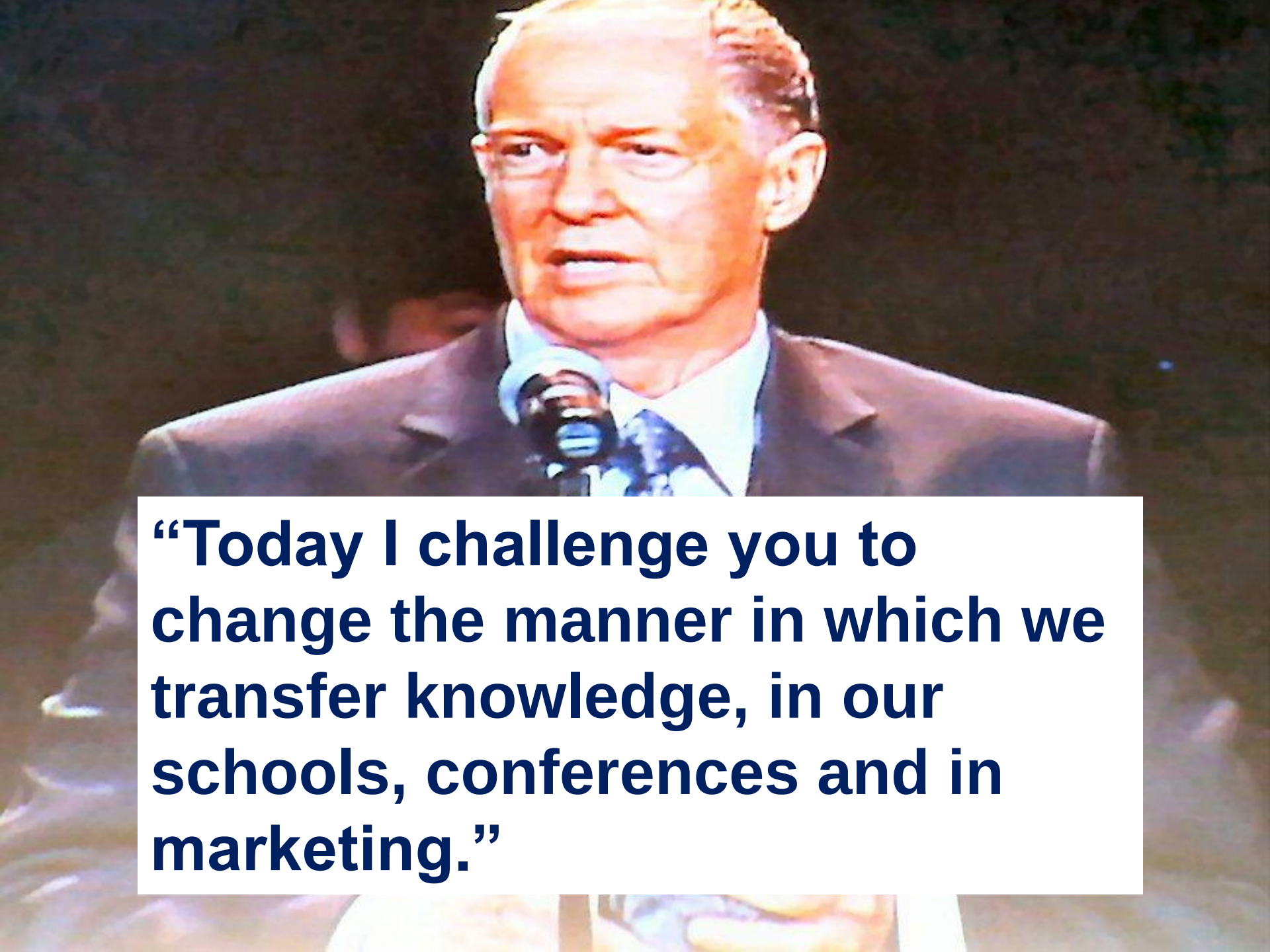


**How to Market
in the 21st
Century**



“Today I challenge you to change the manner in which we transfer knowledge, in our schools, conferences and in marketing.”







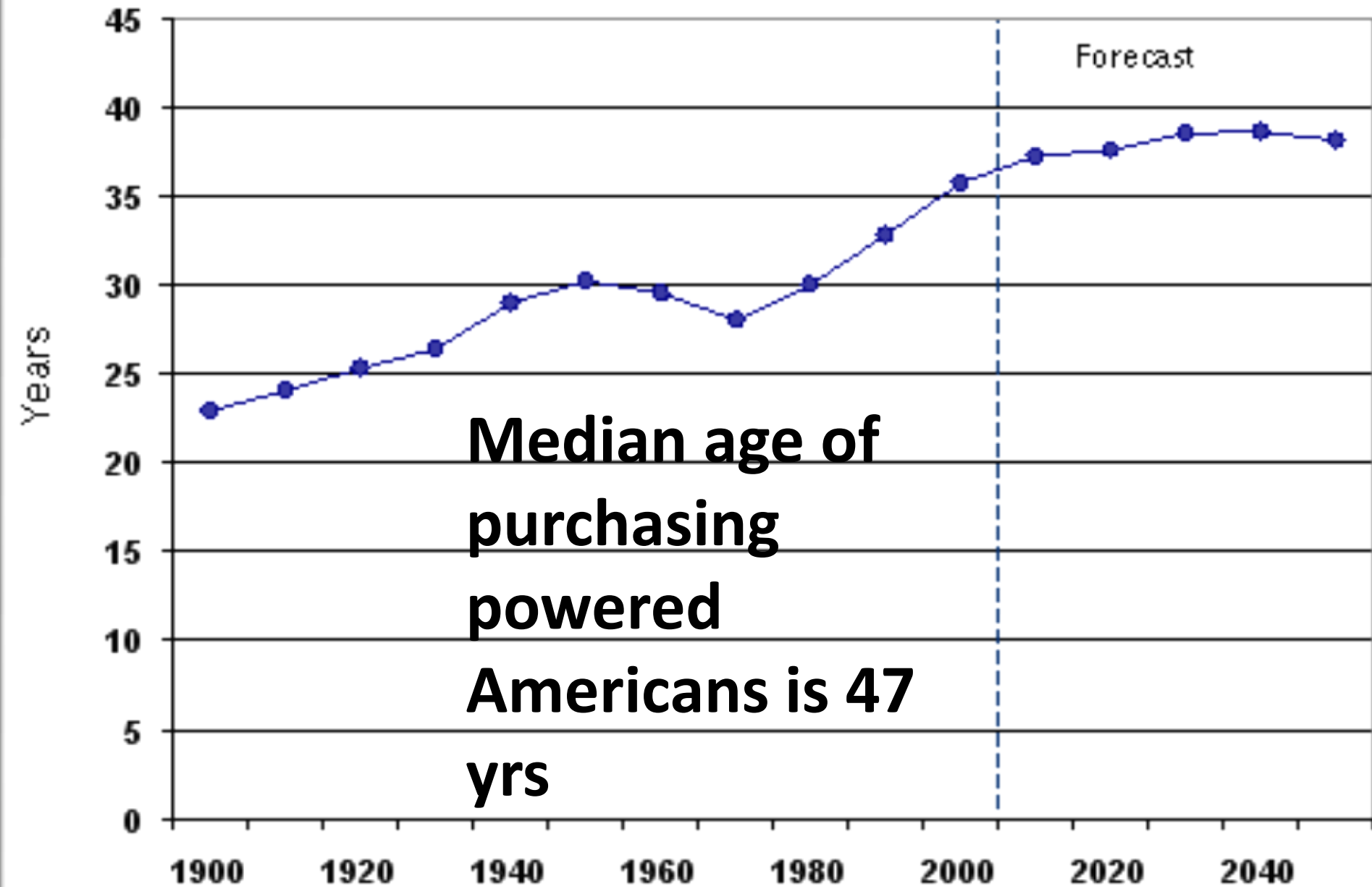
**Please Stand if you were born
between:**

- 1930-1945?
- 1946-1964?
- 1965-1979?
- 1980-2000?

Please Raise your Hands if:
You are a meeting planner
In Lodging
Other supplier



Median Age: 1900 to 2050



**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?

A photograph of a large audience seated in a theater, facing a stage. The audience is seated in rows of blue upholstered chairs. The stage features a large projection screen displaying a blue and white image. A speaker is visible at a podium on the stage. The theater has a curved ceiling with recessed lighting.

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)

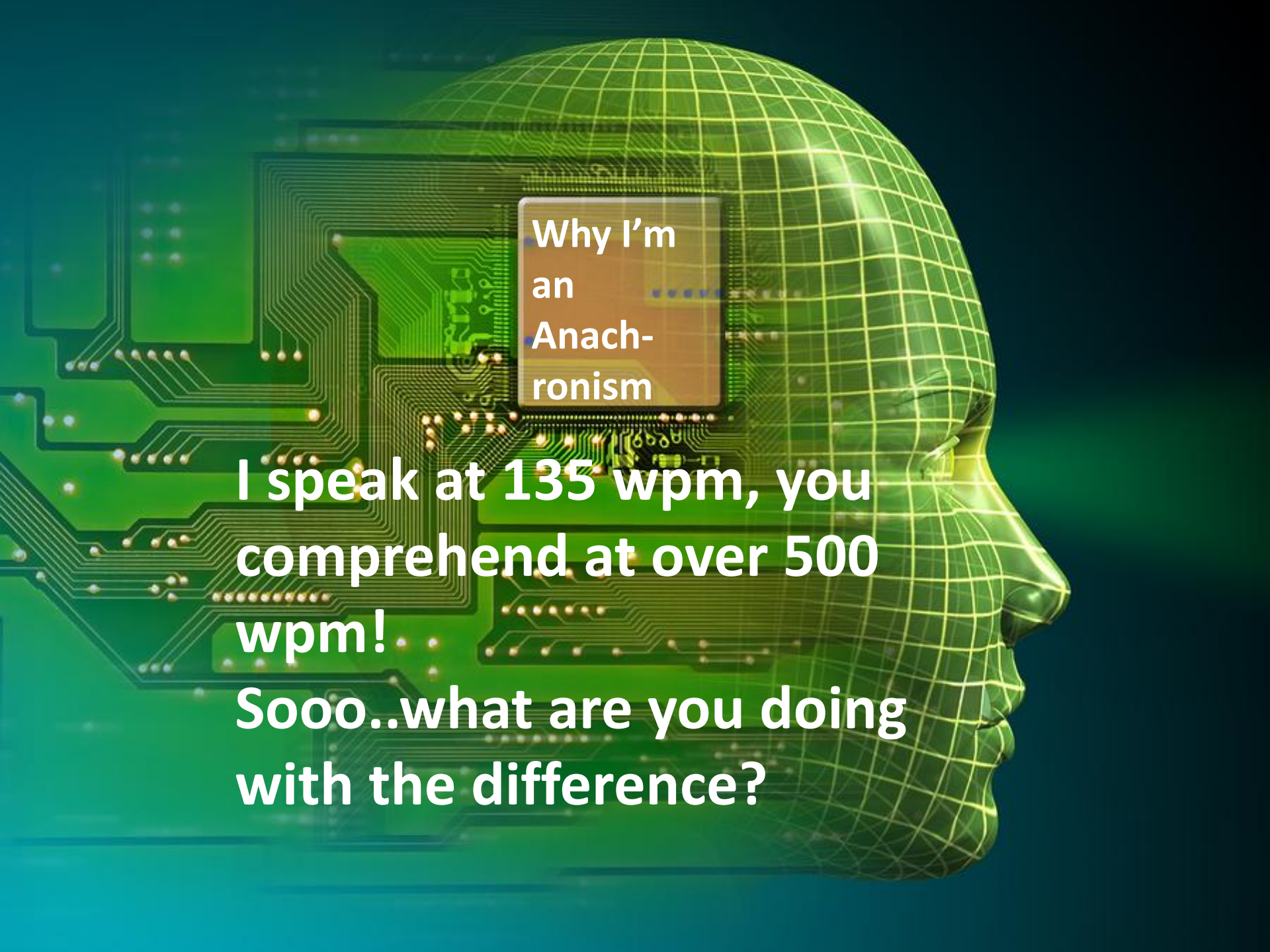
Worldwide Information Growth Ticker

Bytes of information created since January 1, 2011

1,987,262,613,861,770,000,000

DOWNLOAD

INTRODUCTION

The image features a green wireframe head in profile, facing right. The head is composed of a grid of lines. Inside the head, there are intricate circuit board patterns in shades of green and yellow. A central rectangular box with a brownish-orange gradient contains the text 'Why I'm an Anachronism'.

Why I'm
an
Anach-
ronism

I speak at 135 wpm, you
comprehend at over 500
wpm!

Sooo..what are you doing
with the difference?

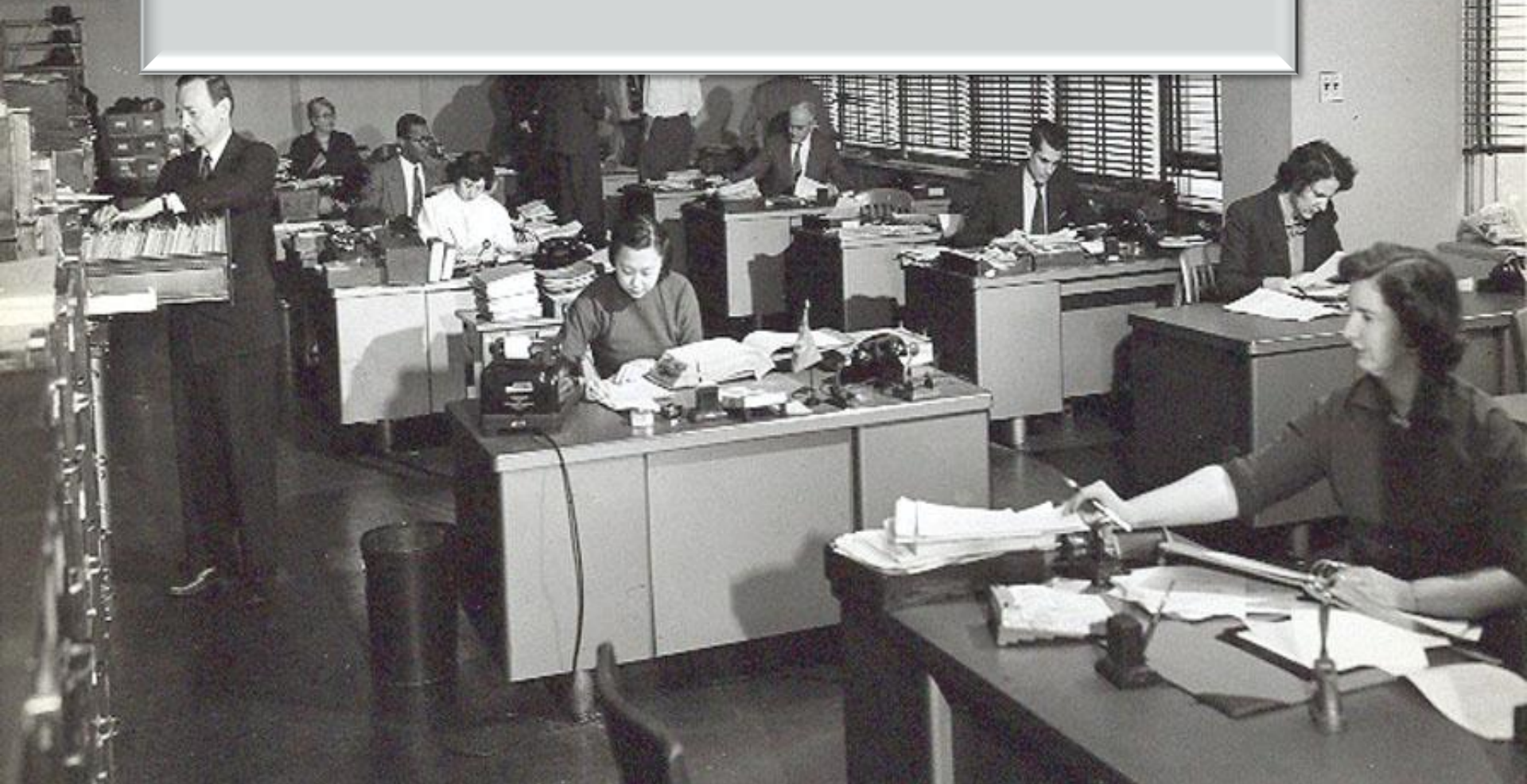
While conference registration is good,
your audience attention span &
information retention is lousy.



Information **ECONOMY**



In 1955, for the first time, more people came to work wearing white collars than blue.



A surreal image of two legs sticking out of the ocean at sunset. The legs are positioned in the center of the frame, with the feet pointing upwards. The water is dark and rippled, reflecting the orange and red hues of the sunset. The sky is a gradient of orange and red, with a bright sun on the left side. The overall mood is one of isolation and struggle.

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?

Learn almost anything for free

🔍 Examples: Leonardo's Last Supper, determinant, money supply, mitosis



Explore co

Create beautiful
while learning h

Math

Arithmetic and P

Calculus, Diffe

Science

Biology, Chem

Reverse Engineering, Brit Cruise, MIT+K12, LeBron Asks

Computer Science

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.)



o calculus and

arn badges.

Subscribe to our courses

Enter your email to learn about new courses.



Takeaways

A close-up, slightly angled view of a clock face. The clock has a silver-colored metal rim and a white face with black numerals. The word "TIME" is prominently displayed in the center of the clock face in large, bold, 3D red letters with white highlights and shadows, giving it a three-dimensional appearance. The clock hands are not visible.

TIME

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.



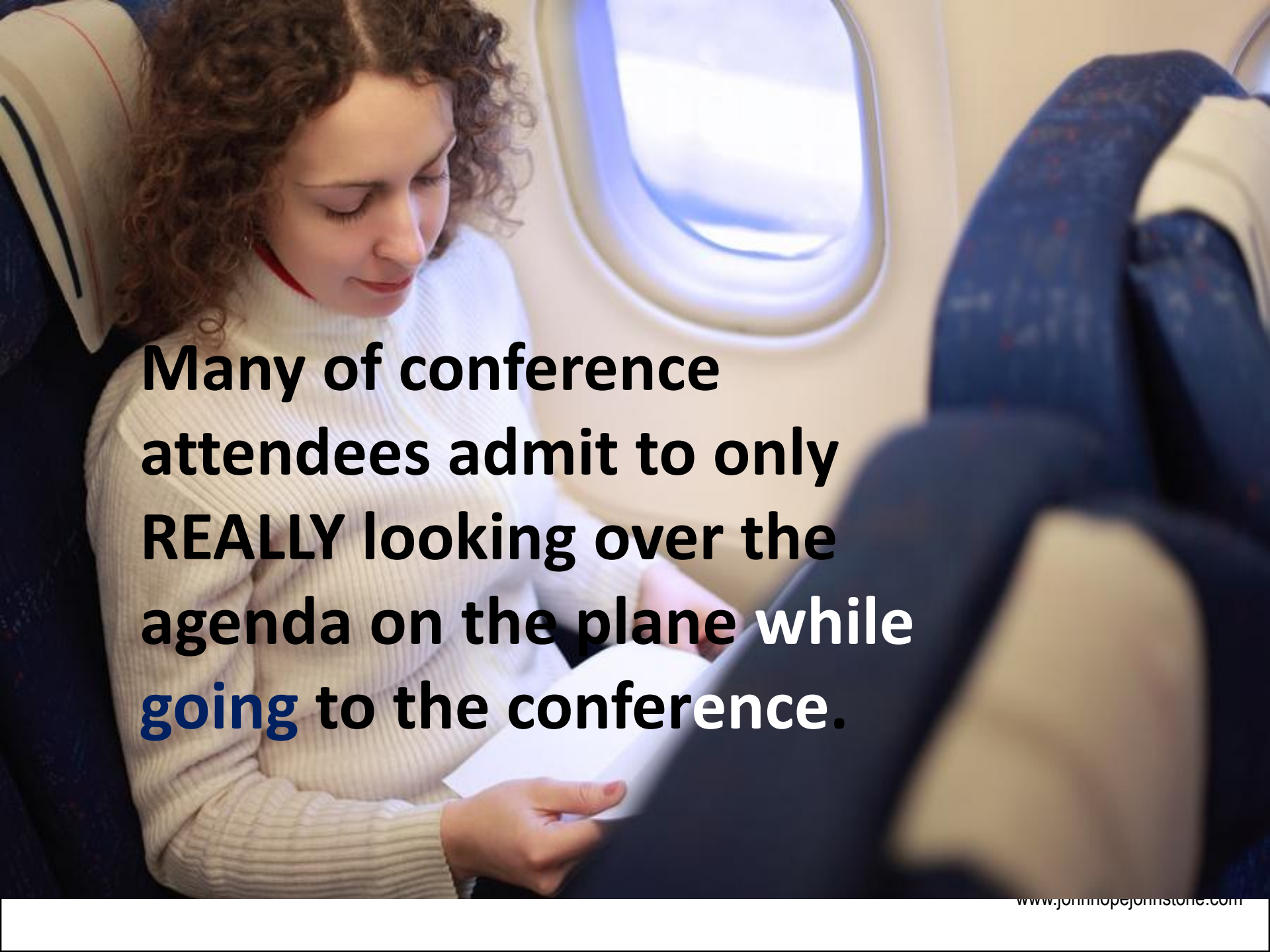
It's all about Time:

“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!”

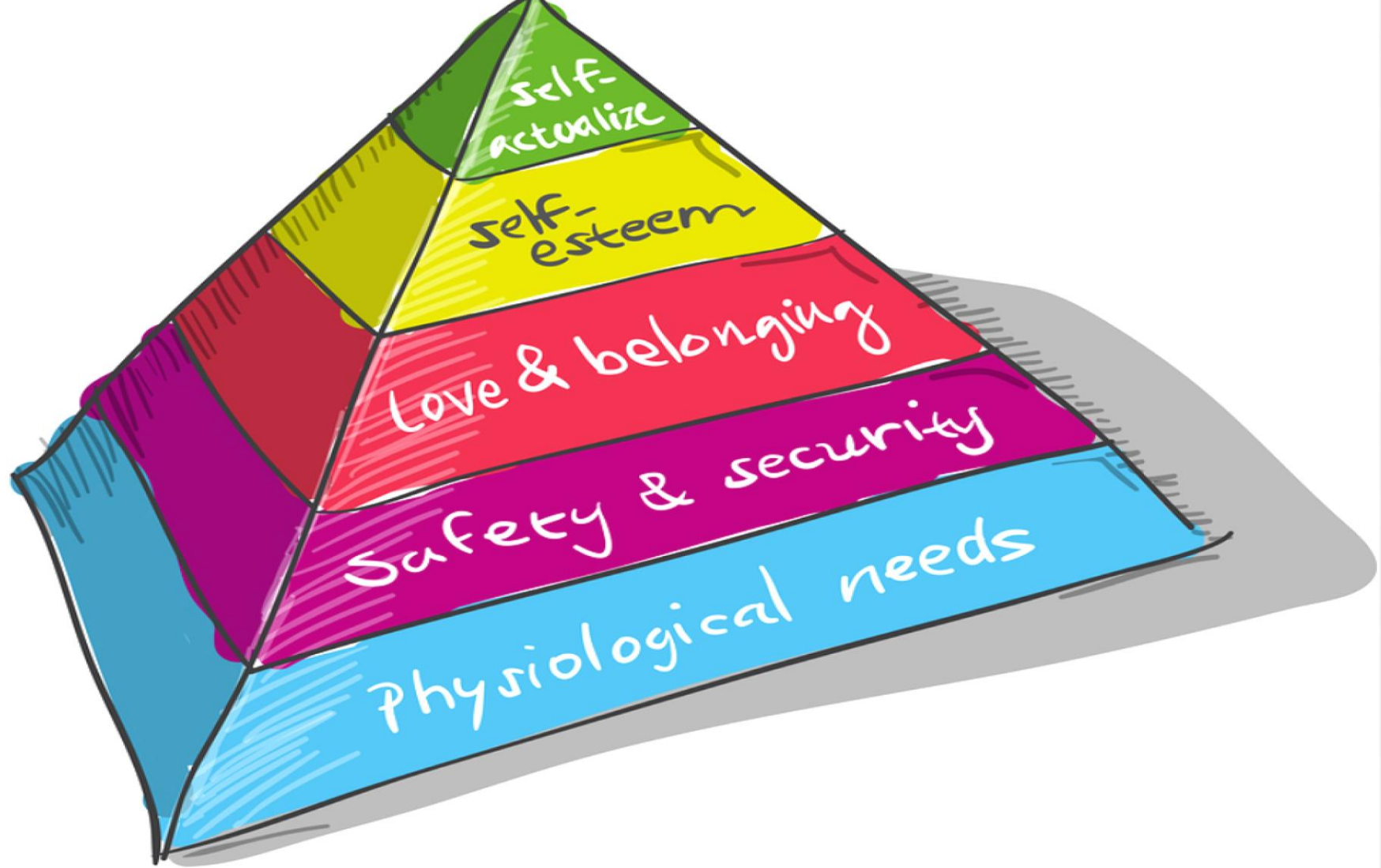


A woman with curly brown hair, wearing a white ribbed sweater, is seated in an airplane cabin. She is looking down at a white document she is holding in her hands. The airplane window is visible behind her, and the blue and white patterned seat upholstery is visible to her right.

Many of conference attendees admit to only REALLY looking over the agenda on the plane while going to the conference.

A photograph of three passengers on an airplane. In the foreground, a man with glasses and a striped shirt is looking down at a laptop. Behind him, a woman is looking down, and further back, another man with glasses is visible. The airplane's interior, including blue seats and windows, is visible.

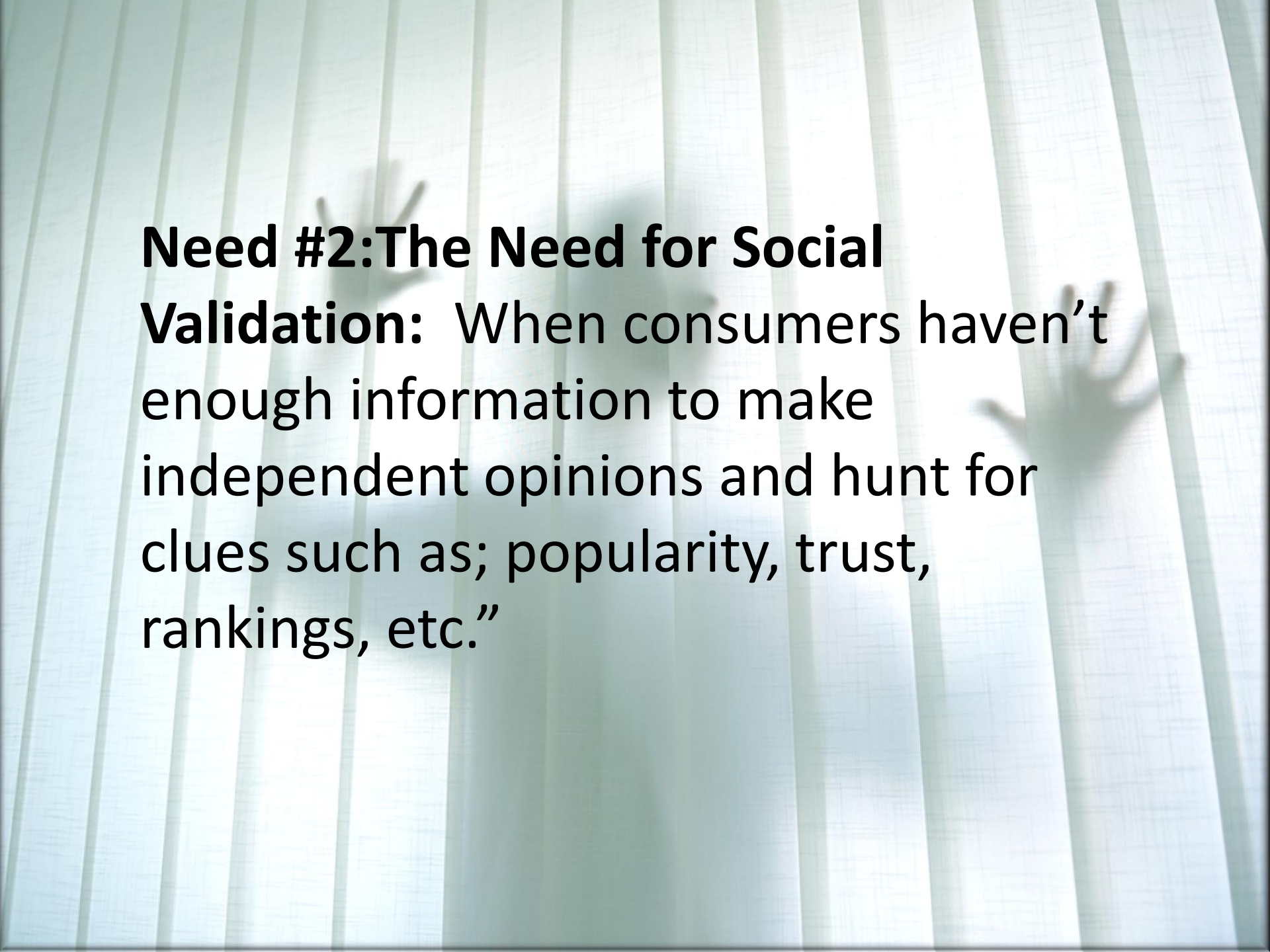
Many conference speakers tweak or actually write their speeches on the plane going to the conference. This number increases if you are a panelist



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)

The background of the slide features a photograph of a person's hands pressed against a window with white vertical blinds. The blinds are partially open, allowing bright light to filter through, creating a pattern of light and shadow. The hands are positioned on either side of the text, with fingers spread against the glass.

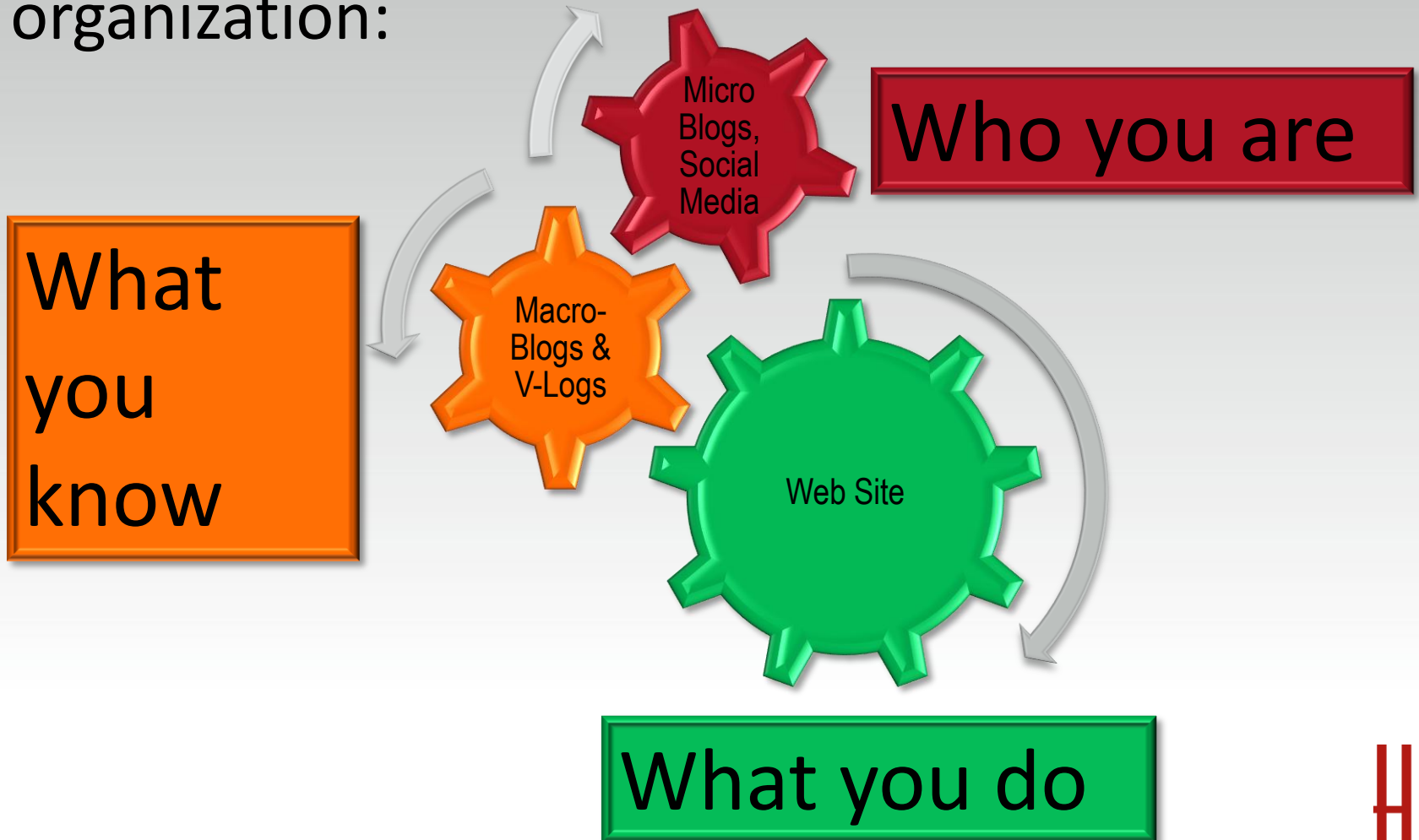
Need #2: The Need for Social Validation: When consumers haven't enough information to make independent opinions and hunt for clues such as; popularity, trust, rankings, etc."



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)



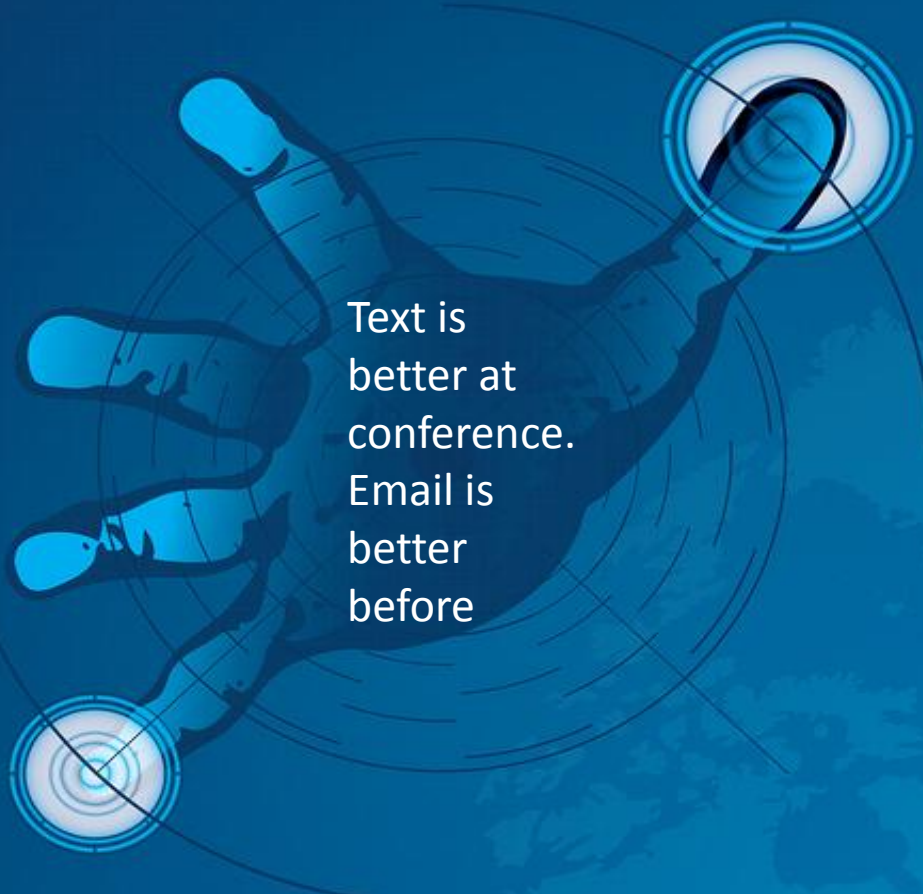
These 3 social needs must be turned into tools of marketing and must work together to give the consumer a greater understanding of the organization:





3rd Takeaway: Hi-Tech can mean High Touch

John Naisbitt's Megatrends

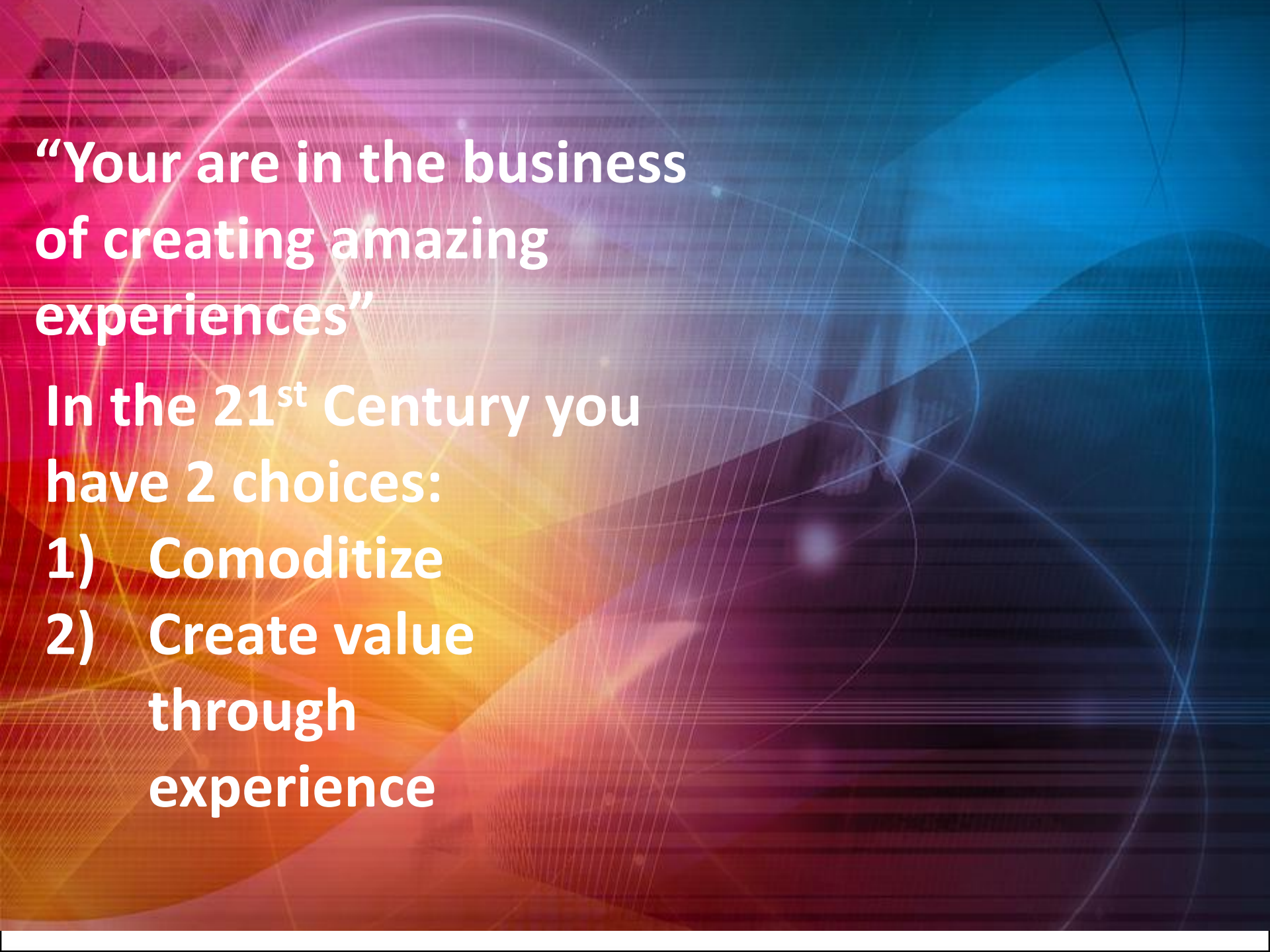


Text is
better at
conference.
Email is
better
before

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

82.234.545.578
51.331.231.231
46.324.345.546
24.345.112.988
18.242.768.500
11.556.898.114

4th Takeaway experience



**“You 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



STARBUCKS COFFEE

A \$4.00 cup of coffee
with some experience
chucked in.



An aerial photograph of a large stadium, likely the Estadio Nacional in Lima, Peru, during the 1955 Pan American Games. The stadium features a prominent running track with white lane markings. The stands are filled with spectators, and the surrounding urban area is visible in the background. The text "A \$20 Cup of Experience!" is overlaid in the center of the image.

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.



WEB: www.HPRInternetMarketing.com

EMAIL: john@HPRInternetMarketing.com

SOCIAL: www.facebook.com/hprsocimedia

SOCIAL: www.facebook.com/GWTTRA

TWITTER: [@HopeJohnstone](https://twitter.com/HopeJohnstone) TEL: (541) 829 0037

