

# THE DIGITAL OPTIMIST

## VIDEO GUIDE TO ALLISTER FROST'S UPLIFTING KEYNOTE TALKS

Allister Frost is a multi-award-winning keynote speaker who specialises in helping audiences understand and positively embrace technological change to create better experiences for customers. Each of his talks is tailor-made to the client's brief and designed specifically for the audience's needs. The following video summaries of recent talks may provide a useful start point from which we can develop the perfect keynote for your event.



### Technology and the happily ever upwards

Exploring the dizzying, accelerating pace of technological progress and what it means for all of us. How will emerging forces like AI machine-learning, voice control and autonomous robots reshape business as we know it? And how will smart business leaders exploit these technologies for growth?



### The hidden psychology of persuasion in everyday life

Diving into the fascinating world of behavioural economics and psychology, we examine how we can build trust in marketing, increase sales, and deliver joy to our customers. These powerful persuasion techniques can be instantly applied to help customers make better, more informed buying decisions.



### #Winning with GenZ in the new world order

With Generation Z now outnumbering Millennials, it's time for all brands to start delighting this new generation of switched on, purpose driven shoppers. With empathy and understanding, we can rapidly recruit our next wave of loyal customers and employees, laying the foundations for our future success.



### Exploring the future of marketing and sales

Can business win back society's trust by acting more responsibly? In a world of unrelenting reinvention, how must sales and marketing evolve and what skills and ambition do teams need to thrive? We explore how the hyperconnected world enables the creation of tailored, just-in-time content to magically delight customers and regain their trust.



### Where next for social media in the new era of privacy?

From being 100% free to use to now being almost exclusively pay-to-play for businesses, the major social networks have transformed themselves and society in recent years. But with users and legislators calling for greater privacy protection and regulations, do social networks have a future and what role might they play for society?



### All aboard the self-disruption train to future-proofed careers!

Resting on your laurels is so 20th Century! The best business leaders know that learning never ends and take dramatic steps to seek out fresh challenges and self-reinvention in their work. In this motivational talk, Allister helps audiences develop a positive, self-disrupting mindset to stay ahead of the curve and thrive in a fast-changing world.

Allister is a highly regarded keynote and conference speaker who helps audiences around the world seize fresh opportunities for growth by delivering customer delight in our digital age.

Recent keynote talk clients have included:



To find out more or to make a booking enquiry: [www.allister.live](http://www.allister.live) / [office@wildorangemedia.com](mailto:office@wildorangemedia.com)