



## FAITH POPCORN

- World Famous Trend Forecaster
- Bestselling Author

Faith Popcorn removes the mystery from business, helping companies who apply her Trend-based methodology become leaders, not followers, of the future. She has been hailed as "the trend oracle" by *The New York Times* and the "Nostradamus of Marketing" by *Fortune*.

### SPEECH TOPICS

#### Revolutionary Consumer Trends

If you could know everything about tomorrow, what would you do today? Leaving no aspect of our lives untouched, Faith Popcorn provides a blueprint for future business growth using her uncanny ability to "Braille the Culture" and see what products and processes will motivate consumers in the coming decade. Her tailored presentations are interactive, guaranteed to challenge the beliefs, jump-start creativity and improve the business and personal decision-making process of virtually any audience.

### BIOGRAPHY

#### America's Foremost Trend Expert

For more than 25 years, during periods of growth and recession, Faith Popcorn has been the go-to expert for companies seeking competitive edge. Through her future-focused marketing

*"Your expertise and insights into consumer trends set the tone for a powerful afternoon of programming for all those in attendance. Since returning I have heard nothing but rave reviews for your session and the day in general. Our bookstore manager noted that your books were one of the first to sell out!"*

-Janine Pesci, Managing Director of Programs, Urban Land Institute

# FAITH POPCORN'S 17 TRENDS FORECASTS

- 99 LIVES

Too fast a pace, too little time, causes societal schizophrenia and forces us to assume multiple roles.

- ANCHORING

A reaching back to our spiritual roots, taking what was secure from the past in order to be ready for the future.

- ATMOSFEAR

Polluted air, contaminated water and tainted food stir up a storm of consumer doubt and uncertainty.

- BEING ALIVE

Awareness that good health extends longevity and leads to a new way of life.

- CASHING OUT

Working women and men, questioning personal/career satisfaction and goals, opt for simpler living.

- CLANNING

Belonging to a group that represents common feelings, causes or ideals; validating one's own belief system.

- COCOONING

The need to protect oneself from the harsh, unpredictable realities of the outside world.

- DOWN-AGING

Nostalgic for their carefree childhood, baby boomers find comfort in familiar pursuits and products from their

- youth.

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- EGONOMICS

To offset a depersonalized society, consumers crave recognition of their individuality.

- EVEolution

The way women think and behave is impacting business, causing a marketing shift away from a hierarchical model toward a relational one.

- FANTASY ADVENTURE

Modern age whets our desire for roads untaken.

- FUTURETENSE

Consumers, anxiety-ridden by simultaneous social, economic, political and ethical chaos, find themselves beyond their ability to cope today or imagine tomorrow.

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- ICON TOPPLING

A new socioquake transforms mainstream America and the world as the pillars of society are questioned and rejected.

- PLEASURE REVENGE

Consumers are having a secret bacchanal. They're mad as hell and want to cut loose again.

- S.O.S. (SAVE OUR SOCIETY)

The country rediscovers a social conscience of ethics, passion and compassion.

- SMALL INDULGENCES

Stressed-out consumers want to indulge in affordable luxuries and seek ways to reward themselves.

- THE VIGILANTE CONSUMER

The consumer manipulates marketers and the marketplace through pressure, protest and politics.

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“Trends are only as useful as what you do with them”