

JASON DORSEY

Acclaimed Keynote Speaker | Gen Z and Millennials Researcher

CRACKING THE GEN Z CONSUMER CODE

How to Fast-Track Your Brand, Sales,
and Long-Term Growth with Gen Z



PRESENTATION OUTCOMES:

- Learn the truth about Gen Z's views on brands, shopping, influencers, digital media, and much more!
- Separate Gen Z myth from fact including what works to drive initial trial, engagement, relevance, and long-term loyalty
- Leave with specific actions you can use right away to transform Gen Z into trendsetters and advocates for you

Contact Us for More Information:

Please contact Emily Boyd to check Jason's availability or to request a speaking proposal:

Emily@GenHQ.com

512-259-6877

Please note: Jason Dorsey is not available through speaker bureaus.





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ABOUT JASON DORSEY

- Bestselling Author at Age 18
- Featured on more than 200 TV shows
- President, The Center for Generational Kinetics
- Over 1,000 standing ovations

PROGRAM CUSTOMIZATION

- Includes Jason's latest generational research from around the world
- Customized to your audience, event, and must-drive outcomes
- Presentation length ranges from a keynote to a full-day program

PROGRAM OVERVIEW:

TRANSFORMING GEN Z CONSUMERS INTO BRAND ADVOCATES AND LOYAL CUSTOMERS

Gen Z consumers are unlike any generation marketing, brand, sales leaders have experienced.

Gen Z communicates, shops, buys, pays, and influences differently than any other generation. This is a massive challenge and **tremendous opportunity if you know the proven strategies to take right now.**

In this powerful presentation, Gen Z expert and researcher Jason Dorsey shares what truly works to get Gen Z to buy from you now and tell all their friends. He shares the surprising findings from his global research, behavioral insights, actionable solutions, and firsthand “wow” stories.

The program includes what inspires Gen Z to trust your brand—and salespeople—as well as what to do when you're marketing or selling to Gen Z but not in their generation.

Your audience will leave with numerous step-by-step actions they can implement immediately to drive Gen Z leads, marketing, interest, excitement, trust, initial purchase, repeat purchases, and so much more!

“ **JASON DORSEY IS ONE OF THE MOST COMPELLING AND ENGAGING SPEAKERS I'VE COME ACROSS IN MY CAREER.**

IN FACT, 'SPEAKER' DOES NOT ADEQUATELY DESCRIBE JASON, WHO IS EQUAL PARTS RESEARCHER, SOCIAL ANTHROPOLOGIST, AND ENTERTAINER. ”



Mercedes-Benz

- Stephen Cannon, CEO