

THE CONSUMER OF TOMORROW

WHAT WILL SHAPE THE WAY WE THINK, CHOOSE AND CONSUME NEXT?

ABOUT THE TALK

Consumer behaviour is changing — but what is really driving the change, and what comes next?

This talk takes your audience beyond the buzzwords and explores the megatrends, emerging behaviours and cultural shifts shaping tomorrow's consumers.

From changing values and expectations to new technologies and shifting market dynamics, Bettine Ortmann connects the signals of change and translates them into perspectives relevant for brands and businesses.

Through inspiring examples from first movers and pioneering brands, the talk shows how consumer trends can become a starting point for innovation, stronger customer experiences and new business opportunities.

KEY TAKEAWAYS

Your audience will leave with:

- A fresh perspective on the forces shaping tomorrow's consumers
- Insight into emerging behaviours, values and expectations
- Examples of how leading brands are responding to change
- Inspiration for turning consumer trends into opportunities for innovation
- A practical approach to spotting and working with trends before they become mainstream

WHO IS IT FOR?

- Leadership teams, marketing and brand teams, innovation teams, customer experience and retail professionals — and organisations looking for a fresh perspective on where consumers and markets are heading.

FORMAT

- 45–60 minute keynote or talk, tailored to your audience, industry and context.
- Can stand alone or be combined with facilitated dialogue or [a workshop](#) to turn inspiration into ideas and action.
- Available in English and Danish.

SPEAKER

Bettine Ortmann is a strategist, trend researcher, author and founder of FutureTribe. For almost three decades, she has worked with consumer insights, trends, branding and innovation across businesses, agencies and academia.

She is the author of [The Brand Value Circles](#) and *The Physical Space as a Brand Channel*. Her talks combine research, emerging trends and real-world cases with a practical business perspective.



What will tomorrow's consumers expect from you?

Bring fresh perspectives, emerging trends and new conversations into your organisation.

**LET'S CREATE A TALK FOR
YOUR AUDIENCE →**



MORE THAN INSPIRATION

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