

THE CASE FOR CHARACTER

Why trusted brands are more lucrative, loved and long-lasting.

In this revealing, practical and compelling keynote presentation, bestselling author and trend forecaster Michael McQueen highlights why character matters more than ever.

In the coming years, consumers will demand ever-greater transparency, trustworthiness and values-alignment from the brands and businesses they engage with - a trend that leaders and organisations ignore at their peril.

SESSION OVERVIEW

IN THIS RESEARCH-RICH & COMPELLING KEYNOTE PRESENTATION, AUDIENCES DISCOVER:

- Why the marketplace today is more SKEPTICAL and DISCERNING - and how this creates an enormous OPPORTUNITY
- How PURPOSE-DRIVEN and VALUES-BASED brands have proven to be more LUCRATIVE, LOVED and LONGER LASTING than their competitors
- How to BUILD or REBUILD trust through CREDIBILITY, CONSISTENCY, CLARITY and CONGRUENCE

Audience members will leave this session with a blueprint for becoming an individual, brand or organisation that stands for something - and reaps the rewards of doing so.

THE CASE FOR CHARACTER is an ideal stand-alone conference keynote presentation or an extended half day program.

60 MINUTES

“ Michael is an incredibly entertaining and thought-provoking speaker.



Michael went above and beyond everyone's expectations. His presentation was nothing short of brilliant.

KONICA MINOLTA

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