

Scott Bales

Scott Bales is a visionary, an innovator, a digital strategist and best-selling author with a passion for using technology to design seamless consumer-centric experiences.

Are you ready for Isaac?

The Future Consumer

We have witnessed an accelerated rate of adoption of technology both as organizations and as individuals. With that our proficiency with technology has also grown. But we are quickly approaching a large behavioral and cultural gap that will change the way we think about technology forever.

In this keynote we will explore what makes a digital native, a person born during or after the general introduction of digital technologies and through interacting with digital technology from an early age, has a greater understanding of its concepts. This generation is commonly referred to as the Millennials or Generation Z, those born around or after the turn of the millennium.

What will I takeaway from this keynote?

- An in-depth understanding of the realities that shape the modern consumer including **TRANSPARENCY, AUTHENTICITY and UTILITY ANYWHERE**
- Actions that you and your organisation can take today to **ENGAGE and SERVICE** this generation and measure your impact

We have given this generation a spokesperson, Isaac. Born on the 29th June 2007, the same day as Steve Jobs' launched the iPhone.

Scott's content and stage presence are first class.
MICROSOFT

Scott lays out compelling narratives, delivering insightful data, and relaying everything in a very creative and sticky way
GOOGLE

Far too many businesses still don't grasp just how different the modern consumer is. Scott is your guide for that journey
BRANT COOPER, AUTHOR, THE LEAN ENTREPRENEUR

Who needs to hear this keynote?

Executives who are ready to digitally transform their organisation and learn about the technologies that their consumers will expect

Organisations that want to understand their future consumer now so that they can plan to survive and thrive