

## **ZOOM INTO FALL ACCELERATION OF CONSUMER TRENDS**

Thursday, September 10, 2020 at 1:00 pm

Registration Required for Non-Members

Send an email to [office@ncjwbc.org](mailto:office@ncjwbc.org)

Subject Line: Zoom into Fall

Include your name and phone number (optional)



### **Our distinguished guest speaker is Ira Mayer**

As the former publisher of *Research Alert*, Ira Mayer has been tracking consumer trends for more than 30 years.

Today, a deadly virus, a revitalized Black Lives Matter movement, and a deep recession are accelerating long-term trends that will shape consumer behavior for generations to come.

In this session, you will discover:

- How Covid-19, the social justice movement and the economy are forcing marketers to acknowledge the buying power of older consumers, Blacks, and Hispanics
- Why this virus is changing moms' influence on their daughters' brand preferences
- How the Operation Warp Speed quest for a novel coronavirus vaccine fits a long-standing "need it yesterday" ethos
- What authenticity means in the "fake news" era
- How government efforts to counter the recession are accelerating the shift to a cashless society

Join Ira for a look at these trends —  
plus five more to monitor as the pandemic recedes.

For more information about the speaker:

<https://iramayer.com/about/>