

## **MIKE WALSH INTRODUCTION**

**Why will the media habits of Chinese teenagers forever change the way that we interact?**

**Why will most of our money soon be spent on items that DO NOT even exist?**

**How will a Japanese card game completely revolutionise how we market to our consumers?**

Mike Walsh is a leading authority on the digital future. Author of Futuretainment and CEO of the innovation research agency Tomorrow. Mike has over a decade's experience in helping some of the world's leading companies and brands embrace new ideas. He currently travels the globe looking for the best ideas, consumer innovations and disruptive technologies.

Mike is fascinated – not by what might happen ten years from now – but idea viruses that are already spreading and will soon be revolutionising our daily lives. The force behind these revolutions is not technology, but rather consumer behaviour. After all, as interesting as it is when things change, the real magic happens when people do.

To take you onto a journey in 'Tomorrowland', please join me in welcoming global trend tracker... Mike Walsh