How to Market in the 21st Century
“Today I challenge you to change the manner in which we transfer knowledge, in our schools, conferences and in marketing.”
Please Stand if you were born between:
- 1930-1945?
- 1946-1964?
- 1965-1979?
- 1980-2000?
Please Raise your Hands if:
You are a meeting planner
In Lodging
Other supplier
Median age of purchasing powered Americans is 47 yrs
- We are older as a society.
- But there is a massive # of younger Americans coming up behind.
- This will help make us the youngest society in the World in 10 years!
- We are more ethnically diverse than ever.
- Fewer of us are married (and later).
- More multi-generational households.
- Many More single households.
- Fewer of us are Middle Class.

*2011 U.S. Census*
Your conference participants are in more stages of learning needs than ever before.
I am an Anachronism! Are You?
The Day of the Talking Head and the Bobbing Heads is Quickly Ending.

(Jessica Levin)
This all has to do with the speed of data and information growth!

The World’s total information bank doubles every 27 months. (Source: EMC2)
I speak at 135 wpm, you comprehend at over 500 wpm! Sooo..what are you doing with the difference?
While conference registration is good, your audience attention span & information retention is lousy.
In 1955, for the first time, more people came to work wearing white collars than blue.
Today “We are drowning in data but starving for knowledge”  John Naisbitt
60 yrs later we still don’t agree on the language of
The information economy:
Data?
Information?
Knowledge?
Insight/Foresight?
The Khan Academy has reversed the classroom, where homework is done at school and classes are done at home. Conferences need to be reversed with on-line videos prior to conference and then application modules and coaching during the conference. (187,296,959 students can’t be wrong.)
Takeaways
1st Takeaway: Your average meeting/conference attendee is time deprived and often sleep deprived. Conferences must give back time by increasing attendees productivity through new knowledge.
Old: Price + Quality = Value

New: Price + Quality + Time + Experience + Responsibility = Value

“Responsibility” = Globally, locally and to family
It’s all about Time:

“I don’t have time to go to the conference!”

“There wasn’t enough time at the conference”

“All I did at the sessions was keep up with my email!”
Many of conference attendees admit to only REALLY looking over the agenda on the plane while going to the conference.
Many conference speakers tweak or actually write their speeches on the plane going to the conference. This number increases if you are a panelist.
2nd Takeaway: Marketing must answer three societal needs in the 21st Century:
Need #1: Desire for Ambient Contact: The need to be able to keep in touch with a level of regularity that you wouldn’t usually have because of time and distance. Leisa Reichelt (How)
Need #2: The Need for Social Validation: When consumers haven’t enough information to make independent opinions and hunt for clues such as; popularity, trust, rankings, etc.”
Need 3: “Social Badging”: People validate their self worth through the alignment with brands, or the organizations with which they align.” 40% of people who join a facebook business page do it for Social Badging. Exact Target Research 2011 (How)
These 3 social needs must be turned into tools of marketing and must work together to give the consumer a greater understanding of the organization:

Who you are

What you know

What you do

Micro Blogs, Social Media

Macro-Blogs & V-Logs

Web Site
3rd Takeaway: Hi-Tech can mean High Touch  John Naisbitt’s Megatrends
1. Know me
2. Welcome me
3. Each mentor welcome me prior to session
4. Text me special group discussions
5. Share me (with permission)
6. Thank me
7. Poll me after each session

Text is better at conference.
Email is better before.
“Your are in the business of creating amazing experiences”

In the 21st Century you have 2 choices:
1) Comoditize
2) Create value through experience
Really, it’s a car sale wrapped in a $350 experience
.25c a Cup of Coffee
A $4.00 cup of coffee with some experience chucked in.
A $20 Cup of Experience!
The next decade will see a shift to fewer plenary sessions, less talking heads, more coaching, and greater personalization enhanced through technology. (The Future’s Company)
Future meetings will become more about the **depth** of experience rather than the **breadth**.
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