

# THE EXPECTATION! ECONOMY

The NEW Expectations Fueling Brands, Buzz, And Business Models

Mobile's culture of constant connectivity has given rise to a most unique type of economy: a marketplace born from, bolstered by, and built upon a fascinating suite of new expectations from today's hyper-connected customers.

Far from trivial, these behaviors are now the driving force behind which brands customers buy, why campaigns generate buzz—and whether business models succeed.

Today's customers are demanding instant gratification, as their patience levels have plummeted. They expect unlimited access to content—whether to consume in snack-sized servings, or all-you-can-binge portions. And they crave more simplicity, for they will not tolerate any added complexity in their lives.

The customers of tomorrow will demand predictive systems that anticipate—and act!—on their preferences and needs. And they will expect contextualized communications that are hyper-relevant to where they are, what they need, and which device they're using.

Moreover, they will no longer be satisfied by searching the Web to receive generic answers. For tomorrow's hyper-connected customers will expect highly personalized advice . . . that comes to them (requiring no searching whatsoever).

The companies who craft their strategies around these new expectations will win hearts, minds, and market share. But those who don't are risking revenues—and, worse, their relevance.

In this high-energy, highly interactive session, innovation speaker and futurist Christina "CK" Kerley opens audiences' eyes to the suite of new customer expectations that are fueling the brands, buzz, and business models of today (and tomorrow!).

See Videos Of CK In Action!



## THE EXPECTATION! ECONOMY

Which Brands We Buy!

How Campaigns Get Buzz!

Why Business Models Succeed!

Through This Session, CK Explores:

- The real mobile revolution of customer behaviors vs. consumer devices
- The suite of new customer expectations that are driving brands, buzz, and business models
- Case examples of customer expectations
- B2C and B2B ideas for executives to integrate in their own strategies and programs



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# What Companies Say About CK:

Watch Videos Of CK In Action!



CK changes the energy level of a room...  
and it only gets better as she speaks! 

CK's content, style, passion,  
and performance are bar none! 

By the end of CK's energetic, engaging  
speech, everyone is thinking, "How do  
I make this happen in MY business?" 

CK's insights, incredible energy  
and contagious passion gives  
marketers the guidance they need 

CK's passion and humor is  
beyond compare—she really takes  
innovating your business to heart 

An exceptional speaker, I hung  
on CK's every word as she made  
complex technical concepts  
accessible to everyone! 

With humor and high energy,  
CK easily transfers her passion  
for innovation to her audience 

CK never just "brings it" . . .  
she has a way of bringing it BEYOND!



An engaging speaker who makes  
everyone feel connected,  
inspired and thirsting for more 

Memorable and forward-thinking,  
CK captures the true spirit of innovation   
Association of National Advertisers

A rare presenter that meets  
the needs of those that are new  
to tech and those with experience 

CK's session was in many  
ways a game-changer  
for our future plans   
DEPARTMENT OF PUBLIC INFORMATION

One of the most-gifted  
presenters I have ever seen 

Incredibly informative  
and entertaining 

CK has a gift ...  
we were all mesmerized! 

A powerhouse of knowledge,  
passion and engaging delivery 



**Christina "CK" Kerley**

**The Next BIG Things In Next-Gen Tech**

[allthingsCK.com](http://allthingsCK.com)