



FRANK FEATHER

Global Business Futurist ...

President & Chief Trend Tracker, Future-Trends.com

President & CEO, Glocal Marketing Consultants

Best-selling Business Author

- *Future Consumer.com: The Webolution of Shopping*
- *Future Living: The Coming Web Lifestyle*
- *Futuristic Leadership: 26 Key Factors of Success*
- *Biznets: The Webopoly Future of Business*

Former International Banking Executive

... A Future You Can Bank On!

DYNAMIC KEYNOTE SPEAKER

- **Provocative + Stimulative:** Customized, relevant-to-you content that captivates, entertains, informs, motivates, energizes, and inspires.
- **Pragmatic + Proven:** Drawing on a 22-year real-world business career, and an uncanny 40-year forecasting track record that defies conventional wisdom.
- **Future-Proof + Rock-Solid:** Eye-popping million-dollar ideas, translated into workable, innovation-driven, take-away strategies and tactics.



**Remarkable! Best presentation on the future I've ever heard.
Unsurpassed in clarity and relevance. Thank you!**

– John Cranor, Chairman/CEO, **KFC Intl** (Kentucky Fried Chicken)

Wow! You're the most-quoted person we've ever had around here.

– Harry Schell, Chairman/CEO, **BICC Cables**

Our best speaker. Customized, "best practice" case supported.

– Lee Dailey, V-P Human Resources, **United Technologies**

Simply fabulous! Grand-slam Keynote. You'll definitely be back!

– David Wano, Director, **Bank Administration Institute**

"FUTURE FOCUS" TOPICS *(abstracts on next pages, always customized)*

- **Next Economic Cycle:** Forecasts for 2010-2020
- **Biznets:** The "Webopoly" Future of Business
- **Future of Social Media:** The "6-Ps" of Marketing
- **Future Living:** The Emerging Web Lifestyle
- **Futuristic Leadership A-Z:** 26 Success Factors
- **Post-Olympic China:** Strategic Outlook to 2050

Topic Abstract

NEXT ECONOMIC CYCLE: Forecasts for 2010-2020

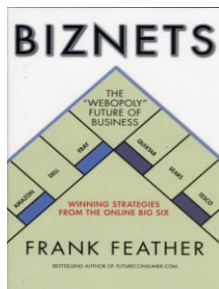


What's next for the economy, stock market, oil, housing? When will things turn around? Frank Feather has accurately forecast the economy since 1968, then a strategic planner in the banking industry. He forecast the rise of OPEC, the oil-price shocks of 1973 and 1979, the recessions that followed ... and those ever since. He discovered a highly predictable cycle in the North American economy which is now repeating ... and will repeat again. This session explains the key trends and cycles, forecasts them for the 2010-2020 timeframe, and spells out the implications for your sector. Topics covered:

- **Key Trends / Cycles:** What are they? What's their direction?
- **Next GDP Growth Cycle:** When, How Strong, How Long?
- **Oil Prices:** Up, Down, or Sideways?
- **Next Stock Market Cycle:** When and What to Buy?
- **Next Real Estate Cycle:** When, Where, What to Buy?
- **Interest Rates:** Inflationary Threat or Not?

Topic Abstract

BIZNETS: The “Webopoly” Future of Business



The Webolution (Internet Revolution) is unstoppable. All aspects of life and commerce are rapidly converging on the Web, reversing everything which the Industrial Revolution put in place – everything! The result will be a dramatic business and marketing upheaval where only those companies which become digitally-competitive “Biznets” will survive and prosper. Based on Frank Feather’s book *Biznets: The Webopoly Future of Business*, this session explains the reversal effect, and how companies need to transform themselves. Topics include:

- **The Webolution:** How will it play out?
- **Biznets:** What are they? How will they operate?
- **Webpreneurs:** Billion-Strong Global “Prosumer” Wave
- **Web Wealth:** The Next Growth Centers
- **Future Winners:** Digitally-Competitive Biznets
- **Web Success:** 10 Key “Biznet” Strategies

Topic Abstract

FUTURE of SOCIAL MEDIA: The “6-Ps” of Marketing

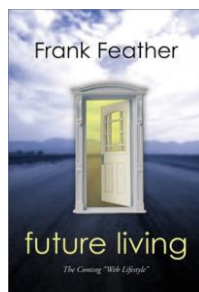


The era of “mass” is dying. The Webolution is slowly but surely transforming the manufacture, distribution, marketing, advertising, and sale of every type of product and service. The future is not mass-market “push” but 1:1 mass-customized, high-tech/high-touch, multi-media social network “pull” marketing. A cocktail of trends is changing the entire consumer value proposition, and how products will be promoted and distributed. Some 30% of retail sales could occur online by 2015. Marketing’s traditional “4Ps” must be rethought, and two critically-new “Ps” must be added. Topics include:

- **Webographics:** How the Internet Changes Buyer Behavior
- **Web Lifestyle:** How the “Webolution” Changes Consumption
- **Consumer Trends:** The “Prosumer” Mindset
- **Mass-to-One:** From Monolog to 1:1 Conversations
- **Social Media Marketing:** High-tech/High-touch Connections
- **Multimedia Marketing:** The New “6-Ps”

Topic Abstract

FUTURE LIVING: The Emerging Web Lifestyle

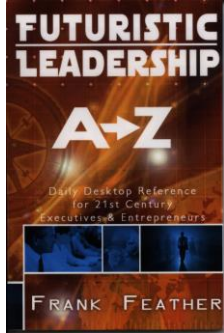


Most of us will soon be living a dramatically different and exciting new lifestyle – a Web Lifestyle. Sweeping across time – from pre-Industrial to post-Internet (“Webolution”) society – Frank Feather’s book *Future Living: The Coming Web Lifestyle* reveals hidden connections among major trends. A Web Life will re-bond families and the Web’s “social glue” will revitalize communities and local economies. Futuristic people will “future-proof” their lives by taking some or all of the 9 steps to embrace a Web Lifestyle presented here:

- **Telecommuting:** Half the Workforce by 2015
- **Online Shopping:** 30% of Retail Sales by 2015
- **Computer Banking:** Digital Money Dashboard
- **E-Learning:** Home Schooling and Online Degrees
- **Telemedicine:** Electronic House Calls and Diagnosis
- **Digital Fun:** Downloaded Entertainment & Sports
- **Cyber-Worship:** Congregating Online
- **e-Voting:** Clicking the Rascals Out
- **Webpreneurs:** Home-based e-Business Boom

Topic Abstract

FUTURISTIC LEADERSHIP A-Z: 26 Success Factors



Leadership is not a job title. Leaders routinely hold executive positions, but “routine” leaders rarely renew organizations to attain fresh success in an ever-changing world. They tend to manage the *status quo* and achieve mediocre results, at best. By contrast, futuristic leaders stay well ahead of the trends and simply make the future happen — often accomplishing extraordinary goals. How they do that is summed up in Frank Feather’s book *Futuristic Leadership A-Z*, the contents of which provide the substance of this session, as follows:

- **Future Leaders:** Action Visionaries -v- Static Managers
- **Decisive Leaders:** 26 Futuristic Traits
- **Principled Leaders:** 26 Futuristic Attitudes
- **Futuristic Exemplars:** Inspiring Role Models
- **Quotable Quotes:** What Futuristic Leaders Say
- **Getting There:** How to Be a Futuristic Leader

Topic Abstract

POST-OLYMPIC CHINA: Strategic Outlook to 2050



The 30-year achievement is staggering; the 40-year prospective is daunting. China’s economy has grown 8% annually since 1978, and this trend will continue. By 2030, China’s GDP will exceed America’s and, by 2050, will dominate the world. **Frank Feather is a Special Advisor** to China on economic reform (ever since 1984). Thanks to this “insider” role, he brings surprising insights on China’s future plans in the post-Olympic era, to explain the next best opportunities and how to grasp them. Topics include:

- **Yin and Yang:** Strengths, Weaknesses, Opportunities, Threats
- **Economic Surge:** Track Record, Next Policies, Future Prospects
- **Political Situation:** Risk Analysis and Upcoming Policy Changes
- **Next Regions:** Which Areas Offer the Best Opportunities?
- **Best Opportunities:** Which Sectors Offer the Best Returns?
- **Fast-Track Profits:** How to Beat Competitors to Best Markets