

JACK W. PLUNKETT, SPEAKER

AUTHOR, ANALYST, FUTURIST
and commentator on the most vital trends in business,
technology, consumers and globalization.

“MOST INTERESTING SESSION OF THE CONFERENCE.”

“Loved this presentation.” “Please bring back next year.”
Audience responses, NACE Annual Conference, Dallas,
Texas

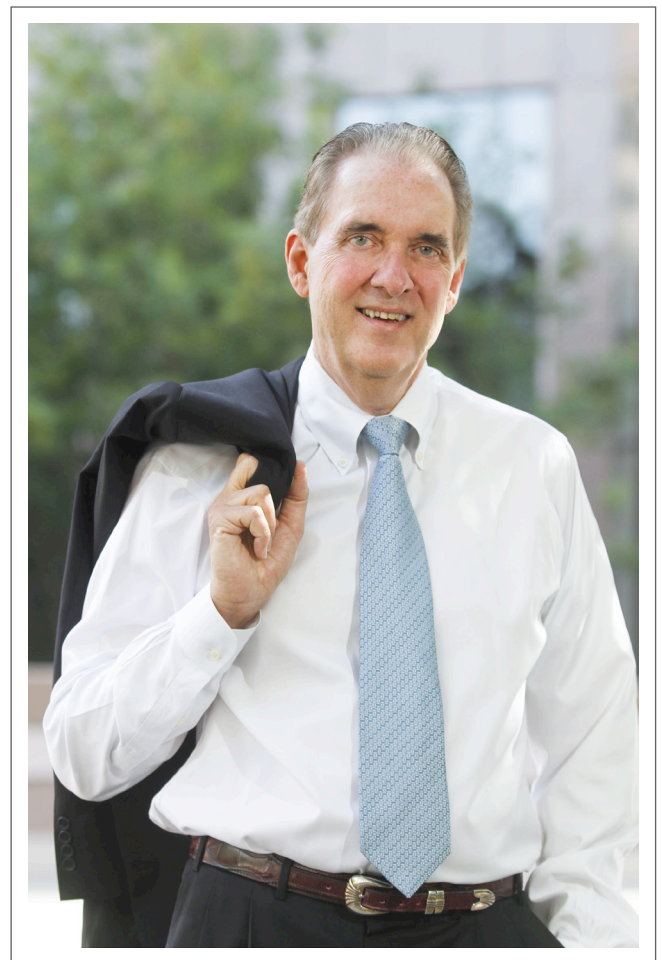
“YOUR PRESENTATION WAS THE HIGHLIGHT OF THE MEETING...”

Your book was an added plus to our attendees.
They rated you as the #1 speaker and I have no
doubt they will invite you back to speak again in
the near future.” Carol Wynne, Exec. Director,
National Society of Certified Health Care Business
Consultants

“YOUR SUBJECTS AND YOUR PRESENTATION WERE TRULY OUTSTANDING...”

The information was fascinating, timely, informative and
thought-provoking. The factual information presented,
coupled with your innate sense of humor, started the
day on a bright note.” Dallas Parker, Mayer Brown
Energy Conference

JACK W. PLUNKETT helps experts and non-experts
alike see how the future will be shaped by today's most
important developments in business, technology and
demographics.



JACK PLUNKETT is CEO of Plunkett Research, Ltd., www.plunkettresearch.com, a Houston-based provider of market research and competitive intelligence. Plunkett and his team focus on cracking the code of emerging trends in the worlds of business and technology.

“PLUNKETT DESCRIBES WHAT IS TO COME DURING THE NEXT FIFTEEN TO TWENTY YEARS IN TECHNOLOGY AND THE ECONOMY.”

Curt Finch, Inc. Magazine

Jack Plunkett is the author or editor of more than 30 books. A life-long entrepreneur, he has been recognized as a regional finalist in the “Entrepreneur of the Year” competition sponsored by Ernst & Young. In a provocative, engaging manner, his research spans the globe, inspires audiences and prompts innovative ways of thinking and solving problems.

Plunkett’s client list includes 10,000 leading corporations, universities and government agencies worldwide. Long-term clients include MIT, the University of Chicago, and Rice University; government agencies including the Hong Kong Trade Council, the Canadian Ministry of Trade and the U.S. Department of Commerce; along with corporations including 3M and Deutsche Bank.



“JACK W. PLUNKETT DOESNT PULL PUNCHES WHEN ASKED HIS OPINION ON THE STATE OF THE INDUSTRIES HE COVERS, AND THAT’S MADE HIM A GO TO EXPERT SOURCE IN THE U.S. WHEN IT COMES TO A WIDE RANGE OF ECONOMIC SECTORS INCLUDING ENERGY.”

Dan McCue, Renewable Energy Magazine

Plunkett’s research is distributed in the U.S. and around the globe by such firms as Bloomberg, ThomsonReuters, Factset, and the CapitalIQ division of Standard & Poor’s. His work has been widely covered by such media as USA Today and Inc. Magazine. Plunkett is frequently interviewed as an expert source by publications such as Time, The Wall Street Journal, The New York Times and Investor’s Business Daily, as well as NPR’s Marketplace, ABC News, and Marketwatch.

The Next Boom, Plunkett's award-winning book, is making a big impact on executives, entrepreneurs, investors, consultants and academia worldwide. It has been adopted as course-work on leading university campuses and has been featured in a global array of media outlets.

THIS PRESENTATION SHOWS WHAT YOU ABSOLUTELY, POSITIVELY HAVE TO KNOW ABOUT THE NEAR FUTURE.

Plunkett's powerful and optimistic vision of the surprising changes ahead arrives at a timely juncture. Provocative and far-reaching, his presentation demonstrates how The Next Boom and its underlying causes will have a deep, evolutionary effect on all of us. In this dynamic session you'll gain insights into vital trends and see how to put those insights into use right away.

- The next billion global consumers.
- Energy-the future of energy is much better than you might think!
- Health care: the biggest single business opportunity in the history of the world.
- Demographics – aging Baby Boomers, the promise of Generation Y and the Diversity Generation.
- Consumers, savers and spenders – what consumers want and how to deliver it.
- Technologies – how miniaturization, biotechnology and nanotechnology will change our lives.



LEARN MORE ABOUT THE BOOK:

<https://www.plunkettresearch.com/bizexecs-press/the-next-boom/>

“YOU WOWED THE AUDIENCE with concise data on industry trends and forecasts for growth. Your background as a publisher and long time industry analyst gives you a broad perspective of global trends, and an understanding of economic data which you explain very clearly...Audience members wrote that your presentation was ‘Terrific’ and ‘Excellent’, and asked that we bring you back for a repeat presentation.”

Madeleine Cohen, New York Library of Business, Science and Technology

SUGGESTED TOPICS for a Powerful Presentation that Will be the Highlight of your Conference:

1) THE NEXT BOOM (see the previous page)

2) HEALTH CARE: the biggest business opportunity in the history of the world

- US health care costs are too high, emerging markets' expenditures are growing — creating phenomenal opportunities on two fronts
- U.S. Baby Boomers to double demand for senior health care
- China to increase spending on health care 8-fold, typical of growth in emerging nations
- Biotechnology ushers in new opportunities in personalized care

Jack Plunkett calls on his massive, proprietary databases and decades of health care research to create a lively discussion of the tidal wave of change that is creating what he calls “the biggest business opportunities in history.”

3) ENERGY: why we are much better off than you might think

- The transformative effect of shale oil and gas production
- Dramatic increases in the efficiency of our use of energy
- Slowing of energy demand
- Green Tech — harvesting the low-hanging fruit first

Plunkett calls on his years of experience in analyzing the energy industry to provide insights that will leave your audience both knowledgeable and optimistic. The Plunkett Research team produces vast quantities of work on energy each year.

“MOST INTERESTING
SESSION OF THE
CONFERENCE.”

4) WHAT YOUR CUSTOMERS WANT and How to Deliver it

- How the recession of 2008-2009 created a sea-change in consumers' spending and habits
- Plunkett's Three Keys to Delivery for happy customers
- How spenders have become savers
- Why quality may matter more than fads or style
- How to connect with Boomers and Gen Y

5) TREMENDOUS OPPORTUNITIES IN TRAVEL, TOURISM AND HOSPITALITY

- How the sharing economy will change travel forever
- How to keep ownership of your guests, passengers and customers in a competitive booking environment
- How to make the most of the assets you own to create the perks they want
- How millennials will choose and spend on travel and tourism





THE NEXT BOOM:
What you absolutely, positively
have to know about the world
between now and 2025

<https://www.plunkettresearch.com/bizexecs-press/the-next-boom/>



Gold Medal Winner, Axiom Business Book Awards, sponsored by Inc. Magazine and leading publishing industry organizations.



One of the Top 5 Business Books of The Year - getAbstract, the global business book specialists.

**PLUNKETT'S HIGHLY-REGARDED
INDUSTRY ALMANACS
ARE UPDATED YEARLY. TITLES INCLUDE:**

Plunkett's Retail Industry Almanac
The only complete guide to retail stores, retail services, vending and online sales.

- Analysing the entire range of the retail marketplace with the latest statistics and trends by:
 - Retail Industry Councils
 - Shopping Centers
 - Department Stores
 - Advances in Technology
 - Marketing and the Internet
 - Chain Stores
 - Logistics
 - Methods of Marketing Plans
- Includes Free Online Tools

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Plunkett's Apparel & Textiles Industry Almanac
The only complete guide to the apparel and textiles industry.

- Complete profiles on the top companies with the latest statistics and trends by:
 - Marketing
 - Supply chain and logistics
 - Manufacturing and technology
 - Regulatory
 - Labels and Trunks
 - Collaboration
- Includes Free Online Tools

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Plunkett's Health Care Industry Almanac
The only complete guide to the health care industry.

- Complete profiles on the top health care companies with the latest statistics and trends by:
 - Medical Devices
 - Pharma
 - Health Care Technology
 - Technology Advancements
 - Managed Care
 - Medical Services
 - Health Care Systems
 - Hospital Utilization
- Includes Free Online Tools

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Plunkett's Energy Industry Almanac
The only complete guide to the business of energy.

- Complete profiles on the top energy industry companies with the latest statistics and trends by:
 - Major Oil Companies
 - Electric and Gas Utilities
 - Alternative Energy
 - Oil and Gas
 - Oil Refining
 - Equipment and Production
 - Mining and Refining
 - Energy Storage
- Includes Free Online Tools

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Plunkett's Airline, Hotel & Travel Industry Almanac
The only complete guide to the airline, hotel and travel industry.

- Complete profiles on the top companies with the latest statistics and trends by:
 - Airlines
 - Hotels
 - Travel Agencies
 - Car Rentals
 - Cruise Lines
 - Car Rental
- Includes Free Online Tools

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Plunkett's E-Commerce & Internet Business Almanac
The only complete guide to the e-commerce and internet industry.

- Complete profiles on the top companies with the latest statistics and trends by:
 - Online Marketing
 - Internet Access & Broadband
 - Website Design & Content
 - Advertising & Public Relations
 - Marketing & Advertising
 - Search Engines
 - Security
- Includes Free Online Tools

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Plunkett's Nanotechnology & MEMS Industry Almanac
The only complete guide to the nanotechnology and MEMS industry.

- Complete profiles on the top companies with the latest statistics and trends by:
 - Manufacturing
 - Medical
 - Defense
 - Automotive
 - Power Electronics
 - Microfluidics
 - Pharmaceuticals
 - Chemical
 - Space
 - Consumer Electronics
 - Medical Devices
 - MEMS
- Includes Free Online Tools

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Plunkett's Green Technology Industry Almanac
The only complete guide to the business of green technology.

- Complete profiles on the top companies with the latest statistics and trends by:
 - Renewable Energy
 - Green Buildings
 - Green Design
 - Renewable Materials
 - Renewable Transportation
 - Consumer Products
- Includes Free Online Tools

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Plunkett's InfoTech Industry Almanac
The only complete guide to the leading force in creating software and the management of computing and data.

- Complete profiles on the top companies with the latest statistics and trends by:
 - Business Intelligence
 - Hardware
 - Software
 - Cloud Computing
 - IT Services
 - IT Security
 - IT Support
- Includes Free Online Tools

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THE NEW YORK TIMES

http://www.nytimes.com/2015/01/01/fashion/plus-size-fashion-moves-beyond-the-muumuu.html?_r=0

<http://www.nytimes.com/2014/12/18/technology/personaltech/improving-in-flight-wi-fi-and-streaming-from-virgin-america-jetblue-and-more.html>



USA TODAY

<http://www.usatoday.com/story/money/business/2013/08/11/cnbc-emerging-middle-class-bills/2628227/>



THE HEARTLAND INSTITUTE: IDEAS THAT EMPOWER PEOPLE

http://news.heartland.org/newspaper-article/2011/11/03/plunkett-housing-may-be-down-demographics-will-provide-spark?quicktabs_4=2



THE ATLANTIC MAGAZINE

<http://www.theatlantic.com/health/archive/2011/10/a-conversation-with-jack-plunkett-market-research-publisher/246014/>



BARRON'S

http://online.barrons.com/article/SB50001424052748704101304577038140162880680.html?mod=BOL_twm_col#articleTabs=article



THE ECONOMIST

<http://www.economist.com/news/technology-quarterly/21651925-robotic-sewing-machine-could-throw-garment-workers-low-cost-countries-out>



CNN

Affordable "Made in USA" Fashion

Airport of the Future



INC. MAGAZINE

<http://www.inc.com/tech-blog/jack-plunkett-interview-the-future-of-technology-the-world.html>



CNN MONEY

http://money.cnn.com/2011/07/19/pf/home_shopping/



NPR

<http://www.npr.org/2011/06/10/137078293/sony-ready-to-move-past-hackers-losses>



CNBC: FIRST IN BUSINESS WORLDWIDE

<http://www.cnbc.com/id/44180098>

“MOST INTERESTING SESSION OF THE CONFERENCE.” “Loved this presentation.” “Please bring back next year.” Audience responses, NACE Annual Conference, Dallas, Texas

“IT WAS FASCINATING to hear your descriptions of how trends in demographics and technologies will affect both U.S. and global markets and consumer behavior. You’re right — this is information I absolutely need to know.” Audience member, Wharton School of Business, University of Pennsylvania

“I CAME AWAY FEELING (AND CONTINUE TO FEEL) QUITE INSPIRED BY THE PERSPECTIVE YOU SHARED. Your point of view suggests a much sunnier future for our country that I held prior to that day.” Audience comment, New York City

“I THOUGHT IT WAS FACT-DRIVEN AND VERY ENLIGHTENING. I learned a lot. And thank you for sharing your optimism with all of us. I was tired of hearing how our best years, as a nation, might be behind us.” Audience comment, Brooklyn, NY

“I KNOW THE AUDIENCE FOUND IT AS INTERESTING, AND ENCOURAGING, AS I DID. For the many entrepreneurs who attended, your presentation gave them not only a sense of hope, but useful information regarding future trends and markets.” Maud Andrew, Programs Coordinator, Brooklyn Business & Science Library

“YOUR PRESENTATION WAS THE HIGHLIGHT OF THE MEETING...”

Your book was an added plus to our attendees. They rated you as the #1 speaker and I have no doubt they will invite you back to speak again in the near future.”

Carol Wynne, Exec. Director,
National Society of Certified
Health Care Business Consultants

