

Business Focused Speech Topics

Capturing the Boomer Consumer

Over 80 million “baby boomers” were born between 1946 and 1964. Every 8 seconds someone in this country turns 65 years old and by 2050 there will be more than one million Americans turning 100. However, this aggressive, independent rock-and-roll generation is hardly ready to turn “senior.” With each new life stage comes new marketing opportunities, needs and motivations.

As more boomers enter their prime earning years and throughout retirement, they are expected to exercise \$3 trillion in “spending muscle.” Boomers control 70% of disposable income, over 77% of the country’s assets and research shows that they are prepared to spend it. For most people, the years between 55 and 65 represent a decade of change. Kids grow up and leave home, more money is available for travel and luxury goods, houses are traded in for condos and retirement sites beckon. Spending habits change accordingly.

This presentation teaches organizations how to capture this lucrative segment of our population and gives tangible, evidence-based advice on how to attract and retain the 55+ consumer.

“During this high energy presentation Dr. Alexis will help you understand what it takes to get the 55+ population to not only listen — but take immediate action when they hear your company’s message!”

Mark Lecki

President, Duracell and Braun, *Procter & Gamble*

Marketing to the Millennial

Representing one quarter of the nation’s population, millennials are quickly approaching the title of largest cohort in the United States. Between the years 1981 and 1996 over 80 million Millennials were born and by 2020, one in three Americans will be millennials. By next year, millennials will account for 36% of the U.S. workforce and 75% of the global workforce. This quirky generation with limitless potential will affirm their status as new drivers of consumption going forward.

One-third of older millennials have earned at least a four year college degree, making this bold and inventive group the best educated in U.S. history. However, this accolade didn’t come cheap. With \$1 trillion in student debt, this is a generation of value conscious consumers who have a completely new set of purchasing norms. Regardless of their student debt, millennials’ financial assets are still projected to grow from \$1.4 trillion in 2015 to \$11.3 trillion in 2030. Understanding how to appeal to this demographic will be paramount for organizational success moving forward.

This presentation teaches organizations how to leverage the sheer size and power of the millennial generation and gives tangible, research-based advice on how to attract and retain the millennial consumer.

“If you want your sales and marketing teams to learn more about the millennial customer this presentation is a must! We actually asked Dr. Alexis to give both the millennial and the boomer presentation at our event and she did not disappoint. She was very inspirational and truly educated our employees about the two largest market segments in the U.S.”

Senior Vice President

COMCAST

Generational Differences in the Workplace – Opportunity or Challenge?

For the first time in history, we now have four generations working alongside each other — the silent generation (born 1928-45), baby boomers (born 1946-64), generation X (born 1965-80), and generation Y/millennials (born 1981-96)— adding significant challenges to leadership and communication in the workplace.

The differences in each generation are often quite significant in a business environment. For example, when it comes to making decisions, members of the silent generation and baby boomers tend to take a more collaborative approach, often seeking buy-in for a given course of action prior to deciding. On the other hand, younger employees seem to embrace more risk, and make faster decisions with less suggestions/opinions.

This presentation clarifies how organizations can stay competitive by dealing with the opportunities and challenges of both a young and aging workforce without incurring significant knowledge loss.

“If your company needs to more clearly understand the current concerns and future challenges of an intergenerational workforce Dr. Alexis will single-handedly deliver all the information you need!”

Claudia Patton

Chief Talent Officer, *Edelman PR Worldwide*

Disrupt the Future of Aging

Disruption and innovation are two words that traditionally have not been synonymous with aging. However, with 10,000 baby boomers turning 65 every day and controlling over \$3 trillion of the nation’s GDP, there has never been a greater need for disruptive ideas and innovative concepts. This requires businesses to exercise their visionary minds and become skilled in the ability to be trendsetters of the next “big thing” in aging.

As new products and services are developed and existing ones adapted, learning to cater to this lucrative segment of the population is a must. This presentation explores the many aspects of the dynamic relationship between the “Graying of America” and the opportunities to start new businesses and/or adjust current offerings to support the vast demands of boomer consumers.

This presentation provides the audience with tremendous insight and ideas about what specific industries, products and services will resonate with this burgeoning market over the next several decades.

“If you’re thinking about starting a company or creating a new product or service for the boomer and mature market Dr. Alexis will teach you all the secrets you need to know!”

Joel Namath

Senior Partner, *Mercer Management*

Is Your Product, Service or Message Boomer and Mature-Friendly?

It is critical that your company be “boomer and mature-friendly” so that the 80 million 55+ population will be interested and drawn to purchase the products or services you are offering. The term “mature-friendly” describes a product, service or message that contains all of the components necessary to make it easier for a boomer or mature adult to utilize, understand and operate.

- Do your collaterals include the language and semantics frequently used by the 55+ population?
- Does your website contain the elements that are essential for mature adults who have low vision or are hard of hearing?
- Do your employees know how to speak to customers with a “mature-sensitive” approach?
- Is your work environment, online presence, sales techniques and standard language “mature-friendly?”

This presentation offers invaluable information to help organizations reach boomers and mature adults in a manner that is germane to their generations. The implementation of these efforts will enhance 55+ customer satisfaction and increase your organizations bottom line!

“If you think your organizations product, service or message needs to be more “mature-friendly” – this presentation is perfect for you and your employees!”

Darlene Gudea

Editor and Publisher, *Builder Magazine*

Marketing to “Baby Boomer” Women

Why are marketers obsessed with youth when women between 55 and 75 are the golden bull’s-eye of target marketing? This group is more educated, active and affluent than any preceding generation of women. Baby boomers (those born between 1946 and 1964) make up 80 million, the largest generational demographic today. Among boomers, women not only outnumber men but also influence as much as 80% of household purchase decisions. In the next decade, women will control two-thirds of the consumer wealth in the United States. These women are not a niche market — they are the market for companies savvy enough to understand their life transitions, their needs and perceptions and their deep-seated hopes and fears.

This presentation teaches listeners how to cultivate brands that resonate and connect with boomer women who in turn will offer these companies their trust, loyalty and their incredible purchasing power.

“This presentation opened up our eyes to the tremendous buying and decision making power that lies within the 55+ female population. After listening to Dr. Alexis we went back to the drawing board and revised our marketing plan!”

Editor and Chief, *Working Woman Magazine*

Capturing the Mature Market Through Gerontographics

The consumer behavior of mature adults often has more to do with their outlook on life than their chronological age. The physical, social and psychological changes people experience later in life shape their needs and wants. These events and circumstances give rise to four distinct consumer segments that each respond differently to marketing efforts. Perhaps no other consumer market justifies segmentation more than the mature market. The older people get, the more dissimilar they become with respect to their needs, lifestyles, and consumption habits. Yet many businesses still treat everyone aged 55+ in the same way. When people experience major life events, they often change their outlook on life as they re-evaluate their wants, goals and roles on both personal and consumer levels. As they go through these changes, not only do older consumers' needs for products change, but so do their perceptions of and responses to advertisements and promotions.

This presentation focuses on “Gerontographics” which is a segmentation approach based on the premise that the factors that make mature consumers more (or less) receptive to marketing offerings are directly related to their needs and lifestyles, which are in turn influenced by changing life conditions.

“In order to better understand the mature market we must thoroughly understand the factors that both contribute to its complexity and make individuals within the segment respond differently to marketing stimuli. This presentation very effectively explains how to successfully tackle both of these objectives.”

Professor George Moschis

Executive Director, *Center for Mature Consumer Studies*

Hot Buttons for Reaching Upscale Mature Adults

Dubbed the “me” generation, boomers grew up to become an ambitious and materialistic cohort who greatly value the finer things in life. Controlling over 77% of the country's assets and 70% of its disposable income, this is not a generation that upscale brands should ignore. Roughly nine million baby boomers have a personal net worth of \$1 million dollars or more and live in a household with an income of at least \$250,000. This group of boomers control nearly one-quarter of total estimated net worth. Tapping into the unlimited spending power of this generation is key to successful luxury brand marketing.

This presentation takes a close look at the buying patterns and preferred market place of both the upscale baby boomer (55-64) and the upscale mature adult (70+). The seminar also discusses “Trigger Hot Buttons” for baby boomers and mature adults, unique marketing and sales strategies and proper messaging for this niche market.

“Missing out on this presentation means missing out on the opportunity to learn how to target (and capture!) part of the 55+ population's annual spending of over \$3 trillion.”

Marketing Director, *Harry & David*

The Aging of Public Policy in the 21st Century

The emerging “Graying of America” will heavily impact the condition of our current government systems of finance, health, long-term care and support. Sixty-nine percent of persons who live to age 65 will need long-term care at some point in their lives. Long-term care is the sum of health, finances, social, housing, transportation, and other supportive services needed by those with physical, mental, or cognitive limitations that compromise independent living.

This presentation examines current facts about the size, distribution, and general characteristics of the older adult population. The content also gives the audience an up to date look at the latest public policy decisions encompassing subjects such as an aging workforce, Social Security, Medicare and Medicaid — all of which will have a significant link to our aging population and its impact on impending legislation and the future of “age based” public policy.

“We can’t debate aging policy unless we understand it — this presentation clarifies and simplifies confusing political jargon so that it has meaning and applicability.”

Edwin Méndez-Santiago

Former Commissioner, *New York City Department of Aging*

Why is Caregiving Such a Big Issue in the Workplace?

There are over 44 million caregivers in the United States and 10,000 people turn 65 every day. Almost 133 million people in the U.S. have one or more chronic condition and by 2020 this number is expected to increase to 157 million Americans. Nearly 31% of U.S. households are involved in caring for a relative or friend who is ill or disabled. Caregiving is largely a women’s issue with over 75% of caregivers being female, mostly wives and adult daughters. The aggregate “cost of caregiving” in lost productivity and absenteeism to United States businesses is between \$13.4 and \$25.2 billion per year.

This presentation strives to enhance employers understanding of what they can do to make access to eldercare easier for their employees, potentially resulting in a dramatic increase in their bottom line. The presentation also reviews the five social trends that affect the “crisis of caregiving” in our society and addresses what our workplaces must do to make corporate environments more favorable toward these trends.

“Each of us will inevitably face the great equalizer — caregiving. Through her words Dr. Abramson makes a significant contribution to this demographic reality by providing us with an invaluable roadmap for how we care for others as they age and how we want to be cared for.”

Dr. Fernando M. Torres-Gil

Former U.S. Assistant Secretary on Aging, *U.S. Department of Health and Human Services*
Director, *UCLA Center for Policy Research on Aging*

Custom Presentation Built for Your Organizations

Dr. Abramson is more than happy to create a custom presentation specifically designed with your organization in mind. Having worked in the field of Gerontology for over 25 years she is able to speak on a myriad of topics including health, social, business, generational trends, lifestyle, telecommunications, finance, retirement, technology, retail, hospitality, sales, etc.