



# Faith Popcorn

Internationally Renowned Speaker on Consumer Trends,  
Chairman of BrainReserve



## CSA CELEBRITY SPEAKERS

Faith Popcorn is a futurist, author and founder and CEO of marketing consulting firm, BrainReserve, an innovative consultancy firm she established over 30 years ago. Prior to founding her consultancy, she was an advertising agency creative director. Her best selling book is 'The Popcorn Report'. Leading companies in a wide array of industries employ her actionable advice to advantageously position brands.

**"With a 95 percent accuracy rate in her predictions of social, economic & political trends, she certainly is one of the most impressive futurists"**

### In detail

Faith Popcorn is a graduate of New York University and New York's High School of Performing Arts. Hailed as the "the trend oracle" and the "Nostradamus of marketing", major media sources including The New York Times, The Wall Street Journal, The Washington Times, BusinessWeek, Fortune and CNN.com have run prominently placed features highlighting her capabilities. She also produces the Popcorn Report Live!, an informative, in-person presentation that illuminates the connection between timely cultural shifts and global branding initiatives.

### What she offers you

Faith Popcorn is an expert in cultural trend prediction offering corporate client's deep insight into consumer desires, allowing for long-term, sustainable growth. Harnessing the technology of the information age, she gleans highly pertinent data from numerous sources, translating seemingly disparate facts into pointed trending strategy directives.

### How she presents

A firm believer in the power of reinvention, Faith Popcorn is not one to stand still and her insightful and innovative presentations are memorable and accurate.

### Topics

Social Economic and Political Trends  
Upcoming Trends  
Perspectives for the Future  
The New Networked Self  
BrainReserve  
PeoplePond

### Languages

She presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what she could bring to your event.

### How to book her?

Simply phone, fax or e-mail us.

### Publications

#### 2001

The Dictionary of the Future: The Words, Terms and Trends That Define the Way We'll Live, Work and Talk

#### 2000

Evolution: The Eight Truths of Marketing Women

#### 1998

Clicking: 17 Trends That Drive Your Business - And Your Life

#### 1996

Clicking: 16 Trends to Future Fit Your Life, Your Work, and Your Business

#### 1992

The Popcorn Report: Faith Popcorn on the Future of Your Company, Your World, Your Life