



Fads, Trends and the Meaning of Life



I was incredibly fortunate to part of a workshop at which Charlotte Kemp presented and her content, organisation presentation skills and audience engagement was phenomenal. She gave relevant and actionable advice that resonated with the delegates. I'd love to have her back.

**Brandt vd Westhuizen,
PSAN, Namibia**

Keynote

Everyone is talking about them. Websites spread fear about their consequences. Businesses reel in anxiety in response to them.

There are thousands of trends and hundreds of thousands of fads. How do you start? What do you pay attention to? Do you get on the bandwagon early or lose out entirely?

How do these fads and trends actually influence your life and business? Will you become bankrupt if you miss one? Which one?

Charlotte Kemp, Futures Alchemist, helps you to distill the hype into a set of easy questions to answer. Your answers will determine what you choose to invest your time and attention in and where you will find both profits and meaning.

Other Keynotes

- IQ to AI - Humanity's Great Hope
- 3C Skills to Success
- Monsters and Talismans
- Taking advantage of cryptocurrency



Charlotte Kemp, the Futures Alchemist, is a futurist and a professional speaker, a member of the Professional Speakers Association of Southern Africa and a past Board member of the Global Speakers Federation.

- Distinguish between fads and trends and eliminate the threat of FOMO (Fear of Missing Out).
- Learn to identify trends that affect your industry.
- Consider how to create, repurpose or market your product to meet a real need and make a real profit.
- Start to wrap your head around trends that overturn centuries of values.
- Make real decisions about how to position your business to survive and thrive in the new world of work.

This talk is suitable for businesses that wish to start or continue the conversation with their staff and stakeholders, about what the future holds for them. Charlotte has a set of keynotes, workshops for conferences and team building. There is also a powerful mastermind option to craft your own scenarios.

