

Economics Keynote or Breakout

THE NEW BUYER: HOW GLOBAL AND DOMESTIC SHIFTS ARE CHANGING BUYING BEHAVIOR

Today's buyers are making decisions in a world shaped by economic uncertainty, artificial intelligence, shifting expectations, global politics, and growing distrust of businesses and institutions.

In this timely session, Shawna explores the forces influencing buyer behavior and what they mean for businesses competing for attention, trust, and loyalty.

Drawing on her deep expertise in consumer and B2B buyer behavior, her background in international economics, and her experience speaking around the world, Shawna connects what is happening globally with what is happening inside the minds of today's customers - and what businesses need to do to stay relevant and competitive. (Note: Shawna can focus the session globally or domestically)



BOOK THIS SESSION



YOUR AUDIENCE WILL LEAVE WITH:

- ✓ An understanding of the major forces influencing buying decisions
- ✓ Strategies to stay relevant and competitive as behavior continues to shift
- ✓ A timely, practical look at what today's buyers want, what is changing, and what to expect in the short and long term.
- ✓ The knowledge leaders need to adapt operations, marketing, and customer experience before competitors do

THIS IS PERFECT FOR:

- ✓ Business owners and leaders navigating economic uncertainty, AI, shifting customer expectations, and an increasingly skeptical marketplace.
- ✓ Audiences that want to anticipate what customers will expect next and adapt before those changes impact the business.
- ✓ Marketers who want to understand how changing buyer behavior influences the way they must communicate to build trust and stay relevant.