaders in innovation, he now solves complex problems for hundreds of the world's most influential brands.

Senior Research Advisor and Futurist at Trend Hunter. She has curated and presented over 300 custom reports, hosted a variety of webinars, and led keynotes and workshops that empower audiences with tangible solutions to create meaningful change within their organizations.

Get excited for an all-new curriculum of fresh, data-driven insights and best practices, including new research, frameworks and workshops for thriving in a chaotic AI-fueled world.

Uncover the foundational steps necessary to leverage AI for innovation. Chart a course toward transformative advancements.

Get inspired about CHAOS, OPPORTUNITY & AI with Jeremy Gutsche, one of the world's top innovation keynote speakers & chaos experts, and the #1 most-watched innovation speaker on YouTube, with over 20,000,000 views. His books and keynotes have specialized in AI for almost a decade, and in his NEW keynote, he'll explore the history of innovation and how the trajectory of YOUR innovation will evolve with AI.

Our CEO, Jeremy Gutsche, is a New York Times bestselling author who has become an advisor to over 800 brands, billionaires, CEOs & NASA, particularly focused on innovating through times of change. As one of the world's top innovation keynote speakers, he'll kick-off the innovation event with unparalleled energy. Then he'll return for a lunchtime keynote about How to Create The Future with AI.

"Gutsche is one of the most sought-after keynote speakers on the planet, well-regarded as the top trend-spotter in the world... the most energizing, inspiring & applicable... & I've heard Bill Clinton... Bill Gates... & Tony Robbins." - The Sun Newspaper

Our Chief Content Officer, one of the world's most popular speakers on trends, Armida Ascano, will help you uncover the forces impacting your business in a fast-paced and tech-driven world.

Leveraging our big data from 225,000,000 people, we've built the most researched, most data-driven system for identifying opportunities. This unparalleled research led us to 6 Patterns of Opportunity

and the 18 most important Megatrends shaping our future.

Using this framework, you'll learn how to apply these Megatrends and patterns to any industry, and then more specifically how the resulting Megatrends conference content can be leveraged when you return home. For continuity, the rest of the innovation conference builds upon these frameworks, deep-diving into the top Megatrends throughout the rest of the day.

Get inspired about CHAOS, OPPORTUNITY with Jeremy Gutsche, one of the world's top innovation keynote speakers & chaos experts, in a NEW keynote, diving into how innovation and change work, including a special section on how 6-factors related to how AI will shape the world.

What great opportunity is within your grasp? Our latest book, Jeremy Gutsche's award-winning *Create The future*, is all about how to make innovation and change happen, particularly during times of chaos. The book, which is our textbook on innovation, features tactics for disruptive thinking, innovation, and change in an AI-driven world.

We've reached a point in time when everyone wants innovation, but most people don't know how to make it happen. In our era of rapid change, disruption, and possibility, there are so many great opportunities within your grasp. However, smart, successful people consistently miss out. We have 7 traps that keep us stuck to the path we are already on.

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Experience an unforgettable night one opening reception at Future Festival, held at a stunning venue, located in the heart of downtown Toronto. Enjoy light bites, cocktails, and breathtaking views as you connect with top innovators and forward-thinkers.

This scenic, tech-enhanced event creates the perfect atmosphere for networking, offering a unique opportunity to build connections with industry leaders and fellow attendees in a lively, engaging setting. It's the ideal kickoff to an inspiring week ahead.

Witness real-world applications and success stories, discovering how AI is reshaping industries and unlocking new opportunities.

Presented by Trend Hunter at award-winning venue TIFF Lightbox, the 2025 Innovation Strategy Awards will take place at Future Festival World Summit on September 23-25, 2025. Spotlights inspiring innovation tactics from the world's most successful brands, the awards are based on our renowned innovation frameworks and are sourced from conversations with thought leaders, authors and Fortune 500 CEOs.

A company or person entered to win an Innovation Strategy Award will be chosen based on the most unique and impactful innovations presented and must complete our enclosed survey to be eligible.

Maximize your World Summit Experience with the Future Book and Trend report.

Lead your organization into a new era of prosperity and growth, and embrace the future with confidence during our Innovation Workshops.

Innovators Who Send Teams:

Starbucks, Disney, Visa, The US Air Force, Adidas, Domino's, Aflac, Staples, Netflix, Microsoft, Red Bull, Universal, Target, Pepsi, VW, Walmart, Bayer, Honda

Maximize your potential with personalized learning, custom research and special access to the world's #1 trend platform (now with eLearning!)

3 months of essential learning content

Learn to filter out the noise and identify relevant opportunities even in times of widespread change and disruption.

Get a personalized innovation experience with 5-10 pages of custom insight about your innovation archetype, how you innovate, your strengths and your blindspots. The innovation conference keynotes will dive deeper into what this means, but you'll leave the conference with personalized insight and if you bring a team to the event, you can get an organizational assessment to compare your team's behaviours and composition to the world's top innovators. The end result is to make this more than just a conference on innovation, but rather a training program with a remarkable level of personalization.



Before and after the conference, PRO and VIP ticket holders will have the opportunity to meet with one of our innovation experts one-on-one. They can walk you through your individual or team innovation assessment, help you problem-solve using Trend Hunter frameworks, or steer you towards inspiration for your next big project.

Many of the activities are designed for teams, leading you to specific outputs for your own brand. Don't worry, you will still get a chance to network with other people... but for the workshop, it's better to have a team. These clients send groups of 6 or more: Starbucks, Disney, Visa, The US Air Force, Adidas, Domino's, Aflac, Staples, Netflix, Microsoft, Red Bull, Universal, Target, Pepsi, VW, Walmart, Bayer, Honda

How pro can you go? This year's World Summit program offers new experiences for VIPs, and a 5-day FuturistU Masterclass option to get certified as a futurist!

Our business model is curating custom trend reports for 1,500 of the world's leading brands. This year, we completed more than 2,000 custom reports for aggressive brands looking to win in 2025 and beyond, and the #1 category has been: AI. It's time to immerse yourself in the future, and disrupt before you are disrupted.

Monday, September 22nd - Friday, September 26th

Become a futurist, taking your skills to the next level with our immersive FuturistU program.

You'll still get to be part of the World Summit epic trend day, tech party and networking events, but you'll be learning in a smaller group in a focused 5-Day program that walks you through our full innovation strategy curriculum with a private stream of workshops and coaching from Jeremy Gutsche and our Futurist Team.

**WANT HIGHER ROI FOR YOUR BRAND? BRING 6 PEOPLE** - If you really want to convince your boss, push for 6 people and you will get a private table so that you can apply the learnings to actual solutions, tactics, next-steps and pitches for your company, instead of an assigned case study.

**YOUR CURRICULUM & OUTCOMES** - This program works through the full cycle of innovation, working through dozens of our best innovation workshops, best practices and tactics. You'll learn while applying each tactic to your capstone project. Half of each day is content and half is an applied set of structured workshops, leading to your new business case and perfect pitch.

**YOUR EXCLUSIVE PERKS** - You'll kick off your experience with an exclusive welcome event on Sunday, September 21st, a prime networking opportunity featuring Trend Hunter's Futurist Team and fellow Masterclass cohorts. On September 22nd, you'll gather for a second cocktail hour with early badge pickup for the upcoming Future Festival. This program also includes an intimate dinner and graduation ceremony to celebrate your journey.

#### **DAY 1: ENABLING CHANGE & A CULTURE OF INNOVATION**

**LEARN:** Learn how to make change happen when change is hard & how to foster a culture of innovation.

**TAKEAWAY:** On this day, you will also come up with specific short-term and long-term tactics that would be relevant to implement at your own brand.

## **DAY 2: HUNTING OPPORTUNITY & NAVIGATING CHAOS**

**LEARN:** Master scenario planning, problem identification, and how to filter chaos into opportunity. You will also learn how to overcome common traps to extract better thinking from yourself and your team.

**TAKEAWAY:** You will end this day inspired, with new tactics, and our World Summit Technology party.

## **DAY 3: LEARN THE FUTURE**

**LEARN:** On this day, you will partake in the crown jewel of our world summit, the grand reveal of what the future holds, by category. You will learn the Future of Lifestyle, Technology, Culture, Marketing, Leisure and The Evolution of Each Micro-Generation.

**TAKEAWAY:** You will have a long list of ideas and feel like you drank from a firehose.

However, while you will be part of the large room event on this day, you will have breakout sessions, lunch an immersive Trend Safari, and a debrief with your private FuturistU team to filter through the noise and start to identify your key ideas.

## **DAY 4: PROTOTYPING & IDEA REFINEMENT**

**LEARN:** You will spend the morning learning to filter chaos into opportunity, leading to your top 10 ideas. You will learn to battle-test those ideas, leading to 3 business cases and a favorite idea for pitching.

**TAKEAWAY:** You will then have a business case with short term, long term and dream list

next steps, ready to turn into your final pitch.

## **DAY 5: PERSUASION & PITCHING**

**LEARN:** Gain specific skills and tactics for infectious messaging, pitching, public speaking & leadership presence.

**TAKEAWAY:** You will develop a final pitch, which will be performed for the FuturistU group, and ready to take back to your office. This day ends with your graduation as a Futurist!

"One of the things about Future Festival is to understand that every aspect of the organization can benefit from it, whether they are in product development, marketing, consumer insights, research operations, because the idea is to think differently." Sr. Manager, Consumer Insights Marketing & Analytics, Disney

"The five day Masterclass was awesome. We were able to take what we learned that first day, blend it in with the awesome high energy keynote conversations that were happening, and then on the back end, we were really able to have some time to process and think through the kinds of applications of what we learned while building as a team." Digital Strategy and Management - Vice President, Booz Allen Hamilton

"We really enjoyed the connection - connection with industry and the weaving in of the regular Future Festival World Summit experience into this new Masterclass opportunity. They really married the experiences with the best of both worlds." Director, Northern Michigan University (SISU)

### **Exclusive Trend Safaris for FuturistU Masterclass participants**

Learn about the latest trends shaping the future with immersive Trend Safaris - a hands-on experience exclusively curated for FuturistU Masterclass attendees. From mixology lifestyle to VR movement, this year's Trend Safaris will highlight Toronto's coolest innovations, and will also include a networking component.

**\*\*An updated event schedule will be coming shortly.**

Schedule may be subject to change without notice until a week prior to the event.

Future Festival Main Stage - September 23rd & 24th

TIFF Lightbox

350 King St W, Toronto, ON M5V 3X5

FuturistU Programming - September 22nd & 26th

Trend Hunter Office

26 Soho St, Toronto, ON M5T 1Z7

355 King St W, Toronto ON M5V 1J5

Located in the heart of downtown Toronto, this luxury hotel is known for its elegance and high-end amenities. It features sophisticated rooms and suites, a fine dining restaurant, a state-of-the-art fitness center. \$459 USD night

318 Wellington St W, Toronto, ON M5V 3T4 Located in the entertainment district, within walking distance of the CN Tower and Rogers Centre, it offers luxurious accommodations with custom design, priority dining at Moretti Restaurant and a renovated health club. \$409 USD night

Future Festival was designed for industry leaders who are ready to break through chaos. Content is aimed at Managers, Directors, VPs, and C-Level execs from all industries.

Future Festival World Summit is located in Toronto, Canada. All dates and other event locations for our in person events are listed on [FutureFestival.com](http://FutureFestival.com)

Because innovative thinking is better shared. At Future Festival, you will be excited by trends and

**Website: [www.trendhunter.com](http://www.trendhunter.com)**

undiscovered opportunities. These are best shared with your group.

Right now you can get great deals on tickets. Quantities are limited. Buy now!

View our list of speakers!

Yes, tickets can be transferred to a colleague. Message [futurefestival@trendhunter.com](mailto:futurefestival@trendhunter.com) a week before to make the change.

## Page: Add a Trend

By contributing to the world's most popular trend site, you're not only establishing yourself as a social leader, you're helping to make the world a more creative place. Your trends inspire millions of the most influential journalists, entrepreneurs and insatiably curious people. If you have more questions, check out our FAQ.

Having trouble? Try some of these sites:

[contemporist.com](http://contemporist.com),

[abduzeedo.com](http://abduzeedo.com),

[futuristicnews.com](http://futuristicnews.com),

[3dprinting.com](http://3dprinting.com),

[demilked.com](http://demilked.com),

[grubstreet.com](http://grubstreet.com),

[good.is](http://good.is),

[mashable.com](http://mashable.com),

[home-designing.com](http://home-designing.com),

[treehugger.com](http://treehugger.com)







## **Page: Trend Hunter Team**

Trend Hunter is fueled by a global network of several hundred thousand people, but our content is curated, researched, and sourced for insights in our Toronto headquarters. In the heart of Toronto's entertainment district, our growing tribe of 70+ people embraces innovation, culture, diversity, and a love for all things new.

If you are an ambitious, enthusiastic self-starter looking to explore writing or business development, Trend Hunter is the space for you! To learn about any co-op or job opportunities, please get in touch with us at:

[Careers@TrendHunter.com](mailto:Careers@TrendHunter.com)

**[VIEW CURRENT JOB OPPORTUNITIES](#)**





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By clicking Join Now or by clicking one of the social media icons you agree to our Terms of Service.

**Page: Clean the Sky**

Spark new ideas for a more sustainable planet with Clean The Sky, Trend Hunter's innovation-focused eco site designed to showcase positive eco trends, news, breakthroughs and the steps you and your company can take to become Geo Zero. We believe humans can fix global warming, but it will require education, innovation and effort.



## **Page: Innovation Strategy - Inspiration & Ideas from the #1 Trend Community**

### INSPIRATION & IDEAS FROM THE #1 TREND COMMUNITY

Let's create a more inspired world! Over the last 19 years, we've worked on 13,134 projects with 1,285 brands and along the way, we've learned a lot from our talented clients. Innovation Strategy is a place for us to share some of their remarkable innovation tactics, to help you refine your tactics for hunting ideas, refining your insights and creating new products and services that make the world a better place.

Take your game to the next level with our innovation events, our innovation accelerator, our award-winning innovation books and our collection of 4,232 innovation interviews and keynotes.

Want more?

Renata Alves is a Digital Innovation Manager at BASF, where she plays a critical role in fostering innovation communities and driving digital transformation. Over the five years, her team has seamlessly integrated market-leading technology trends with business needs, cultivating a culture of digital innovation and enhancing customer experiences across BASF in North & South America.

Kristel Zaman is the Head of Marketing & Product Management at Grundfos, where she is recognized for her ability to lead dynamic teams and drive positive, transformative change. With a strong track record in designing, developing, and implementing product-focused business strategies, Kristel is results-oriented and proactive in identifying opportunities for improvement.

In an era where traditional marketing strategies are losing their edge, Kellanova is pioneering a fresh approach to consumer engagement. David Lee, Sr. Director of Global Licensing & Cultural Marketing at Kellanova, shares insights on how the company is leveraging cultural relevance to connect with the elusive next-generation consumer.

With a business model that encompasses all aspects of the food and beverage market, PepsiCo is an industry-leading company that understands nostalgia's cultural impact. For Tammy Butterworth, Front End Innovation Lead at PepsiCo, a vision of a brighter and more sustainable future in the food and beverage space drives her and her team's creativity and curiosity.

Passionate about understanding her consumers and their unique nuances, Jamie Wideman is the VP, Innovation at Molson Coors. In addition to leading a diverse team at Molson Coors, Jamie shares how the brand is evolving with the help of multicultural insights and co-creation opportunities with consumers that address unmet needs in the market.

Believing that food is a "celebration, a language, and even a personal ethos," Nigel Hughes is the SVP of Global Innovation and R&D at Kellogg Company. Nigel is passionate about diversity across his team and globally when it comes to the food system and food access for all.

With over 35 years of experience in consumer product and packaged goods, David Dombrowski founded rdpkOPINN with one goal in mind: to be a world-class R&D packaging function innovating the future of packaging to deliver better everyday health. He is the IDSA, DMI Director and Head of rdpkOPINN at Haleon.

A leader in seasonings, spices and flavor development, McCormick helps consumers take culinary experiences to new heights. Specializing in innovation and consumer insights, Lydia Poole is the Director of Consumer & Market Insight at McCormick. Lydia believes that creating a culture of innovation takes love, commitment, and time, and stresses the importance of new learning experiences with her team, even within failure.

As a Sr. Tech Evangelist at HP, Luke Thomas understands the crucial role consumers play in innovation. In addition to listening to ever-changing consumer needs, Luke relies on another important consumer segment—his own team at HP—to extract organic insights into tomorrow's next big ideas.

With past roles in both product development and loyalty marketing, Kevin Swanson has worked on innovation at Hallmark for over 15 years. Believing in the value of cross-disciplinary innovation teams, Swanson walks us through his ideation process and the rituals he relies on to reset creativity and overcome challenges.

Discover your Innovation Archetype & specific tactics to realize your potential, faster. Plus, see how you and your organization compares to the world's top innovators.

An Interview with Joey Edwards-Lebair, Senior Manager of, Customer Insights at Zendesk - In the fast-paced world of customer experience, staying ahead of the curve is not just an advantage—it's a necessity. Enter Joey

Edwards-Lebair, Senior Manager of Customer Insights at Zendesk,...

An Interview with Carlos Oyanguren, President of Nespresso Canada. - In an industry where luxury and sustainability often seem at odds, Nespresso Canada is charting a bold new course. Under Carlos Oyanguren's leadership as President, the company recently...

An Interview with Garnet McElree, the Chief Inspiration, Officer at LMNO - Meet Garnet McElree, the Chief Inspiration Officer at LMNO, who's not just thinking outside the box—he's redefining it. In an industry where creativity is currency, McElree stands out...

An Interview With Bea Smith, the Director of the, Northern Innovation Startup Center - Meet Bea Smith, the visionary Director of the Northern Innovation Startup Center in Aberdeen, South Dakota. In a landscape where tech startups are often associated with bustling urban centers, Smith...

An Interview with Raghav Agrawal, Fractional Product Manager, at Seed PM - In this thought-provoking discussion, we explore the landscape of fintech innovation with Raghav Agrawal, founder of Seed PM and a seasoned Fractional Product Manager. With over a decade of...

An interview with Adam Palleschi, the Managing Director of bb Blanc - In the ever-evolving landscape of event production, few have mastered the art of blending technology with emotion quite like Adam Palleschi. As the Managing Director of bb Blanc, Palleschi doesn't...

An Interview with Renata Alves, Digital Innovation Manager, BASF - Renata Alves is a Digital Innovation Manager at BASF, where she plays a critical role in fostering innovation communities and driving digital transformation. Over the five years, her team has...

An Interview With Kimberly-Clark - Kimberly-Clark focuses on delivering innovative hygiene and personal care solutions to consumers and businesses. This company offers a wide range of products, including disposable diapers, feminine...

An Interview with Taras Malyshev, Head of New Business Innovation, and Petra O'Brien, New Business Innovation, Pizza Hut - As the Head of New Business Innovation at Pizza Hut, Taras Malyshev is a strategic executive with over 16 years of experience driving transformative growth across industries such as QSR,

FMCG, IT,...

An Interview with Elisa Giusti, Vice President Marketing,, Global Markets Ingredients Growth, Fonterra - As Fonterra's Executive Vice President – Global Markets Ingredients Growth, Elisa Giusti plays a pivotal role in supercharging growth at one of the world's largest dairy cooperatives. With...

An Interview with Kristel Zaman, Head of Marketing, Grundfos - Kristel Zaman is the Head of Marketing & Product Management at Grundfos, where she is recognized for her ability to lead dynamic teams and drive positive, transformative change. With a strong...

An Interview With Zach Poelma, Senior Vice President of Strategy and, Insights Center of Excellence at Southern Glazer's Wine & Spirits - In the spirited arena of beverage innovation, where trends fizz and fade like bubbles in a glass, Southern Glazer's Wine & Spirits stands as a master mixologist of market insight. This isn't just about trends; it's about the stories behind the brands. With a strong...

[>](https://www.innovationstrategy.com/interview/anne-du-bois)

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>An Interview with Anne Du Bois, the founder of Savon

Du Bois - In the aromatic world of artisanal fragrances, innovation isn't just about new scents—it's about crafting olfactory narratives that challenge conventions and awaken memories. Our...</p>

</a><a href='https://www.innovationstrategy.com/interview/jamie-norwood-and-cynthia-plotch' class='is\_\_int'>

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</noscript>Revolutionizing Women's Wellness</div>

<p class='lp\_\_text lp\_\_text--last is\_\_intText'>

An Interview with Jamie Norwood and Cynthia Plotch,, Co-Founders of Winx Health - The women's health aisle is getting a much-needed makeover, thanks to Winx Health's pioneering approach to vaginal and sexual wellness for Gen-Z. Co-founders Cynthia Plotch and Jamie...</p>

</a><a href='https://www.innovationstrategy.com/interview/laura-whitaker' class='is\_\_int'>

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Cultivating Natural Beauty</div>

<p class='lp\_\_text lp\_\_text--last is\_\_intText'>

An Interview with Laura Whitaker, the Founder Behind Wildcraft Skincare - In an industry often dominated by synthetic formulas and fleeting trends, Wildcraft Skincare stands out as a beacon of authenticity and innovation. Laura Whitaker, the visionary founder behind this...</p>

</a><a href='https://www.innovationstrategy.com/interview/david-lee' class='is\_\_int'>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>An Interview with David Lee, Sr. Director, Global Licensing &, Cultural Marketing at Kellanova - In an era where traditional marketing strategies are losing their edge, Kellanova is pioneering a fresh approach to consumer engagement. David Lee, Sr. Director of Global Licensing & Cultural...</p>

</a><a href='https://www.innovationstrategy.com/interview/amy-gordinier' class='is\_\_int'>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>An Interview With Amy Gordinier, Founder and CEO of Skinfix - In the ever-evolving world of skincare, few brands have made as significant an impact as Skinfix. Founded by Amy Gordinier, this innovative company has redefined our approach to skin health by...</p>

</a><a href='https://www.innovationstrategy.com/interview/jake-kent' class='is\_\_int'>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>An Interview with Jake Kent, Co-Founder and CEO of Dandi - In an industry often focused on clinical outcomes, Dandi is taking a refreshingly human-centered approach to fertility care. We sat down with Jake Kent, Co-Founder and CEO of Dandi, to explore how...</p></a><a href='https://www.innovationstrategy.com/interview/roman-khaves' class='is\_\_int'>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>An Interview with Roman Khaves, Co-Founder of RIZZ - Dating app fatigue is the tech world's latest buzzword, but what if we're misdiagnosing the problem? The issue may not lie with weary users, but with the apps themselves. As millions...</p></a><a href='https://www.innovationstrategy.com/interview/mary-kromer' class='is\_\_int'>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>An Interview With Mary Kromer, Business

Acceleration Consultant at 84.51° - In a world where even deciding what&#8217;s for dinner can feel overwhelming, Mary Kromer and her team at 84.51° are on a mission to revolutionize grocery shopping. As a business acceleration...</p>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>This week's most innovative trends - November 15th,

2024 - In this week&#8217;s editorial snapshot, we delve into the latest AI innovations shaping various



industries. From business to media, and from energy to health, AI is revolutionizing the way we work,...

[</a>](https://www.innovationstrategy.com/article/ai-and-pattern-recognition)

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of industries, from fashion to healthcare. Vmake AI&#8217;s Flatlay to Model Generator...</p>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>The Social Media Job Search Revolution: Why TikTok

Is - The traditional job search is undergoing a dramatic transformation, and it&#8217;s being driven by an  
unlikely source: TikTok. While LinkedIn has long been considered the gold standard for...</p>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>This Week's Most Innovative Trends - November 3rd,

2024 - In this week&#8217;s editorial snapshot, we dive into the diverse applications of AI technology across  
multiple industries. From business communications to food and beverage, AI continues to drive...</p>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>This week's most innovative trends - 10/27/2024 - In

this week's editorial snapshot, we explore the latest advancements in AI technology across diverse industries. From hair care to automotive, and from packaging to marketing, AI is making a...

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>The Gen Z Paradox: Navigating Workplace Evolution

and Generational Discord - Step into any office today and you'll notice something different. As Gen Z claims their space – now making up a quarter of the workforce – they're shaking things up in ways that go...

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>This Week's Most Innovative Trends - September 28th, 2024 - In this week's editorial snapshot, we explore the latest AI-driven innovations that are transforming various industries. From product creation to hospitality, and from personal care to human...</p>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>Reimagining Product Development in the Digital Age - In today's rapidly evolving business landscape, innovation is no longer a luxury—it's a necessity. As technologies advance at breakneck speeds and consumer preferences shift like...</p>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>This Week's Most Innovative Trends - 09/20/2024 - In  
this week's editorial snapshot, we highlight the latest AI-driven innovations across various sectors. From  
fitness to retail, and from logistics to advertising, AI continues to revolutionize...</p>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>This Week's Most Innovative Trends - 09/13/2024 - In  
this week's editorial snapshot, we explore the latest AI-driven innovations that are transforming various  
sectors. From retail to healthcare, and from lifestyle to gaming, AI continues to...</p>

</a><a href='https://www.innovationstrategy.com/article/leadership-in-crisis' class='is\_\_int'>

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<p class='lp\_\_text lp\_\_text--last is\_\_intText'>How Leaders Spark Creativity When the Stakes Are  
Highest - In today's volatile business landscape, crises have become the new normal. From global  
pandemics to economic downturns, leaders are constantly challenged to navigate turbulent waters while...</p>

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a consumer expect...</p>

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<p class='is\_\_artText lp\_\_text'>New York Times Bestselling Author,<br/>CEO & Top Innovation Keynote Speaker</p>

<p class='lp\_\_text lp\_\_text--last'>One of the world's top innovation keynote speakers, Jeremy Gutsche is a New York Times Bestselling author with two bestselling books on chaos, change and disruptive innovation.</p>

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<div class='is\_\_artTitle'>Armida Ascano</div>

<p class='is\_\_artText lp\_\_text'>Chief Content Officer<br/>Innovation Facilitator for 100+ Top  
Brands</p>

<p class='lp\_\_text lp\_\_text--last'>One of the most popular keynote speakers on trends, Armida  
leads Trend Hunter's content and Futurist Team and is one of our best keynote speakers.</p>

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<div class='is\_\_artText'>

<div class='is\_\_artTitle'>Jonathon Brown</div>

<p class='is\_\_artText lp\_\_text'>Chief Growth Officer<br/>Interviewed 400+ CEOs & Innovation Leaders</p>

<p class='lp\_\_text lp\_\_text--last'>As Trend Hunter's Chief Growth Officer, Jonathon Brown is an expert in maximizing innovation potential of ambitious companies.</p>

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<div class='is\_\_artText'>

<div class='is\_\_artTitle'>Ady Floyd</div>

<p class='is\_\_artText lp\_\_text'>VP Client Success<br/>Advisor to 50+ Leading Brands</p>

<p class='lp\_\_text lp\_\_text--last'>Ady is one of Trend Hunter's best Research Managers, advising dozens of top brands about innovation strategy, curating and customizing trend research to suit their needs.</p>

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<div class='is\_\_artTitle'>Gil Cohen</div>

<p class='is\_\_artText lp\_\_text'>SVP, Client Success<br/>Author of more than 3,000 Trend Articles</p>

<p class='lp\_\_text lp\_\_text--last'>Gil Cohen is one of Trend Hunter's most broadly experienced keynote speakers on Innovation in Retail, with a background that spans trend writing, business innovation, client research and client success.</p>

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<div class='is\_\_artTitle'>Jaime Neely</div>

<p class='is\_\_artText lp\_\_text'>President<br/>Project Lead for the Innovation Assessment</p>

<p class='lp\_\_text lp\_\_text--last'>As Trend Hunter's President, Jaime managed Trend Hunter's team growth while developing culture programs and innovation assessments for many of the world's best

innovation teams.</p>

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<div class='is\_\_artTitle'>Courtney Scharf</div>

<p class='is\_\_artText lp\_\_text'>Chief Client Officer<br/>Managed 8,000 Custom Trend  
Projects</p>

<p class='lp\_\_text lp\_\_text--last'>Courtney is the founder of Trend Hunter's Client Research  
Team, which today has completed more than 8,000 custom trend report and workshop projects for hundreds of  
the world's best innovation teams.</p>

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<div class='is\_\_artTitle'>Sean Watson</div>

<p class='is\_\_artText lp\_\_text'>Director of Special Projects<br/>Interviewed 200+ CEOs & Innovation Leaders</p>

<p class='lp\_\_text lp\_\_text--last'>As Trend Hunter's resident tech specialist, Sean has run private keynotes and innovation sessions with brands such as Coca-Cola, Kraft-Heinz, and Google.</p>

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<br/>

Explore the world's #1 largest database of ideas and innovations, with 477,692 inspiring examples.

</a>

[>](https://www.trendreports.com)

**Trend Reports**

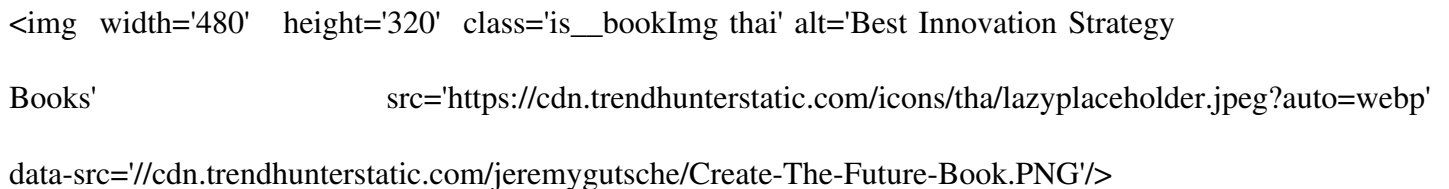
Discover why 1,285 brands rely on our AI-powered Trend Reports to get better, faster insights.

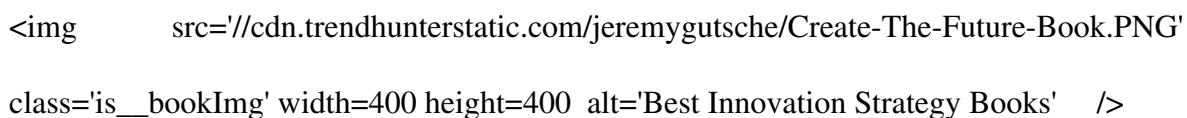
[>](https://www.trendhunter.com/newsletter)

**Weekly Innovation Newsletter**

Join 107,665 subscribers who rely on our weekly newsletter to keep up with need-to-know trends and insights.

[>](https://www.trendhunter.com/best-innovation-books)

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<b class='is\_\_uBooktext'>Award-Winning Innovation Books</b>

<br/>

Get better and faster with our New York Times Bestselling methods, best innovation books  
& keynote videos

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<br/>

Enhance your innovation potential with a deeper understanding of your unique innovation  
archetype and how your organization benchmarks.

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<b class='lp\_\_bold is\_\_threeCollItemTitle'>Futurist U Innovation Academy</b>

<br/>

Prepare for the years ahead with 100+ lessons, tactics, tools and frameworks with our full  
learning database.

</a>

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<b class='lp\_\_bold is\_\_threeCollItemTitle'>Custom Innovation Training</b>

<br/>

Bring the Future Festival experience directly to your team or co-hosted custom event.

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Video is Part of TED's Sleeping with Science Series

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```

## How Your Unique Story Can Get You Hired

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**Salt Repurposing Projects:** Tina Arrowood Considers the Circular Salt Economy to Protect Fresh Water

<https://www.keynotespeak.com/keynote/deepfake-technology>

**How Deepfakes Threaten Democracy:** Danielle Citron Considers the Implications of Deepfake Technology

<https://www.keynotespeak.com/keynote/plastic-problem>

**Confronting the Plastic Problem:** Andrew Forrest's Talk Discusses an Economic Solution to Plastic

<https://www.keynotespeak.com/keynote/talk-on-vaccines>

**Breaking Vaccination Myths:** Ethan Lindenberger's Talk on Vaccines Boasts the Power of the Internet

<https://www.keynotespeak.com/keynote/take-on-plasticeating-bacteria>

**Bacteria Against Climate Change:** Morgan Vague's Talk on Plastic-Eating Bacteria Offers a Solution

<https://www.keynotespeak.com/keynote/keynote-on-tattoos>

**Functional Tattooing:** Carson Bruns' Keynote on Tattoos Boasts Possible Uses of Function-Forward Ink

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Hawke Delivered a Talk on Creativity for TED

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Martin

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Christine Carter Shares Simple Steps For Motivation  
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Get our 2025 Trend Report FREE (worth \$1,500)

<br>&amp; learn how we accelerate 1,285 brands, billionaires &amp; NASA

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&nbsp;

<a href='https://www.jeremygutsche.com'>Innovation Keynote Speaker</a> &nbsp; &nbsp;

<a href='https://www.futurefestival.com'>Best Innovation Conference</a> &nbsp; &nbsp;
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[Custom Trend Reports](https://www.trendhunter.com/trendreports)

[Trends](https://www.trendhunter.com/) 2024 itemprop='publisher' itemscope itemtype='https://schema.org/Organization'>itemprop='name'>TREND HUNTER Inc.</span></span>

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```

```
  var currItem = $('.__topBtn--circleFilled').data('itemid'),
```

```
  totalItems = $('.__topBtn--circle').length;
```

```
  if(currItem > itemid){
```

```
    IS.carouselLeft(100, currItem - itemid - 1);
```

```
  }else{
```

```
    IS.carouselRight(100,itemid - currItem - 1 );
```

```
  }
```

```
},  
  
carouselLeft:function(speed, num){  
  
var num = num || 0;  
  
var speed = speed || 500;  
  
$('.is__topArticle:first-child')  
  
.addClass('is__topArticle--switching')  
  
.animate({left:"100%"},{  
  
duration:speed,  
  
complete:function(){  
  
var $item = $(this).removeClass('is__topArticle--switching').remove();  
  
$('.is__topArticle:first-child').after($item);  
  
$item.css({left:"100%"});  
  
IS.setCarouselCircle();  
  
if(num){  
  
IS.carouselLeft(speed, num - 1);  
  
}else{  
  
IS.carouselMoving = false;  
  
}  
  
}  
  
});  
  
  
  
var $nextItem = $('.is__topArticle:last-child').css({left:"-100%"}).remove();  
  
$('.is__topArticles').prepend($nextItem);
```

```
return $nextItem.animate({left:"0%"},{
    duration:speed,
    complete:function(){

    }
});

},

carouselRight:function(speed,num){

    var num = num || 0;

    var speed = speed || 500;

    $('is__topArticle:first-child')
        .addClass('is__topArticle--switching')
        .animate({left:"-100%"},{
            duration:speed,
            complete:function(){

                var $item = $(this).removeClass('is__topArticle--switching').remove();

                $('is__topArticles').append($item);

                $item.css({left:"100%"});

                IS.setCarouselCircle();

                if(num){

                    IS.carouselRight(speed, num - 1);

                }else{

                    IS.carouselMoving = false;

                }

            }

        })
    }
```

```
});
```

```
return $('.__topArticle:nth-child(2)').animate({left:"0%"},{
```

```
duration:speed,
```

```
complete:function(){
```

```
}
```

```
});
```

```
},
```

```
setCarouselCircle:function(){
```

```
var num = $('.__topArticle:first-child').data('index');
```

```
 $('.__topBtn--circle').removeClass('.__topBtn--circleFilled');
```

```
 $('.__topBtn--circle:nth-child('+num+')').addClass('.__topBtn--circleFilled');
```

```
}
```

```
}
```

```
</script>
```

```
</body>
```

```
</html>
```

## **Page: Trend Hunter GPT**

#1 Largest Trend Database = 477,692 Articles

#1 Largest Spotting Network = 374,965 Hunters

#1 Most Popular Trend Site = 3,506,735,085 views

Accelerate your inspiration with immediate access to human-vetted trends and ideas, combined with an AI-powered product generator.

For example you could ask it, "show me all the beverage trends for our beverage brand related to healthy ingredients that would resonate with a Gen X audience in New York City."

Then you will get a page with dozens of articles that are human vetted ideas with 1,000 word article insights, examples, workshop questions and a downloadable PowerPoint Trend Report in our traditional format.

- i. The #1 Trend Database - Explore 477,692 trend-based innovations & 10,772 Insights
- ii. Customizable Platform - Track 10,000+ topics, save lists, filter noise, find inspiration
- iii. eLearning - Up your trend & innovation skills with training & 3,000 eLearning videos
- iv. Custom Trend Newsletters - Stay on the cutting edge with your favorite topics

In addition to the online report, trends, ideas and insights that you will see following your prompt, you can generate a 30-50 page downloadable PowerPoint in our classic custom report format. These reports have all the stats, hyperlinks, references, trends and insights you need to workshop and present your new insights.

This is the year AI changes you! Your life, job and potential will all be transformed. After a decade as an AI company, we have not only been using AI, but also training top tier organizations on how to use AI for success, ranging from highly technical companies, like NASA, Spotify, IBM, Google, Salesforce and Microsoft, to companies that are newly embracing AI capabilities.

We are excited to train your team about AI to succeed and lead in the upcoming era. We will also give you specific tools, tactics, and tips to maximize your success with Trend Hunter GPT and external AI tools.

Your Trend Hunter GPT subscription includes a complimentary ticket to the highly anticipated Future Festival World Summit! By attending Future Festival, you will bridge the gap between virtual learning and tangible, real-world experiences. You'll be able to connect the dots between the trends you explore on Trend Hunter GPT and the real-world applications and implications discussed at the summit. This seamless integration enriches your learning experience and maximizes the value of your subscription.

At this premier conference, we'll reveal how AI influences every aspect of consumer behavior, while showcasing the art of trend-spotting and lessons on how to thrive in an AI-driven world. Future Festival World Summit offers unparalleled insights for success, with 95% of attendees rating the caliber of participants higher than other events and 20/20 of the world's most esteemed brands relying on us for opportunity prediction.

Beta 3 Now Available for 2024 - Join Our Early Adopters! Before we officially launch Trend Hunter GPT, we are creating an elite group of the very first people who will get early access at a dramatically reduced rate. We will be very plugged in to this group, with lots of contact and discussion to help you get the most of the experience, and so that we can get ideas for what new features to develop. You will be our Trend Hunter GPT product council!

You already missed Beta 2. Prices went up 40%.

\* Regarding the AI-generated products, we claim no ownership, so you are free to explore them as you would with your own ideas. Reports are for your team use only, not for distribution outside your company. All Trend Hunter GPT purchases are subject to our standard Trend Hunter Advisory Terms. By purchasing, you acknowledge this is a beta product at a discounted price and features are rapidly progressing, changing and evolving.

Sorry, no competitors or vendors. If you are on this page, you probably reached it by a private invitation from our team. Note this special pre-launch is intended for our top clients or insight/innovation/research

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professionals at large brands. Competitors and vendors are not allowed to be part of this early group and we reserve the right to refund your purchase if you do not fit our criteria. We do work with many agencies and consultancies in other ways, but Trend Hunter GPT is still secretive. Please message us if you are unsure if you would qualify.

Get our 2025 Trend Report FREE (worth \$1,500)

& learn how we accelerate 1,285 brands, billionaires & NASA



**Page: Trend Hunter Login**

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## Page: Trend Reports.com - #1 in Trend Reports, Consumer Insight, Custom Trend Research &

Trend Hunter is the world's largest, most popular, trend report and consumer insight platform because of big data, Artificial Intelligence and our award-winning market research methods. For context, we're 10 years old with 3 billion views of data, 3 million fans, 450,000 articles and roughly 30x more traffic than other trend firms. We're founded by a New York Times Bestselling innovation keynote speaker who grew a \$1 billion portfolio for a bank, based on data, consumer insight and analytics. Leveraging that, we've created Trend Hunter like a giant innovation focus group that 374,965 people have been a part of, leading to the best trend report research and consumer insight because of big data.

Trend Hunter is a great resource because it's all about simplifying the chaos. There's a lot in this world, and we hear about trends a lot, and Trend Hunter helps us simplify and make it a lot more palpable.”

— Consumer & Marketing Insight Manager

Trend Hunter Advisory is key, because it opens your eyes. Take 20 minutes, go in another room and look at what's happening in the world, look at what Trend Hunter is feeding you, because that's going to be the most important 20 minutes of your week.”

— Global Head of Innovation

1. Fast Custom Trend Reports - Join 1,285 brands who have relied on us for over 13,134 custom reports. You'll get better, faster, custom consumer insight, as low as \$1,999 for a thoughtful, 30-50 page report full of

applicable, fresh ideas, as quick as 24 hours, delivered in a virtual facilitated brainstorm.

2. Custom Trend Presentations & Workshops - Bring trends to life and inspire your team with a custom presentation.

3. Custom Megatrend Reports - Take a bird's-eye view of the higher-level forces impacting your business, with fresh insights and examples.

4. Custom Trend Safaris - Experience your trend report in a more immersive way, pairing the report with an experience in your city and a workshop.

5. Custom Trend Report Videos - Inspire your in-office, hybrid or WFH team with upbeat, engaging custom trend videos.

6. The Full Trend Report Library - Explore 80+ categories of premium trend reports and 477,692 examples with full access to our trend library.

7. The Macro 5+ Year Trend Reports - Get thoughtful, well-researched reports to accelerate your strategic planning and forecasting

8. The 2025 Trend Report (FREE) - Spark ideas today with a FREE version of our must-read annual report, loaded with need-to-know trends.

Join HALF of the world's most powerful brands who rely on our fast, cost-effective, custom research. Our 374,965 person focus group allows us to extract steps & costs.

The custom reports really speak out to us. There is a lot of information out there, but filtering is really difficult. What makes the difference is having somebody who begins to understand what we are doing, who can really help with that curation... a great resource.”

— Creative Director

Every week, top-tier innovators like rely on our best innovation keynote speakers to ignite creative thinking and innovation.

Trend Hunter is a great resource because it's all about simplifying the chaos. There's a lot in this world, and we hear about trends a lot, and Trend Hunter helps us simplify and make it a lot more palpable.”

— Consumer & Marketing Insight Manager

If you are looking for a way to engage your team with trend-based content, many of our clients have relied on our custom video trend reports, which take a higher energy approach to showcasing what's new.

Our typical custom trend reports are more data-heavy, typically delivered with a facilitated brainstorming. In contrast, these custom videos are meant to have broader appeal and distribution to excite your larger team.

**INSPIRING CONSUMER INSIGHT - Our 2024 Trend Reports features data-driven consumer insights loaded**

with examples hyperlinked to full articles.

**SCORING & VALIDATION** - Instead of using gut instinct, like every other trend firm, we've measured 3 billion choices from 283,629,118 people and every page includes age, region and gender demographics with measures of: popularity, interest level and freshness.

We love the new Trend Platform. We believe it's awesome. It's a great way to look at what consumers are looking for in the future and we invite you to use it!"

— Sr. Insights and Planning Manager

The Premium 5+ Year Trend Reports are premium well-researched guides written by Trend Hunter Futurists who specialize in innovation and change. Each report covers the macro forces and trends that will play out in the next five years.

Unlike our traditional custom trend reports, this report takes a longer term view beyond the consumer trends, looking at the macro forces which have the potential to dramatically impact your company. The 5+ Year Trend Report has been created to plug and play into your strategic and business planning.

No service out there captures Consumer Behavior as well as Trend Hunter."

— Creative Development Manager, Disney

Join 1,285 brands who enhance their decisions with our most popular trend report. The 2025 Trend Report features 100 pages of data-driven consumer insights and opportunities, hyperlinked to 500 additional examples on Trend Hunter. This annual report is worth \$1,500, but this year it is available as part of

our full trend library or FREE to market research, insight and innovation professionals.

Every page includes 4-10 featured ideas hyperlinked to full articles, so when you get inspired, dive deeper. A typical report might include 70 pages of insight with 300 hyperlinked examples, so you can digest quickly, or further explore each intriguing concept

If you want a sample of our content, check out our video of the Top 20 Trends for 2020-2025 and download the full 2025 Trend Report. Our top trends for 2020-2025 are each tied to one of our 18 Megatrends to illustrate long-term shifts. (Note that these are the top 20 micro-trends, which are shorter term and more specific than our megatrends and higher level trend frameworks.)

- i. Full TrendReports.com Library - Access your 80+ categories of trend reports
- ii. The #1 Trend Database - Explore 477,692 trend-based innovations & 10,772 Insights
- iii. Individually Customizable - Track 10,000+ topics, save lists, filter noise, find inspiration
- iv. eLearning - Up your trend & innovation skills with training & 3,000 eLearning videos
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**Page: Clean the Sky**

Spark new ideas for a more sustainable planet with Clean The Sky, Trend Hunter's innovation-focused eco site designed to showcase positive eco trends, news, breakthroughs and the steps you and your company can take to become Geo Zero. We believe humans can fix global warming, but it will require education, innovation and effort.

## **Page: Custom Innovation Training**

Rated the “best innovation conference” by 97% of past attendees, Trend Hunter’s Future Festival has established a reputation for helping some of the world’s biggest and most powerful brands accelerate innovation in times of major industry upheaval. Now Trend Hunter is giving even more brands an opportunity to benefit from its hands-on training by bringing the event directly to those who are looking for a way to make innovation a top priority.

With our custom conference package, you will enjoy all of the essential components of the Future Festival experience with your entire team -- without the need to travel or even leave the office. You will also enjoy the flexibility of being able to customize the programming to suit your team’s specific goals and objectives. As a result, our custom training allows you to focus on your most pressing needs and develop a winning innovation strategy for long-term business success.

Our custom conferences are training programs that take all of the essential information from our Masterclass and Future Festival programs, tailored to your specific need. As part of your custom conference or masterclass package, you will receive programming designed around helping your company accelerate innovation and ultimately finding better ideas, faster.

The day begins with Trend Hunter CEO Jeremy Gutsche’s engaging keynote speech outlining the 6 Patterns of Opportunity and 18 Megatrends changing our world. This keynote will be followed by a series of informative trend and innovation sessions, which will provide an unprecedented look at the trends

**Website: [www.trendhunter.com](http://www.trendhunter.com)**

that are changing our world and the future of consumer insights. Finally, the custom training experience includes a hands-on workshop, during which you will have an opportunity to prototype new projects and ideas with your team. As an added bonus, each team member will also have an opportunity to complete Trend Hunter's proprietary innovation assessment, which outlines how you can successfully leverage each team member's personal skillset. By the end of the day, you and your colleagues will have the knowledge to anticipate next year's biggest trends and the skills to put your business innovation strategy into action.

To find out how to bring the Future Festival experience to your office, contact us now.





**Page: Aggregated On-Demand Service Apps : finish'd app**

## Page: A New App Called Lugg Can Move Your Sofa With A Push Of A Button | TechCrunch

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A new startup called Lugg is a mobile app that's basically like having a friend with a truck who's available at any time for on-demand, small moves. Recently launched in the San Francisco Bay Area, Lugg offers customers an easy way to haul things – like your IKEA purchases, for example, or it can help you move a sofa you bought on Craigslist across town. Basically, Lugg can move anything that fits in the back of a pickup or box truck.

To use the app, you enter in the item's location, the destination, and you snap a photo of the item to be moved.

Lugg then connects you with an available mover immediately. The mover shows up within 15 to 45 minutes to pick up the item and take it to its final destination. All the payment, including tip, is handled within the application, similar to something like Lyft or Uber.

Lugg is currently charging a \$35 base fare, plus \$2.50 per mile, and \$0.50 per minute of travel time. On average, this works out to \$40 to \$65 per move, the company has found. At the high-end – like going from San Francisco to Oakland, for instance – the price might be more like \$79.

The company has cargo insurance, in case things go wrong.

Lugg drivers keep 80% of the fare, with the remaining portion returned to the company.

The idea for Lugg comes from Jordan Brown, who previously worked at a healthcare startup in Salt Lake City, where he encountered the problem first-hand. Without access to a big enough vehicle, he couldn't get his furniture purchases home. Brown spent a few months coding the app, then moved out to San Francisco and slept on a friend's floor to launch it.

Now only 11 weeks old, the startup is doing around 10 to 15 moves per day, says Brown. "A lot of the early days has been just me in a truck," he says. "We've done a lot of moves, unexpectedly."

Brown brought on co-founders Steve Zerner, previously an operations manager at Uber, and engineer Eric Kreutzer, to help out. Lugg is now onboarding more people with trucks to help meet demand.

Like Lyft, anyone with access to a truck can sign up to drive for Lugg, provided they're physically able to do the work which can involve moving heavy items. Two people are assigned to each truck, and they can toggle on or off their availability, allowing them to set their own schedules. Drivers are sent on a couple of test moves at first, to determine if they can handle working for Lugg.

Brown says already a few people have quit their former jobs with other local moving companies to go to Lugg, because they didn't want to have to work set hours.

The service, to some extent, competes with small local movers, truck rental operations like U-Haul, or even on-demand errand runners like TaskRabbit. But the difference is that Lugg wants to primarily focus on smaller

moves – not, say, someone moving their entire apartment’s furnishings across town. (Well, technically, Lugg could handle this, but the customer would have to order several trucks.)

The plan is not to scale up the size of the moves or the distance traveled, but to remain small and regional, in order to not compete with local and long-distance moving companies. Lugg’s long-term goal, says Brown, is to be live in all major metro regions across the country. He’s already planning to expand to New York next, with an expectation of being able to reach that city sometime in the second half of 2015.

Lugg, only a team of three full-time, is currently bootstrapping, but is in discussions with investors.

The app is available as a free download on iTunes, and the Android version will be available shortly.

## Topics

What is Bluesky when it’s not the underdog?

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Disgruntled X users make the switch to Bluesky

What is Bluesky? Everything to know about the X competitor

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A comprehensive list of 2024 tech layoffs



Sarah has worked as a reporter for TechCrunch since August 2011. She joined the company after having previously spent over three years at ReadWriteWeb. Prior to her work as a reporter, Sarah worked in I.T. across a number of industries, including banking, retail and software.

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## **Page: Become a Trend Hunter**

Becoming a Trend Hunter is as easy as joining our website! When you sign up to be a Trend Hunter contributor, you will be able to submit your trend content for review by our Editorial team. If approved, it will be published on an SEO-friendly platform that has received over 3 billion views to date!

Your personal Trend Hunter page can be leveraged as a portfolio to showcase your work on a professionally designed page. As a contributor, your top trends can be selected for Trend Hunter's front page or curated newsletter, giving you exposure to a massive audience of business professionals, aspiring entrepreneurs, and Trend Hunters across the globe.

With Trend Hunter you can explore and write about trends on platform with 2,000,000 monthly visits and readers across 190 countries. Sign up and join our global network today!





## **Page: Trend Hunter - Innovation Webinars**

Join Jeremy for an exclusive webinar featuring his headlining keynote from Future Festival World Summit 2024. Drawing from a decade of experience integrating AI into Trend Hunter, he will share strategies for maximizing your potential amid uncertainty and change. Discover how brands can harness AI's transformative capabilities to identify and unlock new opportunities for success in today's competitive, technology-driven marketplace. Don't miss this chance to learn how to navigate the evolving landscape and innovate effectively with AI at the forefront of your strategy.

Join us for an updated look at the pivotal trends of 2025, exploring how AI continues to shape the future of marketing, retail, wellness, and beyond. In this session, Armida Ascano will dive into the latest applications of AI that elevate customer experiences, streamline operations, and address today's complex challenges. Get actionable insights on leveraging AI for a sharper competitive edge and hear the latest expert recommendations on using AI to drive impactful, strategic innovation.

Discover how AI is revolutionizing creativity in the arts and music. Using hip hop as a lens, we'll uncover valuable innovation lessons. This dynamic session brings together diverse worlds to unlock fresh insights, while exploring how hunter and farmer traits can shape innovative thinking. We'll also dive into Trend Hunter's Innovation Assessment for practical takeaways.

Join us for a sneak peek into the Future Festival 2024! Discover upcoming keynote programming centered around Innovating in the Era of AI and explore how this event, held at the iconic TIFF Lightbox in Toronto, can elevate your business strategies. Rated the 'best innovation conference' by 97% of attendees, this is your gateway to the future of innovation.

1 Hour Webinar: Content Preview, Fireside Chat, followed by a Q&A

Step into the future as we reveal our Top Trends of 2025. Discover how AI is driving innovation in the realms of marketing, retail, wellness and more. We'll spotlight AI applications that enhance customer experiences, optimize operations, and solve complex challenges. This webinar will share tips on harnessing AI-driven innovation for a competitive edge while highlighting key and actionable insights.

Explore how AI is reshaping experiences in tourism, nightlife, and media consumption. Join us for a dynamic keynote and fireside chat where you'll gain practical strategies and fresh perspectives to stay ahead in the ever-evolving landscape of entertainment.

Discover your Innovation Archetype and specific tactics to realize your potential using our Innovation Assessment. Gain insights into your innovation style and practical techniques to maximize your capabilities while benchmarking your progress against global innovators.

This webinar will guide you through the strategies and insights needed to thrive in an ever-evolving and AI-driven world. Drawing from over 15 years of keynote speaking and a decade of AI-driven trend evolution, Jeremy reveals the secrets to staying ahead and unlocking your innovation potential. Plus, we'll delve into a new section spotlighting Trend Hunter's AI Masterclass program. In addition to core work sessions, interactive programs designed to transform your problem solving skills, the AI Masterclass offers custom workshops featuring prototyping, ideation, and AI discovery components.

Understanding consumer desire is crucial for success, whether you're exploring new business opportunities or refining existing ideas. Join our hosts as they examine the macro forces shaping consumer behavior today. In this webinar, we'll take a deep dive into Trend Hunter's 6 Patterns of Opportunity and the top 18 Megatrends, offering innovative perspectives that can serve as inspiration for your endeavors and provide valuable insights into your market.

Join the webinar of your choice, exploring the Trend Hunter GPT Product Generator's AI recommendations tailored to your expertise. We offer sessions for Growth Strategists, Marketers, Innovators, R&D/Product Development professionals and Insight Researchers. Our AI-powered platform is designed to decode the future, identify emerging trends, and to inform decisions that drive success. We'll start with a live demo showcasing innovative content generation with industry-specific prompts. A Q&A session will follow, delving into Trend Hunter GPT's benefits for both strategy and inspiration, while showcasing how it can streamline workflows and boost efficiency for your specific role.

AI-Powered Opportunities. Discover Trend Hunter GPT for:

The modern wellness landscape is extending beyond physical health and self-care, with a heightened focus on mental well-being and sustainability. In today's context, the societal and environmental consequences of wellness products, services, and ideologies hold unprecedented significance. Simultaneously, AI technology is poised to introduce fresh opportunities and influences to this industry. In our webinar, we'll explore the key wellness trends that are shaping our world, while diving into relevant case studies.

Step into the future with our Q1 2024 Trend Update, tailored to empower innovators. Gain actionable insights into the prominent trends shaping your industry and beyond, with a refreshed version of our famous 2024 Trend Report, used by hundreds of innovators daily.

**\*\*\*BONUS - Stick around for a live demo of our Trend Hunter GPT Product Generator!**

Join the industry webinar of your choice, exploring the Trend Hunter GPT Product Generator's tailored AI recommendations for your specific sector. Our AI-powered platform is designed to help you decode the future, spot emerging trends, and make informed decisions that will drive your success. We'll start with a live demo showcasing innovative content generation with industry-specific prompts. A Q&A session will follow, delving into Trend Hunter GPT's benefits for both strategy and inspiration, while showcasing how it can help streamline workflows and boost efficiency.

Discover Trend Hunter GPT for:

Discover how to innovate in the year AI changes you with Trend Hunter's CEO and NYT-bestselling author Jeremy Gutsche. In this webinar, drawing from 15 years of keynote speaking and a decade of AI-driven trend evolution, Jeremy will share the insights needed to maximize your potential in times of uncertainty and change. Join one of the world's most sought-after keynote speakers while learning how to harness this technology's power.

Join us for our 2024 Trend Report, where we'll spotlight the most noteworthy trends poised to shape our world in the upcoming year. This webinar will give you an exclusive sneak peek into future-facing innovations, while emphasizing crucial and actionable insights. We'll explore the continued advancement of generative AI and its influence on the contemporary workforce, social media's ever-evolving landscape, and

the rise of phygital business solutions. .

Gain valuable insight into the current state of artificial intelligence and its immense potential for the future with our informative webinar. Explore real-world applications, industry advancements, and the impact of AI on various sectors. We'll spotlight the latest trends, challenges, and opportunities that AI brings to businesses and society at large, while revealing the transformative power it has in shaping our present and tomorrow.

Step into the future as we unveil our Top Trends of 2024. We'll spotlight the most significant trends set to dominate our world in the coming year – from the rapid acceleration to AI and its impact on the modern workforce, to phygital business transformations and social media's evolving landscape. This webinar will provide you with an exclusive preview of what lies ahead, while highlighting key and actionable innovation insights. Attendees will be FIRST to get the 2024 Trend Report (FREE).

As the first generation born entirely in the digital age, Gen Alpha brings with them the transformative potential to revolutionize the workforce, education systems, and society at large. Join us as we deep dive into this generation's complex desires and explore new paths towards a future where entrepreneurship and innovation thrive.

Join us for an exciting webinar spotlighting the Top 10 Trends of the Quarter where we'll explore the most disruptive innovations shaping our world. The session will deep dive into 10 case studies of macro themes.

As we navigate through this period of Crisis and Chaos, it's important to know how to outperform the market, and that means knowing innovation inside out. In this webinar, Jeremy Gutsche will be drawing on his extensive experience with innovation to teach you how to effectively adapt to disruption and spot the overlooked opportunities that surround us.

Redefining everything from architecture and transportation to the way we eat and dress, the topic of sustainability has never been more important to consumers. With consumers demanding eco transparency and questioning greenwashing, the success of today's sustainable innovations is driven by ways they can actually improve our lives for the better. Our webinar will dive into some of the most notable eco trends shaping the industry while sharing disruptive case study examples.



**1 Hour Webinar:**Join us for a discussion on all things eco as we explore the most revolutionary innovations shaping the sustainable market today.

The contemporary wellness industry no longer just encompasses physical health and self-care. In recent years, an emphasis on mental wellbeing and sustainability has led to a wellness lifestyle evolution with the broader societal and environmental impact of wellness products, services, and ideologies questioned by the masses. Our webinar will dive into some of the most notable wellness trends shaping the industry while sharing tangible case study examples.

Whether you're looking for new business opportunities or refining old ideas, understanding consumer desire is essential to success. Join insights leader Armida Ascano as she looks at the macro forces influencing consumers today. This webinar will deep dive into Trend Hunter's 6 Patterns of Opportunity and top 18 Megatrends which you can use as innovation lenses to inspire your efforts and understand your market.

Get better and faster at actioning on ideas with a look at the different styles of innovation. Join us for this webinar to understand the Hunter and Farmer mentalities that will help you accelerate change within your industry.

Join us for an exciting webinar discussing and demonstrating ChatGPT, a cutting-edge chatbot powered by advanced natural language processing technology. ChatGPT is designed to make online conversations more engaging and efficient, by providing instant responses to user inquiries and requests. (NOTE: this description was written by ChatGPT AI)

Delve into the inner workings of ChatGPT, showing you how it can be used to improve customer service, increase productivity, and to enhance the overall user experience on your website or app.

A New Year means new disruptive ideas and new daring innovations. Round off this year of Crisis and Chaos with a look at the trends of tomorrow and an exploration of what's next.

Join Jeremy Gutsche and Armida Ascano for a fireside chat as they deep dive into the latest insights in the 2023 Trend Report and discuss fresh opportunities leading into the New Year.

Discover your Innovation Archetype and specific tactics to realize your potential using our Innovation

Assessment. Plus, see how you and your organization compare to the world's top innovators!

Get better and faster at actioning on ideas with a look at the different styles of innovation. Join us for this webinar to understand the Hunter and Farmer mentalities that will help you accelerate change within your industry.

As you plan for 2023, you need to know consumers' top concerns. Join Jeremy Gutsche and Armida Ascano for this trend report webinar to learn about the emerging trends to watch in the coming year. If you work in innovation or insights, you won't want to miss out on this session.

Whether you're looking for new business opportunities or refining old ideas, understanding consumer desire is essential to success. Join insights leader Armida Ascano as she looks at the macro forces influencing consumers today. This webinar will deep dive into Trend Hunter's 6 Patterns of Opportunity and top 18 Megatrends which you can use as innovation lenses to inspire your efforts and understand your market.

As we navigate through this period of Crisis and Chaos, it's important to know how to outperform the market, and that means knowing innovation inside out. In this webinar, Jeremy Gutsche will be drawing on his extensive experience with innovation to teach you how to effectively adapt to disruption and spot the overlooked opportunities that surround us.

As we approach mid-year, take some time to consider how trends impacted your industry so far. Where is the market headed this year? Check in with Jeremy Gutsche and Armida Ascano to learn about the latest insights disrupting the market across a range of industries. Join us!

Discover your Innovation Archetype and specific tactics to realize your potential using our Innovation Assessment. Plus, see how you and your organization compare to the world's top innovators!

Most successful organizations want innovation, but many aren't quite there. In this webinar, Jeremy Gutsche will break down the styles of innovation using the Hunter and Farmer mentalities to help you build a culture of innovation within your organization. Join us as we explore how to create organizational success—better and faster.

A new year is upon us and that means a new set of innovations and disruptions in the market. To maintain

your competitive edge, you need to know what's out there. Join Jeremy Gutsche and Armida Ascano as they walk you through the most important trends to watch in 2022.

Knowing what's next means knowing how consumers think. In this introductory webinar, you'll learn the keys to consumer desire through the lenses of Trend Hunter's six Patterns of Opportunity and 18 Megatrends. Join us!

Crisis and Chaos create opportunity—if you know where to look. As we kick off the New Year, it's essential to know how to tune into the opportunities that are shaping the future—and this webinar is going to teach you how.

Join keynote extraordinaire Jeremy Gutsche as he tees up the year with an exploration of innovation through times of Chaos. Are you ready to create the future?

A New Year means new disruptive ideas and new daring innovations. Round off this year of Crisis and Chaos with a look at the trends of tomorrow and an exploration of what's next.

Join Jeremy Gutsche and Armida Ascano for a fireside chat as they deep dive into the latest insights in the 2022 Trend Report and discuss fresh opportunities leading into the New Year.

What does recovery look like in the world of Kids and Toys? How has the pandemic shaped what we buy and how kids will be entertained in the future?

Join Gil Haddi, SVP of Client Success for a deep dive into the Kids and Toys industry, and to understand the most important trends moving forward.

As we look to put the past behind us, what trends are the most important for 2022? The roaring 20's are coming back - and with it comes a renewed sense of optimism and opportunity.

Join Jeremy Gutsche and Armida Ascano for a fireside chat as they deep dive into the 2022 Trend Report, and dissect how we move from Crisis to Chaos.

Hosted by Trend Hunter and SAP

This past year, businesses had to sprint to meet consumer expectations. 2020 brought on amazing digital

transformations, proving that change happens during chaos.

Today we are operating in a Business-to-Everyone world, where B2B and B2C are almost one in the same.

Meeting your customers needs where and when they arise, is essential.

Is your business ready to rechart Customer Experience to meet tomorrow's expectations?

Join Adrian Nash, Head of Strategy of SAP Customer Experience, and Jeremy Gutsche, Author and CEO of Trend Hunter, to explore how brands that invest in customer experience are more resilient and future-ready.

What we know: Consumers have drastically shifted this year. As we move into a post-crisis reality, will these behaviours stay, shift or revert back?

Join us for a timely webinar, as Futurist Mary Van Puymbroeck reviews the 2021 Trend Report: Consumer Packaged Goods in the New Normal. Backed by Trend Hunter's consumer insights and big data, this report covers the behaviours and trends leading the future.

To dive even deeper we've invited CPG Food & Beverage Innovation Executive, Kareth Middlemass fireside to discuss the macro forces that could very well impact CPG as we know it. Whether you're in CPG or not, this webinar will reveal opportunities for all industries.

Get ready to kick start the new year with an innovative mindset. Join Trend Hunter Chief Insight Officer - Armida Ascano for a researched, data-backed comprehensive list of trends your business needs to know for 2021. Make your lunchtime count, with this inspirational and actionable session that'll springboard your 2021 into success.

As 2021 comes into sight, understanding what the future could look like is paramount to every business. Join us for this timely webinar with Editor-In-Chief of Wired Nicholas Thompson.

Ten years ago, Nick Thompson and Jeremy Gutsche were on CNN together predicting the world in 2020. In the discussion, they reviewed emotion-sensing technology, virtual reality, and paperless offices, but they missed one major event: that whole global pandemic part.

In this webinar Nick and Jeremy, get another shot at predicting what's next!

As the pandemic continues to cause changes to our daily lives, technology has become a catalyst for addressing emerging problems. These innovative ideas are having lasting changes, impacting various industries in their approach to consumer needs. We've been tracking these ideas at Trend Hunter, documenting relevant trends with data-fuelled insights to help brands and businesses today. That's why we've created our new Tech in the New Normal report, highlighting today's most relevant tech trends to offer insight into what's ahead.

You can explore this report at our Tech + the New Normal webinar, where Trend Hunter's Senior Research Advisor Mary Van Puymbroeck will walk you through our new Tech in the New Normal report. This walkthrough will be followed by an interview with Elena Lyrantzis, Voice of Consumer Lead for Google, hosted by Trend Hunter's Taryn Boyd, Senior Manager of Operations & Client Strategy, providing an industry expert perspective on the future of tech and innovation tactics to keep you ahead of the curve. No matter your industry this session is designed to inspire, showcasing you can use key trend data to jumpstart your own

innovative ideas.

Entertainment has gone through many evolutions since the onset of the pandemic, with restrictions and changes to daily life inspiring new approaches and ideas. At Trend Hunter, we've been tracking these trends, cataloging and analyzing the innovative ideas that brands and businesses are implementing to stay relevant. In this webinar session, we'll be deep-diving into today's most impactful entertainment trends, walking you through our new Entertainment in the New Normal report. This report is centered around entertainment trends across a wide range of industries, exploring the creative approaches that are appealing to the new needs of today's consumer.

This webinar is designed to accelerate innovation no matter your industry, showcasing how trends can be categorized and explored in-depth to reveal patterns that support innovative thinking. Trend Hunter's Mary Van Puymbroeck will walk you through our Entertainment in the New Normal report, exploring relevant, data-fuelled trends that showcase how the entertainment industry is currently evolving. Following this walkthrough, Trend Hunter's Taryn Boyd will interview Tara Murphy, Director of Consumer Insights for Cineplex Entertainment, gaining an industry expert perspective on the future of entertainment and innovation tactics to keep you ahead of the curve.

As consumers and businesses alike continue to adapt to new daily realities, the way we approach marketing has shifted. That's why we at Trend Hunter want to offer insight into the years ahead, with a webinar outlining new marketing innovations found in our Marketing in the New Normal Trend Report. This report highlights pandemic-influenced innovations in marketing, diving into trends centered around authenticity, social media, corporate responsibility, and much more!

No matter your industry, this webinar will accelerate innovation as we explore the wide-reaching effects of

today's most impactful trends. In this session, Trend Hunter's Amrit Dhillon will walk you through our Marketing in the New Normal Report, breaking down how you can categorize, analyze, and reflect upon emerging trends to reveal the patterns that are shaping the years ahead.

Following this walkthrough, Trend Hunter's Gil Haddi will interview a marketing industry expert, exploring how they are navigating pandemic uncertainty and overcoming it, as well as innovation tactics for moving forward in the new normal with confidence.

Trend Hunter has seen a multitude of new innovations emerging, and we want to share our tools and framework to help you navigate rapid change in the years ahead. The Food Culture in the New Normal Trend Report highlights pandemic-influenced innovations in food that have emerged as a result of evolving consumer needs, including evolutions in dining, flavor, grocery, cooking, and much more!

Regardless of your industry, this webinar will ignite innovative thinking as we explore the impact of evolving trends. Trend Hunter's Mary Van Puymbroeck will walk you through our Food Culture in the New Normal report, showcasing how to break down, categorize, and reflect upon trends to see the patterns that are re-shaping the food culture space.

Following this walkthrough, Trend Hunter's Taryn Boyd will be in conversation with an industry expert, exploring how businesses are overcoming pandemic uncertainty and leveraging new trends as they create the future.

The world is facing rapid change and uncertainty as a result of the pandemic, which is why Trend Hunter

wants to help you put your future in focus. To help you prepare for the year's ahead, we're offering a webinar walkthrough of our new Retail in the New Normal Report, outlining trends such as omnichannel retail and low-touch-stores that are emerging to address new pandemic-influenced needs.

This webinar is designed to inspire new ideas and ignite fresh thinking, even for those outside the retail space, as we explore how trends are evolving in light of the pandemic. Trend Hunter's Hayley McGlone will walk you through our Retail + The New Normal Trend Report, showcasing how our research on emerging trends in this space can be categorized, broken down, and reflected upon to offer inspiration and ideation for your own projects and ideas.

Following this walkthrough, Trend Hunter's Ady Floyd will discuss all things innovation with Roberta Isfer, Innovation Experience & Content Director at VISA. Roberta will speak to her own innovation processes, in a discussion centered around navigating pandemic-uncertainty, and the importance of looking both inside and outside your industry to find innovation inspiration

Hosted by Jeremy Gutsche, Trend Hunter CEO & NYT Bestselling Author

Join Jeremy Gutsche for this webinar exploring the themes of innovating through chaos and recession readiness. Featuring content from his newly released book, Create the Future, this session will give you the tools to successfully navigate times of chaos and uncertainty. Consumers' needs are evolving by the minute, and it is critical to adapt. Learn battle-tested tactics that companies like Disney, CNN, Apple,



Patagonia, Uber, AirBnB, and Microsoft used to defy the odds and get their start during challenging times.

Hosted by Jaime Neely, Chief Culture Officer at Trend Hunter

Join Jaime Neely in an exploration of how the workplace must shift and adapt during times of chaos. In recent years, a call for unconventional methods of work became increasingly urgent, with many opting out of the traditional office and into the gig economy. In the midst of volatility, even more transformation is needed to ensure the needs of the modern employee are met.

Hosted by Armida Ascano, Chief Content Officer at Trend Hunter

Armida Ascano walks you through the macro shifts happening amid the chaos of today's world. Using the 18 Megatrends Matrix as its foundation, this webinar will dive into how consumer desire has and will continue to, shift during times of volatility. If consumercentricity was a part of your mission before the chaos of COVID, it will be an even higher priority moving forward.

Trend Hunter's webinars feature tactics from Jeremy Gutsche's award-winning books:

Exploiting Chaos (2008), Better and Faster (2015) and his newly released double-sided book, Create the Future + The Innovation Handbook (2020). They also build on insights from Trend Hunter's Innovation Assessment, developed by Jaime Neely, and framework of 18 Megatrends and 6 Patterns of Opportunity

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created by Armida Ascano.









**Website: [www.trendhunter.com](http://www.trendhunter.com)**

**Page: TREND HUNTER - #1 in Trends, Trend Reports, Fashion Trends, Tech, Design**







## **Page: Best Innovation Keynote Speakers - Our Top Speakers on Innovation, Trends and Change**

1. Exciting, Data-Driven Content - With Trend Hunter, you aren't getting some random keynote speaker's creative thoughts about the future. You're getting cutting-edge insights distilled from 250,000,000 people, brought to life with one of our best innovation keynote speakers. Our disruptive innovation keynotes based on the world's most inspiring content, and we have 3 billion pageviews to prove it.

2. Actionable Takeaways - Our business is helping the world's leading innovators to create the future, so our content is deeply rooted in action. Each innovation keynote includes tactics, frameworks and next steps, based on our experience helping NASA prototype the journey to Mars and helping Google, Starbucks and Adidas outinnovate their competitors.

3. Contagious Enthusiasm - If you want to inspire the future, harness creativity and bring innovation to life, you need energy. Our innovation keynotes are designed to turn research insights into excitement so you can make innovation and change actually happen.

New York Times Bestselling Author, CEO & Top Innovation Keynote Speaker

One of the world's top innovation keynote speakers, Jeremy Gutsche is a New York Times Bestselling author with two bestselling books on chaos, change and disruptive innovation. His specialty is helping high performance CEOs and teams to accelerate innovation and make change happen when change is

hard. Jeremy is a perfect fit for large stage events requiring one of the world's best innovation keynote speakers. He advises several hundred brands, billionaires and CEOs including: NASA, Google, Microsoft, IBM, Viacom, Coca-Cola, Universal, Victoria's Secret and Wells Fargo.

Chief Content Officer  
Innovation Facilitator for 100+ Top Brands

One of the most popular keynote speakers on trends, Armida leads Trend Hunter's content and Futurist Team and is one of our best keynote speakers. She has been relied upon for trend workshops and innovation keynote speeches at more than 100 of the world's iconic brands, including: Red Bull, Domino's, Panasonic Starbucks, Johnson & Johnson, Bacardi, Mastercard, Viacom, Universal and Toms Shoes. Her expertise is in getting high performance teams to think differently about their customer segmentation and opportunities. Armida joined Trend Hunter in 2010 as an editor, where she oversaw the creation of 50,000 articles and one billion views of traffic. Today she coaches our best innovation keynote speakers and develops frameworks on the future of innovation, technology, marketing, lifestyle and culture.

Chief Growth Officer  
Interviewed 400+ CEOs & Innovation Leaders

As Trend Hunter's Chief Growth Officer, Jonathon Brown is an expert in maximizing innovation potential of ambitious companies. After hundreds of interviews with global innovation leaders, Jonathon has uncovered methods for sparking creativity and systematic innovation across many industries. He shares these reusable techniques through captivating keynotes and backed by real use case examples. Jonathon started at

Trend Hunter in 2012 on the editorial team, where he wrote over 1,000 articles, garnering 6 million views. Along with his keynote, Jonathon doubles as Future Festival Emcee at the world's highest rated innovation conference. Throughout his career, he's served as an innovation keynote speaker for clients such as Cisco and Walmart, as well as events such as The Market Research Event, Omni-Shopper, Future Trends and Back-End Innovation.

VP Client Success Advisor to 50+ Leading Brands

Ady Floyd is a Futurist and VP of Client Success, working with over 40 brands every day to curate and customize research strategies that help them find their next big idea and stay ahead of the competitive market. She specializes in spotting data-driven opportunities arising from Trend Hunter's big data platform in order to deliver her clients the best trends and insights. She has presented on stage at Future Festival, EMA, CMA+SIMA Conference as well for clients such as Diageo, Roots, Crayola, and Coca-Cola, specializing in the topics of food & beverage, sustainability, retail/omnichannel and entertainment.

SVP, Client Success Author of more than 3,000 Trend Articles

Gil Cohen is one of Trend Hunter's most broadly experienced keynote speakers on Innovation in Retail, with a background that spans trend writing, business innovation, client research and client success. As a writer, she studied trends in all categories of innovation, creating nearly 3,000 articles before becoming a research advisor to Coca-Cola, NASA, Sony, Kellogg, MTV, Bacardi and Nestle. As a Future Festival

keynote speaker, she has inspired attendees at innovation events ranging from Innova-Con to Save the Children and AARP. At Future Festival's World Summit, she is our top keynote speaker on marketing innovation and marketing creativity.

PresidentProject Lead for the Innovation Assessment

As Trend Hunter's President, Jaime managed Trend Hunter's team growth while developing culture programs and innovation assessments for many of the world's best innovation teams. Her Trend Hunter Innovation Assessment has been taken by more than 30,000 innovation leaders who use the tool to benchmark their innovation strengths and better understand their blind spots. She's been the keynote speaker at events ranging from the 2,000 attendee main stage at Mastercard, to executive boardrooms and innovation events for Staples, Universal, Pfizer, Johnson and Johnson, Nissan, Domino's, Universal, SC Johnson and AAA. Prior to her work on culture, Jaime joined Trend Hunter as an editor in 2011, where she oversaw more than 60,000 articles, attracting over a billion views.

Chief Client OfficerManaged 8,000 Custom Trend Projects

Courtney is the founder of Trend Hunter's Client Research Team, which today has completed more than 8,000 custom trend report and workshop projects for hundreds of the world's best innovation teams. She is a futurist and top keynote speaker for brands like Best Buy, Mastercard, Viacom, T Marzetti and 7-Eleven. In addition, Courtney has been an innovation and research advisor to Samsung, Adidas, Nestle, Disney and

NASA. She is one of Trend Hunter's top keynote speakers for clients with a need for deep trend expertise and facilitation of our premium innovation workshops. Since 2015, she has been one of our best keynote speakers on trends, and the lead Future Festival keynote speaker on Innovation in Leisure and the Future of Retail.

Director of Special Projects  
Interviewed 200+ CEOs & Innovation Leaders

As Trend Hunter's Director of Special Projects, Sean Watson wears many different hats. Whether helping Fortune 500 brands refine their approach to innovation through our Patterned Thinking workshop, or outlining ways a tech startup can get ahead through his Futuristic Tech presentation, Sean approaches public speaking with the mission to inform the mind and inspire the imagination. He has honed this skill through his extensive background at companies like Rogers, Bertelsmann and American Express.

As Trend Hunter's resident tech specialist, Sean has run private keynotes and innovation sessions with brands such as Coca-Cola, Kraft-Heinz, and Google. His expertise is in getting highly knowledgeable teams to employ a new perspective of the trend content they deem relevant to them, consequently encouraging them to reset and rethink their approach to innovation.

Senior Research Advisor

Zahra Karim, a Senior Research Advisor and Futurist at Trend Hunter, is a beacon of innovation

and insight, working with leading food, beauty, CPG, and technology industry brands. Within her multifaceted role, she facilitates client work, presentations, workshops and webinars. At the heart of Zahra's methodology is an unwavering commitment to delivering into the core of the consumer psyche. She immerses herself in essential consumer insights and emerging trends, with a portfolio of 500 custom-crafted trend reports, and a passion for understanding consumer and generational trends. Zahra provides a profound grasp of behaviors and preferences, which she effectively communicates to resonate across various contexts.

#### Senior Research Advisor

Jennifer Kang, a Senior Research Advisor and Futurist at Trend Hunter, excels in delivering pioneering ideas that push industry boundaries and provoke sector disruption. She creates and presents custom reports, webinars, and keynotes on emerging trends and consumer insights. Working closely with clients like Mattel, Coca-Cola, and Bayer, Jennifer ignites creativity and strategic thinking. Her approach goes beyond conventional consultancy; she immerses herself in each client's unique challenges, crafting tailored solutions that resonate profoundly and drive sustainable growth. By fostering a culture of innovation and strategic foresight, she empowers organizations to navigate complexities with confidence.

#### VP, Sales

Mark is sought by industry giants like Google and Disney to inspire leaders on future trends and innovation. Praised for his captivating presence, he has won international communication awards and serves as

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VP of Business Development at Trend Hunter, the top trend-spotting database. Mark guides clients like Constellation Brands, Diageo, and Panasonic in navigating future trends and fostering innovation. Beyond his office role, he keynotes at global Future Festivals, discussing topics such as Innovation Tactics and Future Technology. Join him on a journey of discovery and transformation, where the only constant is change.

Extend your learning with the support & expertise of a Trend Hunter Advisor

Trend Hunter's Advisor services are a fantastic complement to our innovation keynote speeches. Our team of dedicated Advisors act as an extension of your organization, curating custom trend reports and helping you apply them to your business. Whether you're interested in learning more about a topic addressed during your Futurist presentation or about something else entirely, our Advisors provide insight and support to help you further your education.

Turn an inspiring innovation keynote into action & understanding

**A HIGH PERFORMANCE METHOD OF IDEA DISCOVERY** - Our keynote speakers anchor their wisdom in our big data, trend frameworks and proven method of idea discovery. Increase your ability to find overlooked opportunity and extract better thinking from your teams.

**6 PATTERNS, 36 SUBPATTERNS & 18 MEGATRENDS** - Deeply understand the most impactful forces



shaping our world. Our examples are discovered from our analysis of more than 3 billion views and the interests of more than 250,000,000 people. To make sense of all the noise, we map all insights to the patterns and megatrends that are statistically most likely to shape our future.

If you really want to take your culture to the next level, supercharge your innovation keynote speech with an overview of your company's culture in comparison to other top innovators. Every attendee will get their own 7-10 page innovation assessment, archetype, strengths and blind spots. Plus, you will get an overview of your entire team, which can be used to customize the innovation keynote speech and frame the basis for your innovation workshop.

Inspire attendees with custom trend reports, workshop materials & videos

Most of the top innovation keynote speakers are inspiring but lack takeaways & next steps.

Since Trend Hunter's entire business is built upon action, we curate custom reports for attendees to keep, extending the impact of your session beyond the actual workshop. In addition, trend and innovation keynotes can be customized with company-centric workshops and facilitated ideation sessions.

Download this brochure if you'd like additional information on available keynote topics, such as Forecasting Micro-Generational Desires or Marketing in the Crisis of Authenticity, as well as details such as testimonials, timelines, and more.

## **Page: Trend Hunter FAQ**

FAME – exposure to our massive audience!

GLORY – create articles and enhance your career!

PRIDE – get a professionally designed portfolio that is easy to use

Syndication and Exposure – Your top trends will appear on Trend Hunter’s main page, galleries, and other online properties (listed below). This helps to drive more traffic to your trends and provide you with massive exposure

Professional Layout – The overall layout of your portfolio is professionally designed and highly optimized.

Easy Customization - In your personal profile page, you can select your portfolio’s colors, font, background, and a number of other design elements to reflect your personality. You can also upload an avatar of yourself and choose whether you want to use your real name or something more catchy.

Easy to Use Interface – Our submission template makes it extremely easy to add a new trend. All you need to do is write a paragraph or two and upload an image.

Free Image Hosting – It’s very easy to upload a photo from your computer or the net and we host the images on our server for free.

Automatic Image Resizing - When you post a new trend, the Trend Hunter engine automatically resizes images and takes care of the dirty work.

Turn Key Portfolio – The second you add a trend, your website will automatically appear. In minutes, you can add your profile, upload a picture, and select your own custom colors.

Search Engine Optimized – We carefully design our layouts to ensure that our content and trend hunters are ranked very high in search engines.

Global Network - When you join Trend Hunter, you are joining an influential community of Trend Hunters from around the globe. Working together, we can accomplish something greater and build a better site!

It takes about a day for us to review the trends that are posted. If you find that we are not approving any of your trends, either they aren’t considered cool enough or you are violating one of our rules. Most of the trends

not featured on the front page are duplicates or poorly written.

**Post Quality Trends** – If your trend is poor quality then it may be removed.

**No Duplicates. No Duplicates.** – Make sure you aren't posting something that's already on Trend Hunter by using our search engine. A HUGE number of the trends not featured on the front page are duplicates.

**Check Your Grammar** – If your post contains very poor grammar, then it may be excluded. Spell check and make sure the post is clearly written.

**Include Sources** – If you found your trend online, it's common courtesy to include the link to the site or portfolio where you found your trend. It's also ideal to include a link to the actual trend / product page.

**Nothing Bad** – No pornography, racism, plagiarism, or anything else that we deem as bad.

**Follow the Rules for Excerpts** – Write your own text. If you are going to use an excerpt, it must be properly quoted and no more than 2 sentences. Read the rules below.

**No More than 2 Sentences** - If you are taking an excerpt from a news article, it is okay to include two sentences.

**Include the Source Link** – If you are going to include an excerpt from another site, you must have a link to that site.

Maybe. We have several rules (listed below) to ensure high caliber content. If your trends break the rules, they will be taken offline.

Trend Hunter adds the word (GALLERY) to any trend with pictures. Gallery pages generate more traffic because people want to click on your trend to browse the gallery.

Trend Hunter embeds videos exclusively on trends that have YouTube, Vimeo, TED or Kickstarter video code embedded in the Video box on the submission panel. Video pages generate more traffic because people want to click on your trend to watch the video. To find the Video code in YouTube, go to the video page, and look for the box that says EMBED right beside the video. Copy this code and place it in the VIDEO box. Similar steps work for other video hosting sites. Videos not from the listed sources will not embed natively but will still be viewable from your trend.

In general you don't want to add personal updates because it is better to keep your Trend Portfolio professional.

If you see copyrighted content from your site posted on Trend Hunter, please let us know. It is our policy to comply with all DMCA copyright violations, but we can respond even quicker if you just drop us a quick note. Show us the link to both your copyrighted content and the page on Trend Hunter which you believe violates your copyright.

You would need to reword whatever you post on Trend Hunter because otherwise both sites will have duplicate content, which means that Google won't index them properly. Also, please make sure to add all of your pictures. We don't feature articles that have just one picture when more are available.

Quality Trends – Post cool stuff and you'll get more traffic. Also note that the majority of your traffic will come from Trend Hunter's main page, so you want to get an article featured on the front page.

Original Content – If you find something unique, other sites on the internet will link to your trend. As a result, you will get dramatically more traffic. Some of our original trends receive 100 times more traffic than the average trend.

Original Text – Using excerpts is a quick way to add content, but when you add your own prose, you get unique content for search engines and you give your readers a reason to follow your portfolio.

Minimum 2-3 Paragraphs - If you only post one sentence, your trend will be less interesting and also less likely to rank well in search engines.

Be Funny – Funny = good.

Add a Video – Trends with Videos generate more traffic because everyone clicks the page to watch the video.

Add a Gallery – Trends with Galleries generate more traffic because everyone clicks the page to browse the gallery.

Use Keywords – You will drive significantly more content to your site if you use the keywords that people will search. For example, if you included the title, "New Laptop Looks Cool," you will be far less successful than if you use the title, "See Through Laptops - The Transparent Dell XPS-1000 Laptop."

Great Trends - Following our advice for hot trends will be the single greatest driver to your portfolio's popularity.

Frequent Updates - If you don't update your content on a regular basis, people will stop checking for updates.

Tell Everyone – Let your friends know about Trend Hunter, include your URL as your signature in your e-mail, include your URL in forum posts you make and broadcast that you are a Trend Hunter!

Maximize Your Traffic - Don't just write articles -- promote them! Social networks like Twitter, Facebook, Google+ and Pinterest are a great way to supercharge the views you get to your portfolio.

This is up to you. Our general advice is that if you want to enhance your career, then using your real name is better. Also, your portfolio will be optimized for search engines, so if you use your name, people are more likely to find your Trend Hunter Portfolio.

You can change your portfolio name, but you should try not to change it because search engines will get confused when trying to list your portfolio and you won't show up as high in the rankings. You will have to message us via the contact page to update this url.

You can update your profile from the settings page.

This is actually the beauty of Trend Hunter. To ensure popularity of your trend posts, we use just one URL for each trend. As a result, other bloggers all link to the same page, and you get more traffic.

You can upload a profile photo from the settings page.

All pages on our server are cached for different amounts of time. Updates to pages could take several hours to process.

We would love your suggestions on how to improve Trend Hunter. If you have ideas about how we can make the Trend Hunter portfolios better, let us know via the contact page by clicking [here](#)!

That's fine. We'd love to see the exciting new trends you've discovered for us!

Our terms of service are subject to change without notice. Potential changes could relate to the layout, content, and / or revenue sharing. Content added to Trend Hunter may be reviewed before being featured on the front page and becomes property of Trend Hunter Inc. Trend Hunter portfolios could be removed or banned at any

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time, which could occur due to copyright violation, click fraud or abuse of any of our rules.

No problem! Contact our editoris [HERE](#)

**Page: FuturistU - Masterclass Platform**

Get our 2025 Trend Report FREE (worth \$1,500)

& learn how we accelerate 1,285 brands, billionaires & NASA





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**Page: Custom 2024 Trend Reports + TREND HUNTER PRO Research (#1 in Trends)**

## **Page: Trend Hunter FuturistU - Our Trend and Innovation School**

"Our brand new Trend Hunter FuturistU platform gives you full access to 100+ modules of our trend and innovation curriculum. You'll be able to dive much deeper into our content with days of material, included trend reports and our pro-level insights. Discover what's next in our rapidly-changing world!"

– Jeremy Gutsche, CEO & NY Times Bestselling Author

Our FuturistU content provides you with engaging, takeaway-focused content wherever you are, whenever you want.

This video is a sample of the 100+ modules you'll find on our FuturistU platform, that deep-dive into the topics that matter most to businesses today. In joining our FuturistU platform, you'll also gain access to our premium content, including our trend report library and our trend dashboard. You can utilize these tools to further your learning by exploring emerging trends to inspire your next big idea, track key markets, and unlock premium insight into need-to-know trends.



**Page: Clean the Sky**

Spark new ideas for a more sustainable planet with Clean The Sky, Trend Hunter's innovation-focused eco site designed to showcase positive eco trends, news, breakthroughs and the steps you and your company can take to become Geo Zero. We believe humans can fix global warming, but it will require education, innovation and effort.





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**Page: TREND HUNTER - #1 in Trends, Trend Reports, Fashion Trends, Tech, Design**

## **Page: Advertise with Trend Hunter - Reach an Influential Audience**

When CNN or The NY Times need the cutting edge, they turn to the world's #1 largest, most popular trend site. We offer unparalleled access to early adopters:

Traffic - Up to 10,000,000 monthly views

Visits - 1,500,000 monthly, 50% mobile

Social - 3,420,000 fans (Facebook, Twitter, YouTube, Pinterest)

Pyschographic - influencers, early adopters, trend setters

Engagement - Extremely high, 7 pages per session, 2.5+ minutes per visit

Geography - 40% United States, 8% United Kingdom, 5% Canada, 5% India

Demographics - 50/50 Male/Female, 50% 18-34

Categories - Trend Hunter is split into many sub-sections with their own demographics, based on categories (e.g. Lifestyle, Fashion, Tech, Design, Business, Auto & Luxury)

We're a crowd sourced, crowd-powered community, designed to help people "Find Better Ideas, Faster." We've become the #1 site for millions of early adopters looking for new business ideas, products and services. Behind the scenes, we advise hundreds of brands, billionaires and CEOs like Victoria's Secret, Sony & NBC.

Our influential audience offers advertisers a rare double benefit. Millions of early adopters visit Trend Hunter to find exciting new products & services, which they share with friends. Excite these



influencers and you'll infect a much larger audience. The catch is that you can't excite an early adopter with banners alone. You need engaging content.

For seven years, Trend Hunter has been one of the highest performing ad partners for mission critical ad campaigns ranging from Verizon and Land Rover launches to Barack Obama's election campaigns and hundreds of viral videos.

1. Branded Channels - Custom portals & category takeovers
2. Sponsored Content - Articles, videos & social media
3. Display Advertising - Self-serve & laser-targeted direct

Starting at \$50k, we'll create an immersive channel with content, branding, ads and category domination. We can guarantee awesome content, traffic and social sharing through our supercharged media and social presence.

#### **\$2k Sponsored Article & Launch**

- written by our team or yours
- Fixed placement near the top of our front page for 24 hours
- Article shared on Twitter and Facebook post to 3,000,000+ Fans
- ~10,000 impressions on launch date (potentially 100,000+)

**\$5k Campaign or Sponsored Video**

- 3 Days of Launch OR 3 Launched Articles OR 1 Sponsored Video

- All Banners on the Article

\* For an important campaign, this option allows us to cover your campaign from multiple story angles and multiple days (staggered or in a row)

**\$10k One Day Supercharger**

- 15x more exposure than our \$2k campaign

- If you have an important launch, we can supercharge it with a sponsored article featured on EVERY single page of the site. The exposure is incredible.

**Examples -**

American Express (8 Articles, 500k views),

Cadillac,

Land Rover,

Absolut,

Jarritos Soda,

Alcatel,

Red Bull,

Best Buy,

LG,

Marriott,

HP,

CNET,

Nissan,

Morocco Tourism,

ALDO,

Adidas,

Bang & Olufsen

Multiple video options exist, including sponsorship of a video series customized to your category (\$2k-\$5k per video), product placement and custom videos. Minimum buys are required, although large banner spend can result in free videos.

Sprint14 Videos (Example) 6mm clicks on YouTube, 300k on TH + 10mm ads

Lincoln2 Custom Videos (Example) 160k clicks + 5mm ads

Verizon10 Videos (Example) 500k clicks on YouTube, 250k on TH + 20mm ads

Trend Hunter was one of the first responsive designed publications, leading our mobile and tablet growth to 50% of our total traffic. We can help you tap into mobile consumers through content &

banners.

Our CEO is an award-winning author and innovation expert with several hundred TV appearances from CNN and Entertainment Tonight to WIRED and The Economist. If you have a high importance campaign and you are looking for brand representation, we can curate newsworthy stories and represent your brand in the media. For example, when American Express needed to re-launch their global brand, they relied on Jeremy to curate a pitch that resulted in 70 television, newspaper and radio interviews.

**Page: #1 in Trend Reports, Custom Research and Consumer Insight**

#1 Largest Trend Database = 477,692 Articles

#1 Largest Spotting Network = 374,965 Hunters

#1 Most Popular Trend Site = 3,506,735,085 views

I gotta tell you, Jeremy Gutsche blew us away. He truly is an intellectual can of Red Bull. He brought new insights new vision and some ideas that are going to push our people to the next level. I couldn't feel better about the kind of thinking we are going to get."

— CEO, Omnicom

Trend Hunter Advisory is key, because it opens your eyes. Take 20 minutes, go in another room and look at what's happening in the world, look at what Trend Hunter is feeding you, because that's going to be the most important 20 minutes of your week."

— Global Head of Innovation

We love the new Trend Platform. We believe it's awesome. It's a great way to look at what consumers are looking for in the future and we invite you to use it!"

— Sr. Insights and Planning Manager

Free

Consultation

Step 2

Free Topics Call

with an Advisor

Step 3

Individual & Team

Innovation Assessment

Step 4

Topic Selection

& Training

Gutsche is one of the most sought-after keynote speakers on the planet, well-regarded as the top trend-spotter in the world... The most energizing, inspiring and applicable piece of stand-up I have ever seen. And I've heard Bill Clinton... Bill Gates... and Tony Robbins."

— The Sun Newspaper

No service out there captures Consumer Behavior as well as Trend Hunter. I totally feel that you guys bring so much to the table, not even just between your vision and philosophy, but the solid research and results that you have. It's so nice to work with a consultancy that's so well-rooted in research and data. The way that you cluster the info let's us build it out into real results."

— Creative Development Manager, Ideation

Traditionally we were only doing research in our category. Now, our Trend Hunter advisor does great custom reports showing us inspiring new trends [that impact us]... and what's going on in the world."

— Manager, Product Planning and Strategy

The custom reports really speak out to us. There is a lot of information out there, but filtering is really difficult. What makes the difference is having somebody who begins to understand what we are doing, who can really help with that curation... a great resource."

— Creative Director

THE #1 TREND DATABASE, EMPOWERED BY AI. 477,692 articles & powerful research tools, updated hourly

FULL TRENDREPORTS.COM LIBRARY. 80+ categories / 5,000 pages of premium trend reports

INDIVIDUALLY CUSTOMIZABLE. 10,000 trackable topics, special filters & customization

ELEARNING. 3,000 eLearning videos & our award-winning trend frameworks

I use the Trend Hunter Platform all the time. I really appreciate everything Trend Hunter does. I love the PRO Trends and it makes our jobs a lot easier.”

— Strategy & Insight Associate

Our revolutionary AI combines the best data and insight from Trend Hunter with our powerful GPT product generator and custom report generator.

With Trend Hunter GPT, you can hunt hidden opportunity about almost any topic in any consumer industry

For example you could ask it, "show me all the packaging trends for a yogurt and frozen snack company." Then you will instantly get a page with dozens of articles, insights, trends, opportunities, generated products. and a 50+ page downloadable PowerPoint Report. Find Better Ideas, Faster!

A love potion for relentlessly creative souls looking to break boundaries, ignite customer passion and start a revolution.”

— Kevin Roberts, Worldwide CEO



The best, most engaging and most relevant business event I have ever attended.”

– Chief Strategy Officer & SVP of Marketing

“The best event I’ve ever attended, and we go to motorcycle races.”

– Head of Sensing and R&D

Future Festival is a concentrated dose of inspiration and insights. This event is a must-attend!”

– Associate Brand Manager

“I don’t need to spend hours searching in Google anymore. Trend Hunter has a lot of insight that I wasn’t able to find anywhere else!”— Sr. Designer

Get our 2025 Trend Report FREE (worth \$1,500)

& learn how we accelerate 1,285 brands, billionaires & NASA

## Page: FuturistU Custom Masterclasses

Our Custom Innovation Masterclass program offers a unique and customizable solution for organizations looking to foster a culture of innovation while solving your most-important problems. The program spans over 5 days and can be spread out or taken consecutively. Each Custom Masterclass takes your elite group of 30-40 people through the a series of innovation workshops, helping them address and work on their organization's specific problems. We look at innovation through the lens of five categories – the ability to change, culture of innovation, opportunity hunting, adaptive innovation, and infectious messaging. This program has been our strongest to date because it solves exact client problems.

This program has been our strongest to date because it solves exact client problems.

Trend Hunter's Custom Masterclass programming is developed by Trend Hunter CEO and NYT bestselling author Jeremy Gutsche whose keynote career has spanned 15 years, with over 10 years spent studying AI to evolve the brand. He is joined by our team of Futurists – keynote speakers and workshop facilitators – who have studied innovation and trends across multiple industries to help hundreds of the world's most disruptive brands unlock hidden opportunities.

### JEREMY GUTSCHE

Trend Hunter's CEO, a New York Times bestselling author, and an award-winning innovation expert. As one of the world's most sought-after keynote speakers, he has helped hundreds of brands to make change happen.

**ARMIDA ASCANO**

Trend Hunter's Chief Content Officer and the brain behind our trend sessions and workshops. She is our most requested Futurist for custom trend keynotes and gained more than 18 million views to her portfolio of trend content.

**GIL COHEN**

Trend Hunter's SVP of Client Success. She works with leading brands across a variety of industries, leveraging her extensive trend expertise to facilitate innovation and spot opportunities with actionable implications for clients.

**ADY FLOYD**

VP of Client Success at Trend Hunter, customizing research for more than 40 of our brand partners. She has curated more than 500 custom research reports to date and has run trend sessions for Fortune 500 companies.

**COURTNEY SCHARF**

Chief Client Officer at Trend Hunter. She develops, maintains and optimizes Trend Hunter's Advisory services, leading the Client Relations team through the creation of more than 5,000 custom trend reports.

**SEAN WATSON**

Trend Hunter's VP of Sales Operations & Special Projects. He applies his tech expertise and unmatched

enthusiasm for TH's content in both strategic internal initiatives and as a keynote speaker.

#### **JONATHON BROWN**

Chief Sales Officer at Trend Hunter, driving strategy around business innovation research, business development and marketing. He has interviewed over 500 business leaders to uncover innovation best practices.

#### **MARK ONUFER**

Director of Accounts at Trend Hunter. Having interviewed 100+ global leaders in innovation, he now solves complex problems for hundreds of the world's most influential brands.

#### **KAIT MCKENNA**

Research Manager at Trend Hunter. She curates and presents hundreds of reports for 30+ fortune-500 brands, specializing in telling a story that brings insights to life.

#### **JAIME NEELY**

Trend Hunter's President and the creator of Trend Hunter's Innovation Assessment, helping 30,000+ professionals understand and improve their innovation processes both individually and as teams.

Work Sessions are preset but interactive programs that teach problem solving methodology

through simulations lasting 1.5+ hours.

#### AI Innovation - How to Win in an AI-Driven World

(1.5+ hrs)

Learn Why Now, What's Next and How to Win in an AI-driven World.

#### Trend Hunting

(1.5+ hrs)

Change the way your team thinks about, applies and predicts trends.

#### Adjacent Industry Simulation

(1.5+ hrs)

Break out of the old habits by reimagining your world and adapting accordingly.

#### Change Deep Dive

(1.5+ hrs)

Identify urgent points of development and spark action within your team.

Custom Workshops tackle company-specific issues and objectives with programming tailored to your needs.

## AI in Your Industry

(1+ hr)

Learn the latest AI tools, tactics and trends accelerating competitors and startups in your own industry.

## AI Innovation Workshop

(1-5 Days)

Develop actionable next steps and plans to AUTOMATE and ENHANCE your business.

## Prototyping

(2+ hrs)

Prototype ideas and productionize creativity using the 6 Patterns of Opportunity.

## Idea Discovery

(2+ hrs)

Identify your company's biggest areas for development and uncover new ideas.

## Making Change Happen

(3+ hrs)

Enact major change within your company in the most efficient way possible.

### Infectious Messaging

(2+ hrs)

Rethink your value prop and marketing to more effectively speak to consumers.

### Disruption & Adaptation

(2+ hrs)

Anticipate upcoming threats to your business and prepare for future success.

### Culture & Change

(2+ hrs)

Understand and enhance your company's culture to fuel innovation.

The program addresses key challenges and is tailored to each individual organization's specific problems, making it a highly effective solution for businesses looking to maximize their potential for growth and success. One of the program's biggest benefits is its focus on problem solving and practical application. Participants are encouraged to apply the skills and strategies learned during the course to their day-to-day work, facilitating real-world results and immediate impact.

This program has a proven track record of success, helping many organizations to overcome

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specific innovation challenges, making it an excellent investment for businesses looking to stay ahead of the curve and their competition.

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& learn how we accelerate 1,285 brands, billionaires & NASA



## Page: Trend Hunter AI

As an AI platform and AI-driven company, we've spent a lot of time accelerating our own company with AI and helping the world's most advanced tech companies further embed AI into their business.

As a result, we have several AI solutions to up your game:

1. AI KEYNOTES, WORKSHOPS & AI INNOVATION ACCELERATOR - We have a series of AI keynotes and workshops that customize perfectly, no matter what the sophistication level of your audience may be. On the high end, we specifically advise 3 of the world's most prolific tech companies about AI strategy. And on the introductory end, we have helped leading non-tech brands think about how to reshape their strategy with AI.

[BOOK A KEYNOTE]

2. AI-THEMED FUTURE FESTIVAL - This year's World Summit is themed around "The Year AI Changed You." Our epic event will feature the same key topics about the future, but with an added spin of diving into how every aspect of consumer trends is being shaped by AI. [LEARN MORE]

3. AI + HUMAN RESEARCH & ADVISORY - Unlock the full power of AI for your business with our custom trend advisory and research services. We have completed over 10,000 custom trend reports for the world's leading brands, leveraging AI to deliver BETTER research, 20x faster. [LEARN MORE]

4. AI FRAMEWORKS & BOOK - Our award-winning bestseller, Create The Future, is specifically about how to win in times of change and during the rapid acceleration of technology. In addition to teaching you how to embrace the future that AI will enable, there is an AI chapter that overviews our framework on the AI Mechanized Future, an approach to help you think about all the ways AI accelerates the world when combined with 6 other key megatrends.

[BUY NOW]

5. Trend Hunter GPT - Currently in Alpha, Trend Hunter GPT is our stunning, inspiring AI tool that helps you craft trend based essays and reports on any topic, in any industry, based on our full database and AI engine.

GET TREND HUNTER GPT

With 3,506,735,085 views and 477,692 individual ideas, Trend Hunter AI is the world's largest trend database.

Every visitor makes choices when they interact with Trend Hunter, whether that's diving deeper into the current idea or navigating to a similar idea.

Those choices give us insight into consumer behavior and fuel our growing library of Consumer Insights.

Consumer Insights are the higher-level patterns that our team identifies by spotting commonalities within the trend space. As the crown jewel of the Trend Hunter database, they describe the implications that the selected phenomenon has for brands and consumers alike. We've combined 10,772 Consumer Insights with the power of AI to enhance and accelerate our Custom Reports and Research.

View example Consumer Insights

Using a combination of machine learning and vector mathematics, we're able to identify thousands of new relationships and comparisons between Ideas and Consumer Insights in our Trend Database.

These relationships can be leveraged to:

Baked into the core of our Trend Hunter Dashboard product, preference tracking works to understand the ideas you want to see and delivers recommended insight and ideas for you and your team. Your preferences are progressively tweaked as you consume more content to continuously deliver relevant and interesting inspiration to your dashboard. Machine learning is also used to enhance our natural language processing capabilities.

We've analyzed over 1.5 million images from our trend database to extract insight, content and text.

This extraction fuels our research in a variety of ways:

The final touch in our service is that we leverage our team of dedicated advisors and researchers to filter through data, look for patterns, and custom filter opportunities for the world's leading brands.

When combined with our AI-driven platform, our research is BETTER (because it is data-driven), 20x FASTER, and 1/10th the PRICE of traditional custom research.

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**Page: Trend Hunter News - Developments, Innovation, Press Releases**



**Page: Trend Hunter is the World's Largest Community for Trend Spotting, Cool Hunting, and**

With 20,000,000 monthly views, Trend Hunter AI is the world's largest, most popular trend community. We leverage big data, human researchers and AI to identify consumer insights and deep dive opportunities for the world's most innovative companies, with our research and workshops helping over 1,100 brands, billionaires, and CEOs to date.

Trend Hunter is a source of inspiration for industry professionals, aspiring entrepreneurs, and the insatiably curious. We're currently studying more than 450,000 cutting edge ideas using over 3.5 billion choices from 250,000,000 people. Each day, Trend Hunter features a daily dose of innovative ideas, viral news, and pop culture, filtered into clusters of inspiration for our custom trend reports, helping brands and businesses every day to create the future.

TrendHunter.com was launched in 2005 by Jeremy Gutsche, an innovation and chaos expert and award-winning author who wanted to build a home for new business ideas and creativity. After years of publishing editorial trend articles, Trend Hunter shifted into utilizing AI and research to identify and curate top insights and trends to advise brands and businesses in their own pursuits of innovation.

"Like many of us, I was an entrepreneur at heart, but I didn't know what idea I wanted to pursue.

I chose careers that I thought would lead me to my business idea... but after years of searching, I was still hunting for inspiration. It was then that I started Trend Hunter - a place for insatiably curious people to share ideas and get inspired."

– Jeremy Gutsche, CEO of Trend Hunter

Trend Hunter has disrupted the consumer trend research industry, with a big data and AI research platform that extracts time-consuming steps and costs out of custom research while enhancing insight. We crowdsource thousands of ideas from the Trend Hunter community, crowd filtered with a virtual focus group that includes more than 250,000,000 people. This filtered data turns into custom trend reports offering relevant insight into whatever inquiry a client may have.

Brands, billionaires, and CEOs rely on our custom workshops, keynotes and dedicated advisors to kickstart their innovation process and find better ideas faster. Alongside our custom workshop and keynote programs, our dedicated advisors help facilitate change every day, with 24-hours rapid turnaround of custom idea-filled trend reports to help brands scope new markets, discover emerging trends in real-time, and out-innovate their competitors.

Future Festival is an epic gathering of the world's top innovators, touring in cities across the globe and culminating in our 3-Day innovation event, Future Festival World Summit. Designed to be the world's best innovation conference, this event is a place where top innovators can learn about emerging trends, prototype their strategies, and experience the future. With a staggering 97% of attendees rating it as the "best innovation event" they've ever attended, these events are not to be missed.

Trend Hunter's founder Jeremy Gutsche is one of the world's top keynote speakers,



specializing in innovation in times of chaos and change. His profession has led to Trend Hunter to launch our own innovation conference and a team of top innovation keynote speakers, who now inspire thousands of the world's top innovators at client events around the world.

Breakthrough ideas and the ability to adapt hinge on the ability to anticipate trends and opportunities during times of change. If you'd like to improve your ability to adapt, check out Jeremy Gutsche's New York Times bestselling innovation book, *Better & Faster*, his international award-winning book *Exploiting Chaos*, and his newest release, *Create the Future + The Innovation Handbook*.

Trend Hunter is dedicated to a world made better by education, social business, and eco-awareness. To date, we have written 40,000 articles and driven 400,000,000 views of exposure to socially good innovation through our three Trend Hunter channels, Trend Hunter Eco, [KeynoteSpeak.com](http://KeynoteSpeak.com), and [SocialBusiness.org](http://SocialBusiness.org).

#### Trend Hunter Eco

1. **PROVIDE ECO MEDIA EXPOSURE** We do our best to provide media exposure for sustainable products, services and organizations, with over 20,000 articles and 160,000,000 views.

2. **INSPIRE INNOVATION LEADERS** We keep sustainability in mind in all of our Future

Festival keynote content, and offer free eco-trend report samples.

**3. MAKE SUSTAINABLE CHOICES** We have strived to make mindful choices around the office, and prioritize eco choices for our Future Festival events.

**4. PLANT TREES** In our partnership with Trees for the Future, we've planted 1,000,000 trees!

**5. INNOVATION STRATEGY** One of our largest innovation projects involves advisory for a \$1 billion carbon capture facility that is one the largest eco investments in the world.

Trend Hunter is fueled by a global network of several hundred thousand people, but our content is curated, researched, and sourced for insights in our Toronto headquarters. In the heart of Toronto's entertainment district, our growing tribe of 70+ people embraces innovation, culture, diversity, and a love for all things new.

Want to join the team? [Click here](#) for available job offerings!

**Page: Trend Hunter Login**

By clicking Join Now or by clicking one of the social media icons you agree to our Terms of Service.

## Page: Best Innovation Books - Our Bestselling Books on Innovation, Trends, Ideas, Insight and

Axiom Book Award Winner. What great potential is so close within your grasp? Create The Future is a visual guide loaded with battle-tested tactics and provocative thinking that will lead you to your next level. This double-sided book includes the award-winning Innovation Handbook & bonus section about AI. [\[More\]](#)

#1 Bestseller in Strategy: How do you make innovation happen in times of chaos? The Innovation Handbook is a fully revised and upgraded, of Gutsche's first award-winning book. It is paired with Create The Future and upgraded with lessons from Gutsche's experience helping 700 brands, billionaires, CEOs and NASA. [\[More\]](#)

New York Times Bestselling Book on Innovation, CEO Read Select Pick and the most popular innovation keynote speaker videos in history with 12,000,000 views. Available in 8 languages, it's our best book on innovation to help get you BETTER at adapting to change and FASTER at finding ideas. [\[More\]](#)

Gold Medal Winner - Axiom International Book Awards, one of INC Magazine's Best Books for Business Owners and a CEO Read Select Pick (#1 Most Popular). It was translated into 7 languages, downloaded 500,000 times & viewed as a keynote 1,100,000 times. It's our best book on innovation in times of change. [\[More\]](#)

THE 2024 TREND REPORT on innovation is our premier publication on the latest ideas that will shape your year. Previously, it was \$1,500, but today we gift it to drive awareness of our custom trend research, our innovation conference (Future Festival) and our team of top innovation keynote speakers. [\[More\]](#)

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FUTURE FESTIVAL is our limited edition \$2,000 book on innovation. It contains Trend Hunter's data-driven predictions, innovation book frameworks & workshop methods. It is an exclusive collector's item that includes a free ticket to Future Festival, an event designed to be the world's best innovation conference.

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## Page: Innovation Strategy - Awards

Launched in 2022, Trend Hunter's Innovation Strategy Awards spotlight the best innovation tactics gathered from our [innovationstrategy.com](http://innovationstrategy.com) interviews with the world's leading CEOs, authors and speakers featured. Winners are selected based on a set of criteria across five innovation framework categories including Ability to Change, Culture of Innovation, Infectious Messaging, Opportunity Hunting and Adaptive Innovation. Those receiving Innovation Strategy Awards are not only recognized on the Future Festival World Summit stage, but are also presented with an epic 3D-printed rocket ship trophy. Celebrating today's change makers, the trophy is representative of the inspiring and boundary-pushing efforts being led by each winner, both within their industry and beyond it.

Tactic: Cultural Synergy + aligning Kellanova brands with consumer passion points in culturally relevant ways such as fashion, music, sports + entertainment

Tactic: Rapid Learning Cycles & Storytelling to connect new solutions with consumers

Tactic: Carbon Footprint Transparency + carbon footprinter tool launch to help consumers quantify the carbon impact of their ingredients

Tactic: "Keep on Dancing Through Grundfos" Teams chat connecting employees globally for spontaneous idea sharing and discussions

Tactic: Firefly Tests to quickly validate ideas and adjust based on real-world feedback

Tactic: "Beyond the Hashtag" program applying emerging tech trends to create new business opportunities

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Tactic: “Beyond the Hashtag” program applying emerging tech trends to create new business opportunities

Tactic: Align to changing consumer needs by co-creating with the consumer directly, and leverage their honest feedback to make your product better and more user-centric.

Tactic: Leverage design thinking to support your community by fostering a culture of experimentation and collaboration. The \$1 Reno-Innovate Fund provides new ideas with a two-year testing phase and reframes failure as a learning opportunity.

Tactic: Take brainstorming outside of your market to unlock new and unexpected areas of opportunity and to reach untapped consumer groups more authentically.

Tactic: Adopt a Customer 360 Approach leveraging cross-industry trends and consumer insights to address processing issues during times of chaos and uncertainty. During the pandemic, they relied on this approach to create better, more adaptable supply chain solutions.

Tactic: Approach innovation through a human-centric lens and cultivate a culture of innovation company-wide through initiatives that promote curiosity while challenging conventional thinking. Their Trend Collective and Curiosity Council facilitate collaborative ideation while enhancing knowledge and skills.

Tactic: Empower your people and challenge them to save the world. More specifically, for Vicki, this award recognizes her taking the bold leap and spending \$1 Billion on a Direct Air Carbon Capture facility to extract pollution from the sky.

Tactic: Create a "Failure Playbook" so that we can learn best practices from our mistakes.

Tactic: Give people a "Written Permission Slip to Fail" so they can face fear of failure head on.

Tactic: Proactively address all possible fears with a solution-based state of mind across your organization. This mindset pushes teams to go beyond identifying challenges and opportunities, leading to more actionable solutions.

Tactic: Host "Poster Sessions" where people share ideas that are like a science fair for adults in order to create collisions.

Tactic: Enable Passion Projects, but tie them to company-centric North Star ideas, to fill the gap between dreams and day-to-day.

Tactic: Battle test ideas using "Extreme Scenarios" and then work back to the more applicable idea.

Tactic: Future test ideas by innovating 10 years out, then work back; Engaging all 5 senses with immersive meetings.

Our Innovation Award Categories are based on innovation frameworks modeled by CEO, keynote speaker, and New York Times bestselling author Jeremy Gutsche. They include Ability to Change, Culture of Innovation, Infectious Messaging, Opportunity Hunting and Adaptive Innovation, with winners chosen through a self nomination or peer nomination process.

Redefining your brand message and evolving with today's fast-paced world

Encouraging and driving forward a culture of innovation on a macro level.

Identifying disruptive ideas and opportunities in unexpected places.

Adapting during times of chaos and facing challenges head on.

Rethinking your value prop and marketing to more effectively speak to consumers.

Integrating sustainability into business models and products.

Presented by Trend Hunter, the world's best trend research platform

Presented by Trend Hunter, the 2025 Innovation Strategy Awards will take place at Future

Festival World Summit on September 23rd, 2025. Celebrating inspiring tactics from the world's top

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innovators, the awards are based on our renowned innovation frameworks and are sourced from our innovationstrategy.com interview database – spotlighting conversations with thought leaders, authors and Fortune 500 CEOs.

**Eligibility:**

A company or person entered into the Innovation Strategy Awards will be chosen based on actionable innovation tactics and must complete our enclosed survey to be eligible.

To learn more about how Trend Hunter can support your specific needs, send us a note and a member of our team will be in touch.

**Page: Trend Hunter Jobs - Sales Jobs, Journalism Jobs in Toronto**

Trend Hunter is the world's largest trend platform, relied upon by the world's most powerful brands to help them prototype their futures. We are putting Canada on the map in the world of innovation with New York Times bestselling books, 20,000,000 monthly views, AI-fuelled custom research, an expert panel of keynote speakers, and Future Festival- regarded by 97% of attendees as "the best innovation conference ever."

Trend Hunter staff work from our Toronto HQ, an office that features a young, social atmosphere with the aim to empower individuals to unleash their full potential as we create the future. We're looking for ambitious individuals who want to help us evolve our work culture in an exciting, fast-paced role. If you are a fun-loving person and motivated to take on meaningful work, we want to connect with you!

If you are an ambitious, enthusiastic self-starter looking to explore writing or business development, Trend Hunter is the space for you! To learn about any co-op or job opportunities, please get in touch with us at:

[Careers@TrendHunter.com](mailto:Careers@TrendHunter.com)

My Trend Hunter career immersed me into the world of professional writing, advanced social media for business, and all things cutting edge. As an intern, I created a diverse online portfolio, expanded my creative writing, and built my personal brand in ways I never even imagined. I have since had the amazing opportunity to grow within the company and am now Trend Hunter's VP of Editorial & Community.

– Jana Pijak, VP of Editorial & Community

“My experiences at Trend Hunter have been diverse and extraordinary. I’ve had the opportunity to interview a Victoria’s Secret model, attend fashion shows, explore social media, and develop my creative writing.”

- Amelia Roblin

“I spent half of my first few months learning about P.R., interviews, and how businesses work. Later, I was hired to work in a business development role! I really enjoyed the focus placed on our careers, including the workshops, ongoing feedback, career day sessions, and entrepreneurial environment.”

– Taylor Keefe

Located in downtown Toronto, our Queen Street West office exists in the heart of the city, featuring a brick and beam loft look, open concept desks, live gamified feeds, and more!



## Page: Trend Hunter Megatrends

Excerpts From Create The Future + The Innovation Handbook by Jeremy Gutsche - CEO of Trend Hunter

Whether you're an entrepreneur, artist, bureaucrat, or marketer, your goal probably involves creating something that "connects" with other human beings.

In the pursuit of something that connects, your creativity and effectiveness are likely hindered by organizational structure, uncertainty, and unexploited opportunity.

To break free of these constraints, you need a trend-spotting toolkit, a plan of attack that will help you filter through the noise and increase your likelihood of "connecting" new products and services with your customers.

Part of this toolkit involves your personal commitment to seeking inspiration proactively.

Try saying it out loud: "I will relentlessly pursue new ideas. I will feed my insatiable hunger for innovation. I will expose myself to the fringe. I will be cutting edge and spectacular."

You might get inspired by a single great idea. At Trend Hunter, we've published roughly 477,692 articles about individual ideas. Seeing something inspiring can be an insightful way to come up with a

new idea. The caveat is that the world is overwhelmingly full of individual ideas, so it can be difficult to discern which idea is right for you, and one single example could be fleeting. A single idea would be something like the first caffeinated soft drink, Red Bull.

If you can identify a group of several ideas that are very appealing and similar, you are likely identifying a cluster of opportunity, or as professionals call it, a consumer insight. At Trend Hunter, our 477,692 Ideas have resulted in just 10,772 Consumer Insights. An example would be caffeinated beverages, caffeinated potato chips, caffeine pills, and caffeinated chocolate bars. When these four started spiking in popularity, your consumer insight might have been called “alternative caffeination.” Based on the momentum behind these alternatives, you could predict new products and services that would probably trend positively for one to five years.

If you look at everything impacting our future, there are probably just 50 megatrends that explain every major change in consumer demand. Instead of predicting what’s hip next year, megatrends explain how our world changes in the next 3 to 10 years. At Trend Hunter, we are constantly reevaluating which megatrends are the most important and publicly reveal just 18 Megatrends that we believe have the most sway.

Every new innovation is like a splash in water. Each splash creates ripples of opportunity.

These are the Six Patterns of Opportunity, and you can use them to classify every major innovation or to predict what innovations will happen next. There are only six possible patterns, which never change.



**Tactics:**

1. TRAVEL: “I look for subcultures of cool and emerging cool. To find this, travel is the #1 thing for me. Connecting with different cultures and subcultures is important.” —Shaheen Sadeghi, Cofounder of Quiksilver, Awesome Dude
2. PURSUE CURIOSITIES: “Create something that you would use and answers the question, ‘Wouldn’t it be cool if . . . ?’ Do not depend on focus groups and market research. That’s for losers.” —Guy Kawasaki, Venture Capitalist, Author, Honorary Trend Hunter
3. CARE: “Innovation has no agenda, no plan, no rigid structure. It’s about doing something you care about. I’ve found that people who truly care are the ones that are most likely to be innovators.” —Seth Godin, Bestselling Author
4. REBEL: “You need a culture of rebellion, an elastic-sided sandbox, a mindset that rules are made to be tested . . . Inevitably you do need process and planning elements to create a culture of innovation . . . But if you’re not stretching the boundaries with spontaneous ideas, you’re going nowhere quick.” —Kevin Roberts, CEO of Saatchi & Saatchi, Funny as Hell
5. RANDOMIZE: “Focus on what you love, but don’t limit yourself to only things that you love. Subscribe to new magazines, download podcasts on a topic that has nothing to do with your current life, go to lectures by people at the top of their field—even if you’ve never heard of their field. Get books on tape, and follow websites that gather interesting information. (I get Cool News of the Day from Reveries.com and Trend Candy from TrendHunter.com).” —Tom Kelley, General Manager of IDEO, World’s Leading Design Firm
6. SHARE IDEAS: “I try to act on as many of my ideas as possible, from a simple blog post to starting a company. Simply writing them down, usually in public, is a great discipline, and once they’re out there they tend to improve.” —Chris Anderson, Former Editor-in-Chief of Wired
7. FORM AN IDEOLOGY: “The principle is that you find a common point of pain or passion and you get people organized around that.” —Rod Beckstrom, Coauthor of The Starfish and the Spider, Inspirational Guy
8. HUNT FOR COOL: “Through cool hunting, marketers are able to identify the cultural meaning of trends

ahead of competitors. . . . Traditional product positioning has been based on physical attributes. . . . Cultural branding is based on positioning the product on the cultural meanings to consumers. This makes cool hunting the new source of product positioning.” —Jay Handleman, Queen’s University Professor, Teacher Who Inspired Me to Start TrendHunter.com by Showcasing Malcolm Gladwell’s Article “The Coolhunt”

9. TALK TO STRANGE PEOPLE: “It’s also important, I think, to communicate, whether by email, in person, or on the phone, to a wide variety of people. Talking with only the usual suspects can become an echo chamber.” —Dan Pink, *Only Guy I Know to Make a Manga Cartoon Business Book*

10. CONSUME POP CULTURE: “I am a voracious consumer of pop culture, whether it’s books, magazines, art, blogs, websites, or serialized television. A key to being creative is to pay attention to what’s going on around you. Constant stimulation and being open to new ideas are musts.” —Marian Salzman, CMO of Porter Novelli, Renowned Futurist

11. SEEK POSITIVITY: “Consciously seek positivity. Often the media is abuzz about something negative, like Iran, for example. I hunt specifically for a unique angle that offers a positive twist, such as fashion in Iran, the underground music scene in Tehran, or the efforts of eco-bloggers in that part of the world.” —Bianca Bartz, Original Editor of TrendHunter.com (4,000 Published Articles)

12. SOCIALIZE AND CONNECT: Find colleagues and friends who will keep you challenged in the quest for new ideas.

13. SPEND A DAY: “Spend a day immersed in your target consumer’s life and environment— true ethnography!” —Marianne McLaughlin, Senior Manager of Global Consumer Insights, New Balance

14. GO ON A TREND SAFARI: “Real life experiences, like safaris (to experience other industries and cultures), inspire me. Try different geographies, like comparing businesses in Shanghai versus London.” —Maria Åkerlund, Macro Insights Manager, Ikea

15. CREATE A PERCEPTUAL MAP OF COMPETITORS: What needs do your competitor products satisfy? “Create a perceptual mapping of competitive products to identify white space. Repeat the exercise thinking of micro metrics.” Also consider, “Move further up the continuum of your product category. Being in consumer

packaged goods, I'll tour restaurants, bars, and food trucks.” —Lisa Tirino, Director of Innovation, Ocean Spray

16. SHOP ALONGSIDE YOUR CUSTOMER: “I host monthly ‘Shop Alongs,’ where we shop alongside our customers. Colleagues get a chance to experience shopping and study buying behaviors to help design and develop products.”—David Dombrowski, Director of Industrial Design & Innovation, GSK/Pfizer

17. PEOPLE WATCH: “I visit competitors and smaller shops to study what customers are doing.” —Lauren Simoneschi, Consumer and Sensory Specialist, Nestlé

18. TEACH: Surprisingly, one of the best ways to really challenge your presumptions is to teach or mentor. You'll form a clear perspective as you force yourself to articulate important answers.

19. STUDY OTHER CATEGORIES: “I get inspired looking to other categories of products and services and visualize how I can apply insights to my job and make it better.” —Nikolaos Ananikas, Senior Brand Manager, Coca-Cola

20. ASK QUESTIONS: “Have a workshop where only questions can be asked. No answers can be presented. Then have a separate workshop where everyone brings solutions.” —Tom Kneubuehl, Digital Strategy Consultant, American Family Insurance

21. VISIT TREND HUNTER: “At TrendHunter.com, find out what's cool before it's cool.” —MTV Live  
TrendHunter.com has more than 400,000 cutting-edge ideas, broken into 100+ categories, including design, pop culture, advertising, modern art, and innovation. You can explore ideas on the site, sign up for a free Weekly Trend Report, or start your own Trend Hunter portfolio to collect and publish your favorite ideas.

Get our 2025 Trend Report FREE (worth \$1,500)

& learn how we accelerate 1,285 brands, billionaires & NASA

**Website: [www.trendhunter.com](http://www.trendhunter.com)**

**Page: [KeynoteSpeak.com](http://KeynoteSpeak.com) - Keynote Speakers, Videos & Inspiration**

**Page: The #1 Innovation Assessment Personality Test, Battle-Tested With the World's Top Inn**

1. Determine your unique strengths and how to accelerate them
2. Identify your blind spots and where you adversely hinder your creativity
3. Optimize interactions with your team, boss and significant other
4. Compare your skillset to the world's top innovators
5. Get specific advice about how to realize your potential, faster

With a team assessment / cultural profile, you'll better understand your team's composition, strengths, weaknesses, opportunities and how you compare to the world's top innovators. We design custom keynotes, workshops, training and research for 500 of the world's most powerful innovators, so we'd be happy to help you accelerate your culture of innovation. with a customized Innovation Accelerator programs for your team.

Get our 2025 Trend Report FREE (worth \$1,500)

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& learn how we accelerate 1,285 brands, billionaires & NASA

**Page: Trend Hunter's Free Trend Newsletter**

Join 107,665 entrepreneurs, innovators and CEOs who rely on our Weekly Trend Report to stay ahead of the crowd.

Fill in your info to receive our Weekly Trend Report and a Free copy of our 2025 Trend Report (worth \$1,500)







**Website: [www.trendhunter.com](http://www.trendhunter.com)**

**Page: Alyson Wyers's, Trend Hunter**

## **Page: FuturistU - 5-Day Future Festival Masterclass**

"[Trend Hunter] made me a better leader, stretched my imagination and created new opportunities for our organization, helping us go from Chapter 11 bankruptcy to one of America's most profitable media companies. If you're looking to inspire your team or make real change happen, Jeremy and his team are your solution."-  
CEO

Are you ready to take your innovation and presentation skills to the next level by becoming a futurist? Look no further than our immersive FuturistU 5-Day Masterclass. Join us for five focused days of private workshop programming and coaching from Jeremy Gutsche and our talented Futurist Team, where you'll walk away with a full innovation strategy curriculum and a graduation certificate upon completion. You'll still get to be part of the World Summit epic trend day, tech party and networking events, all while learning in a smaller, more intimate group setting. Fine tune your presentation skills, build confidence and become a true leader in your field. Register now for the Futurist U 5-Day Masterclass program and get one step closer to transforming your future!

Trend Hunter's FuturistU 5-Day Masterclass programming is developed by Trend Hunter CEO and NYT bestselling author Jeremy Gutsche whose keynote career has spanned 15 years, with over 10 years spent studying AI to evolve the brand. He is joined by our team of Futurists – keynote speakers and workshop facilitators – who have studied innovation and trends across multiple industries to help hundreds of the world's most disruptive brands unlock hidden opportunities.

Invest in your career and your ability to navigate chaos, uncertainty and change. You'll be better equipped for our rapid moving world and more likely to unlock new opportunities. Offering cutting-edge programming, an outcomes-driven approach and solutions that are customized to you and your team, you're guaranteed to leave our sessions feeling more inspired than ever.

If you're looking to boost ROI for your brand, look no further than our innovative program, designed to deliver tangible results and a significant return on investment. To get the most out of our program, bring six people from your team. You will get the chance to apply learnings directly to your company's unique challenges, while also receiving a private table to collaborate on actual solutions, tactics, next-steps, and pitches.

With FuturistU's 5-Day Masterclass program, participants will walk away with a deeper understanding of innovation, and practical experience that can be applied to real-world business challenges. The program is a comprehensive course designed to guide participants through the complete cycle of innovation. We draw from some of our best innovation workshops, best practices and impactful tactics to offer a unique opportunity for participants to acquire practical knowledge while simultaneously applying each newly acquired skill to their own capstone projects. The course structure splits each day into halves - content presentation and immersive, hands-on workshops. These workshops are expertly crafted and help facilitate the development of critical thinking skills, inspiring your new business case and the perfect pitch.

**Learn:** Learn how to make change happen when change is hard & how to foster a culture of innovation.

**Takeaway:** On this day, you will also come up with specific short-term and long-term tactics that would be relevant to implement at your own brand.

**Learn:** Master scenario planning, problem identification, and how to filter chaos into opportunity. You will also learn how to overcome common traps to extract better thinking from yourself and your team.

**Takeaway:** You will end this day inspired, with new tactics, an immersive Trend Safari and our World Summit Technology party.

**Learn:** On this day, you will partake in the crown jewel of our World Summit, the grand reveal of what the future holds, by category. You will learn the Future of Lifestyle, Technology, Culture, Marketing, Leisure and The Evolution of Each Micro-Generation.

**Takeaway:** You will have a long list of ideas and feel like you drank from a firehose. However, while you will be part of the large room event on this day, you will have breakout sessions, lunch and a debrief with your private FuturistU team to filter through the noise and start to identify your key ideas.

**Learn:** You will spend the morning learning to filter chaos into opportunity, leading to your top 10 ideas. You will learn to battle-test those ideas, leading to 3 business cases and a favorite idea for pitching.

**Website: [www.trendhunter.com](http://www.trendhunter.com)**

Takeaway: You will then have a business case with short term, long term and dream list next steps, ready to turn into your final pitch.

Learn: Gain specific skills and tactics for infectious messaging, pitching, public speaking & leadership presence.

Takeaway: You will develop a final pitch, which will be performed for the FuturistU group, and ready to take back to your office. This day ends with your graduation as a Futurist.

Get our 2025 Trend Report FREE (worth \$1,500)

& learn how we accelerate 1,285 brands, billionaires & NASA

## Page: Top Innovation Keynote Speaker Jeremy Gutsche

- NY Times Bestselling Author; 4 Books on Innovation, Change & AI
- CEO of Trend Hunter AI, the #1 Trend & Innovation Consultancy
- 30,000,000 Keynote Views & 3.5 Billion Website Views
- Relied on by 1,100 Brands, Billionaires, CEOs & NASA

Jeremy Gutsche, MBA, CFA, is a New York Times bestselling author, award-winning innovation expert, "one of the most sought-after keynote speakers on the planet" (The Sun Newspaper), and CEO of Trend Hunter AI - the world's #1 trend firm and innovation consultancy with over 3.5 Billion views and 10,000 projects completed. Trend Hunter is also the host of Future Festival, FuturistU, InnovationStrategy.com and The Innovation Assessment. His team and AI machine is relied on by 1,000+ brands, billionaires, CEOs and world leaders to make innovation and change happen, including Google, Sony, Disney, Pfizer, Starbucks, Coca-Cola, IBM and Adidas. He's even helped NASA prototype the Journey to Mars and advised NASA HQ on how to make AI happen.

As a top innovation keynote speaker, Jeremy has the #1 most-watched innovation keynote videos on the internet, inspiring over 35,000,000 people online and 567,000 people at 756 live events. Over 400,000 business leaders subscribe to his weekly newsletter. Prior to Trend Hunter, Jeremy grew a \$1 billion portfolio for a bank, studied innovation at Stanford, completed an MBA from Queen's University, and an honors degree from U of C, where he was awarded Graduate of the Decade. Routinely sourced by the media, Jeremy's broad

appeal ranges from The Economist and CNN to WIRED and The New York Times. He has been described as "a new breed of trend spotter" by The Guardian, "an eagle eye" by Global TV, an "Oracle" by the Globe and Mail, an "intellectual can of Red Bull" by Association Week, "the rockstar of keynote speakers" by Meetings Professional International and "on the forefront of cool" by MTV.

More:

Keynotes

Workshops

Videos

Press

Schedule

Jeremy was one of Capital One's youngest business directors and innovation leaders. Prior to Capital One, Jeremy spent several years as a management consultant at Monitor Deloitte.

Social Good - Jeremy and his team believe in a future made better by education, eco-awareness and social business. To date, the team has donated 1,000,000 trees!!!! and contributed roughly 30,000 articles about social good, generating 300,000,000 views of exposure through three Trend Hunter channels: Trend Hunter Eco, SocialBusiness.org, and KeynoteSpeak.com (which features inspiration from the world's best strategy and innovation keynote speakers). On a personal note, he drives an electric car and rocks solar panels on his roof.



The renaissance period emerged from the bubonic plague. The roaring 20s emerged from the Spanish Flu. Periods of crisis always lead to chaos and opportunity. People start making up for lost time, taking risks, trying new things. Now layer on the exponential change of AI. Most people are unprepared and many will be disrupted. What about you and your brand? Are you ready? You could turn 2024 into the greatest career opportunity of your lifetime. Don't miss out!

"Jeremy Gutsche blew us away! He truly is an intellectual can of Red Bull."

-Page Thompson CEO, Omnicom

When the CEO of Sony, Cisco or NBC Universal require a top innovation keynote speaker; when Google needs to prototype its product strategy; when NASA headquarters needed to implement AI, when Cisco needs to inspire 25,000 leaders; when Occidental needs to build a \$1 billion carbon capture plant (the largest eco project in the world), or when NASA needs to prototype the mission to Mars, they rely on Jeremy Gutsche, "one of the most sought-after keynote speakers on the planet" (The Sun) and "The Rockstar of Keynote Speakers" (Meeting Professionals International). When your event is critically important, you need the certainty an award-winning author, the authority that comes with a \$1 billion corporate track record and an unparalleled energy of an "intellectual can of Red Bull."

Axiom Book Award Winner: Gold Medal. What great potential is so close within your grasp?

Create The Future is a visual guide loaded with battle-tested tactics and provocative thinking that will lead you to your next level.

#1 Bestseller in Strategy: How do you make innovation happen in times of chaos? The Innovation Handbook is a fully revised and upgraded, of Gutsche's award-winning innovation textbook. It is paired with Create The Future

New York Times Bestselling Book on Innovation, CEO Read Select Pick and the most popular innovation keynote speaker videos in history. It will help you get BETTER at adapting to change and FASTER at finding ideas

Gold Medal Winner, Axiom Book Awards, one of INC Magazine's Best Books for Business Owners and a CEO Read Select Pick (#1 Most Popular). Translated into 7 languages & downloaded over 500,000 times

THE 2024 TREND REPORT on innovation is our premier publication on the latest ideas that will shape your year. We gift it to drive awareness of our custom trend research, our innovation conference (Future Festival)

#### Awards

- U of C Graduate of the Last Decade
- New York Times Bestseller List x2
- Axiom International Book Award x2
- Gold Medal in Disruption: 2021
- Gold Medal in Success: 2011
- Canadian Young Entrepreneur Award
- Canada's Top 40 Under 40 Award

- NASA Plaque for Accelerating Innovation on The Journey to Mars
- Cisco Innovation Excellence Award
- Inc. Best Books for Business Owners
- CEO Read "Select" Book - 2x

/ best books on innovation

- Canada's Most Admired Corporate Culture Award
- Pixel Award for Best Online Magazine
- A'Design Award for Best Media
- Canadian Innovation Exchange - Most Innovative Company Award

#### Achievements

- The #1 most-watched / top innovation keynote speaker video in history with ~12,000,000+ views
- Grew Trend Hunter to 3,500,000,000 views, 250,000,000 people
- #1 Amazon Bestseller x3
- #1 Most Popular Book at CEO Read
- 4,000,000 Facebook & Twitter Fans
- Global network of 300,000 Hunters
- 1,000,000 Trees Planted
- 400,000 Newsletter Subscribers
- 756 keynotes for 567,000 people
- Grew \$1 billion portfolio at CapitalOne
- WSJ Workplace of the Day
- Canada's Best Startup Work Culture - Techvibes
- HuffPo Top Business Speakers

There's a reason he's called an "intellectual can of Red Bull." Few innovation keynote speakers who combine high-energy, humor AND innovation credentials.

"I could not have asked for a more vibrant and exciting speaker and workshop. Everyone was engaged and now we are even more excited about our future" — SVP

"Jeremy Gutsche is the rockstar of keynote speakers! He rocked the house. He brought people alive.... He got people focused on the message and every single person was with him for every word. Jeremy Gutsche, you rock!"  
— VP Meetings

If you are looking for transformative change or next level thinking, you need one of Jeremy's innovation workshops programs. These are 100% customized, leveraging Jeremy and his full team of futurists. Programs are based specifically on your needs and your collective results from Trend Hunter's Innovation Assessments.

### Workshop Details

Focused 100% on your company, the workshops are high-impact, high-intensity experiences that the world's leading companies, billionaires, CEOs, governments and NASA have relied on to either:

1. Dramatically accelerate innovation;

2. Extract the best thinking from their teams;

3. Prototype scenarios of their future; or

4. Make change happen when change is hard.

In the innovation workshops, Jeremy will guide your team through his proven methodology in a series of exercises applied directly to your most concerning challenges. Sub-groups of 4-8 people will work together developing impactful new ideas, disruptive thinking and a cohesive set of next steps. Multiple teams provide multiple perspectives, leading to even more ideas. Workshops can include a dozen people or a full conference room, although the structure is different based on size. Also note the workshops are especially useful for CEO participation, corporate boards and leadership teams.

In addition to the tangible takeaways, your team will develop a new set of tools that can be replicated, including: rapid prototyping, building cohesion, disruptive scenario thinking, forecasting the pace of change and the 6 Patterns of Opportunity.

Jeremy's innovation keynote and workshops helped: NASA prototype the journey to MARS, the top 200 from Microsoft prototype cultural change, the top 50 from Victoria's Secret better understand their customer, the top 250 from NBC prototype their long term future, the top 80 from Chicago Tribune reinvent their strategy, and hundreds of other brands and billionaires to prototype a better future.

More Testimonials

"I've seen him 3 times and booked him for my clients. When he speaks, people tweet so much when he is onstage, it takes down our networks. People love him. I can't wait to book him for a fourth time, because he is wonderful."

- Director, Fusion Productions

"A phenomenal speaker who, in a short time has become one of North America's most

requested keynote speakers."

- Speaker News, Lavin Agency Newsletter

"Jeremy was brilliant, funny, smart and just plain out of this world ... His presentation was exactly what we needed to hear and perfectly customized for our audience."

- President, Maverick PR

"He's just incredible. Totally spot on. He takes his remarkable research and applies it to our industry. He captures attention. I've seen him 2 times, including the superbowl of meetings, the 3,000 person MPI World Education Congress. I love hearing Jeremy speak."

- David Kliman, Past International Chairman, MPI

"He's a bestselling author who will teach you game-changing beliefs, cutting edge frameworks and powerful ideas so that you can create lasting connections with customers while providing value, leveraging creative thought and harnessing chaos."

- Retail Bankers Association (1,000 Attendees)

"Jeremy is the most innovative speaker we've had and he inspired our group to look at our business differently. The feedback from participants was the most positive we've ever had on a speaker. In addition to the keynote, we hired Jeremy to lead a workshop with our executive team. His energy and enthusiasm is contagious and what followed was the most creative session we've ever had. I don't think our

team would have achieved the insight we did had it not been for Jeremy. He helped us sharpen our focus on some key strategic initiatives which will lead to game-changing results. As if that wasn't enough, he even got us featured on CNN."

- CEO, Gore Mutual

"Jeremy was the highest rated speaker at the Canada-e-Connect Strategy Conference. Even with an amazing line-up of speakers, delegates still today tell me how much they enjoyed Jeremy's keynote speech. In addition to being a great speaker, Jeremy also happens to be an awesome guy!"

- Executive Director, Canada Tourism

"Best speaker of the whole 3 day congress... Energizing, stimulating, modern, fun, passionate presentation... Jeremy was the most effective & relevant presenter of the whole conference [Jeremy's weighted score was an unprecedented 97.1%]."

- World HR Congress (2x client)

When he's not touring the globe as a futurist & innovation keynote speaker, Jeremy is CEO of Trend Hunter AI, the world's #1 largest, most popular innovation and trend platform, driven by AI and attracting 3.5 billion views from 250,000,000 people, with more social media fans than almost every newspaper on the planet. Every month millions of innovators like Disney, Red Bull, Starbucks, Adidas, Samsung and Target rely on Trend Hunter to Find Better Ideas, Faster ®.

"No service out there captures Consumer Behavior as well as Trend Hunter"

— Creative Development Manager, Ideation

"Trend Hunter Advisory is key, because it opens your eyes. Take 20 minutes, go in another room and look at what's happening in the world, look at what Trend Hunter is feeding you, because that's going to be the most important 20 minutes of your week"

— Global Head of Innovation

"Most people don't realize how close they are to new opportunity and disruption, especially in an ai-driven, chaos-immersed world. What potential is so close within your grasp? For you, that might mean a new product, service, role, or just a different way of doing something... but the reality is, you are closer than you think. When will you reach your next level? What if you could reach it SOONER? My job is to give you inspiring stories, tactics and tools so that you can push harder, act sooner, succeed faster and never give up. My job is to help you find better ideas, FASTER."

– Jeremy Gutsche, CEO of Trend Hunter

1. Create The Future Keynote - How to Innovate in Times of Chaos, AI & Change [Book]

[Innovation Keynote] - [Chaos & Crisis Version] - You are capable of more than you think, but as a human being, you fall victim to '7 Traps of Path Dependency' that block you from realizing your full potential. Learn to think more disruptively so that you can navigate the turbulent landscape of chaos, change and the AI revolution. Leveraging insights from his award-winning books, top innovation keynote speaker Jeremy



Gutsche will empower you with the strategies he's used to help 750 brands, billionaires, CEOs and world leaders. This innovation keynote speech will help you unlock your innovation potential, offering an unmissable opportunity to seize the future.

2. Create the Future Workshop / AI Innovation Workshops to Unlock Your Team's Full Potential - [Innovation Keynote] - As a follow-up to Jeremy's innovation keynote or ai keynote, you can add on a custom workshop, tailored to your situation. After a discovery call, Jeremy will walk you through best practices, cherry-picking from more than 40 workshop modules (and 80 hours of his masterclass content) to create the ideal experience for your needs, typically balancing educational (learning new tactics) and action (tangible plans and next steps). Your workshop can be an efficient 2-hour add-on or a 5-day masterclass intended to tackle your greatest challenge while certifying your team as futurists. You'll end your innovation workshop with next steps and a driven energy to make change happen even when change is hard.

3. How to Innovate in an Era of AI + The Super Future (AI Keynote) - [How to Innovate in an Era of AI - 2024] [The Super Future - 2018] - As an AI expert and founder of Trend Hunter AI, Jeremy's client list includes AI powerhouses like Google, Microsoft, Cisco, Dell and Amazon. Get an unrivaled glimpse into the future underpinned by artificial intelligence and how it will impact your own brand. With 2 million views, Jeremy's AI keynote speaker video is a revelation of where the world is heading. His live keynote is updated constantly to provide you with the most cutting edge glimpse into the transforming landscapes of technology, society, and business. It's time to prepare for the year AI changes your life, work and potential.

**4. Better & Faster Innovation Keynote - 6 Patterns to Get Better at Adapting & Faster at**

**Finding Ideas [Book] [Innovation Keynote] -** In a world where change is the only constant, Jeremy's NY Times Bestseller-based innovation keynote will empower you to adapt swiftly and uncover ideas at an accelerated pace. As the top keynote speaker video on YouTube, Jeremy has already inspired 12 million people with his compelling insights and strategies for innovation and change.

**5. Opportunity in Chaos - AI, Global Conflict, Post-Pandemic & The New Roaring 20s -**

**[Keynote] -** Most people do realize how predictable the next 10 years are going to be, based on repeating patterns and the fact we have gone through a pandemic 19 times before. There are several long term frameworks that illustrate highly predictive patterns of what happens next, impacting consumer needs, the workplace, the generations, global conflict and the competitive environment. This was Jeremy's most popular innovation keynote video during the pandemic, and since then, many of the predictions have become shocking true, suggesting there's even more predictive power in what lies ahead. The keynote overlays 3 additional long-term frameworks, not related to pandemics, including generational theory, the rise and fall of nations, and the AI-accelerated pace of change, to prove to you what comes next. This is Jeremy's most-popular keynote in the investment industry.

**6. Disrupt or be Disrupted / Disruption Keynote - Learn 18 Megatrends & The 6 Patterns of**

**Opportunity in YOUR INDUSTRY - [Disruption Keynote] -** Get a custom trend keynote, custom trend report and learn the future in your own industry based on insight from Trend Hunter, the world's #1 trend firm. You

will also learn how the trends in your space are driven by The 18 Most-Powerful Megatrends & 6 Patterns of Opportunity. This insight is based on Trend Hunter's big data research of 250,000,000 people and experience creating more than 12,000 custom trend reports for the world's most powerful brands. Stay ahead of the curve and navigate your industry with the confidence anchored in Trend Hunter's unrivalled trend data.

7. How to Make Change Happen When Change is Hard - Change Keynote - Tactics for Disruptive Thinking and Action - Immerse yourself in a culture of high performance and change. Jeremy's keynote offers actionable strategies to create and foster a culture that not only embraces change but actively seeks it. Empower your team to drive innovation and make change actually happen.

8. How to Create a Culture of Innovation - Innovation Keynote + Innovation Assessment

Tool - [Innovation Assessment] - More than 80,000 people have taken Jeremy's Innovation Assessment, leading to deeper insight about how to create a culture of innovation for your organization in particular. Prior to your event, your teammates will take a brief assessment that gives them an innovation profile and a benchmarking of how your culture compares to other top performing teams. Then you will get a laser-focused culture keynote and workshop, so that you can more efficiently cultivate a culture of innovation that propels your team to success.

9. How to Make Messages that Stick, Sell and Persuade - Persuasion Keynote - [Marketing Keynote] - Discover the art of creating impactful messages that stick, sell, and spread like wildfire. Jeremy's marketing keynote, grounded in Trend Hunter's study of 500,000 articles and big data from 3.5 billion pageviews. This

keynote is meant to make you a more powerful communicator inside your organization and beyond, with a strategic blueprint for crafting persuasive messages.

10. Custom Innovation Workshops, Accelerators & Innovation Masterclass - [Custom Masterclasses] - For c-levels, leadership or full teams - Extend the learning and transformation to your entire team with Jeremy's workshops and masterclasses. Whether it's mastering the art of making change happen when it's hard, or understanding the design thinking and patterns for disruptive ideas through a prototyping workshop, Jeremy's sessions are a deep dive into innovation and culture change. Most organizations come either with a hunger for more innovation or a specific problem that needs to be solved, and the curriculum is customized accordingly. Jeremy also has a team of a dozen speakers who help to co-facilitate certain workshops, depending on the topic.

- Culture & Change Workshops - Make Change Happen When Change is Hard
- Innovation Workshops - Learn Tactics to Innovation & Solve Specific Problems
- Trend & Opportunity Workshops - Internalize Trend-Based Innovation
- Prototyping Workshops - Design Thinking & 6 Patterns for Disruptive Ideas
- Communication & Speaking Workshops - Learn to Present, Persuade & Sell Your Ideas

With Infectious Power

If you really want to create a culture of innovation, you need deep, custom insight about your team and a strategy that reflects what makes you great. Jeremy's best innovation keynote speeches and workshops take advantage of Trend Hunter's innovation assessment. Each attendee gets a personalized

innovation assessment and 7-10 pages of custom insight before the event. This will reveal key strengths, innovation blind spots and opportunities. Plus, you will get deep insight about your overall group, which Jeremy will use to customize his innovation keynote.

Most of the best innovation keynote speakers are inspiring but lack takeaways & next steps.

Jeremy's keynotes and workshops are loaded with takeaways, frameworks & workshop questions. Plus, every attendee gets access to Trend Hunter's 2025 Trend Report & AI Trend Report (worth \$1,500 per person), eBooks, follow-up videos

Even the best innovation keynote speakers often lack real world experience. Not only does Jeremy run the world's largest and most-popular trend website, he also grew a \$1 billion business line for a bank. Get an innovation keynote that's ACTIONABLE.

"By far the #1 speaker [out of 175 speakers]. We were so happy to have Jeremy as our keynote. He was AMAZING!" — Managing Director

Most speakers do not actually have frameworks, but to make a difference, you need tactics, frameworks & next steps. Below is Jeremy's high level innovation framework, which breaks into 30+ frameworks & 360 pages of tactics in Create The Future + The Innovation Handbook. These tactics are the takeaways from more than 10,000 research projects, 1,000 workshops and experience helping hundreds of clients.

"You are capable of more than you think. Most people don't realize how close to new opportunity they actually are."

"Chaos creates opportunity. Post-pandemic, you will experience the greatest window of opportunity in your career."

"Innovation is not about big ideas, it is about little ideas you can make BIG."

"Innovation is broad and accessible. It can be a new product, service, or a just a different way of doing things."

"Everyone WANTS to innovate, but most people don't know how to make it happen. They don't 'break from the path' because most companies don't have innovation tactics."

"Seven traps cause us to stick to the path we are on. To break free, there are powerful tactics for disruptive thinking."

"The largest human trap is success, because it leads us to complacency."

"To adapt, you need a framework. Specifically, you must address the ability to change, a culture of innovation, opportunity hunting, adaptive innovation, and infectious messaging"

"The pace of change is exponential, but humans are terrible at predicting 3-5 years out. You need to be systematic and shock yourself into action."

"Push harder. Act sooner. Never give up."

"Jeremy made me a better leader, stretched my imagination and created opportunities for our organization that would not have happened without him. He energizes your team, gets them to think differently, and leads them to action-oriented ideas. His book became our manual for accelerating change and transforming our company from a newspaper to a business services company... and we went from Chapter 11 bankruptcy to one of the most profitable media companies in America. If you are an executive looking to

extract better thinking from your team or make change happen when change is hard, Jeremy and his team are your solution.” — CEO

"Running an exceptionally high-performance team and the world's largest retail business means that we require the best thinking in the world. Jeremy Gutsche and Trend Hunter's program was informative and we truly enjoyed their insights and methods.” — EVP

#### Our Top 10 Innovation Keynote Speakers

- Jeremy Gutsche, Innovation Keynote Speaker
- Armida Ascano, Futurist, Generation Speaker
- Jamie Neely, Work Culture Keynote Speaker
- Courtney Scharf - Culture Keynote Speaker
- Jonathon Brown - Innovation Keynote Speaker
- Ady Floyd - Retail Innovation Keynote Speaker
- Gil Cohen - Marketing Innovation Keynote Speaker
- Sean Watson - Technology Keynote Speaker
- New Speakers to be Revealed at Future Festival World Summit.

A HIGH-PERFORMANCE METHOD OF IDEA DISCOVERY. Your next breakthrough is close within your grasp, but what are you missing? Increase your ability to find overlooked opportunity and extract better

thinking from your teams.

6 PATTERNS, 36 SUBPATTERNS & 18 MEGATRENDS. Deeply understand the most impactful forces shaping our world, and then deep dive into 5,000+ examples mapped to the patterns.

The best, most engaging and most relevant business event I have ever attended.”

– Chief Strategy Officer & SVP of Marketing

“The best event I’ve ever attended, and we go to motorcycle races.”

– Head of Sensing and R&D

Future Festival is a concentrated dose of inspiration and insights. This event is a must-attend!”

– Associate Brand Manager

Already booked Jeremy? Get Hi-Res Photos, Intro Bios, Topic Descriptions, Innovation Assessment Details and BONUS resources for planners.

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Join 1,285 brands, billionaires, CEOs & NASA who rely on Jeremy and Trend Hunter to

Accelerate Innovation

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