

## Neer Korn

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### ***Expert speaker on Australian social and consumer trends***

Neer Korn's presentations are insightful, informative yet highly engaging and entertaining.

Neer takes his audience on a journey through Australian society, peppering his insights with video quotes from Australians themselves that bring the presentation to life.

More than learning and entertainment, Neer is all about creating a culture of instinct.

As the founder and director of Heartbeat Trends and The Korn Group, Neer Korn has researched and reported on Australian attitudes and trends for more than 13 years. He has published over 120 large scale studies on all aspects of Australian society, trends and attitudes. '

Neer Korn is a popular speaker at conferences and company planning days on social issues and trends. His range of speaking topics has covered every avenue of Australian life, from finance to home life to generational differences to health & wellbeing and much more.

He consults to a who's who of Australian blue chip companies and organisations as well as government and charities. His clients include Commonwealth Bank, MLC, Suncorp, AMP, Nestle, Nickelodeon, Cadbury among many others. Neer is a frequent commentator of social issues in the media.

Neer's writing and commentary are regularly published in newspapers and magazines nationally and he is frequently interviewed for press, radio and television.

He is also the author of two non-fiction titles, *Shades of Belonging: Conversation with Australian Jews* which examined attitudes to religion and *Life Behind Bars: Conversations with Violent Male Inmates* based on three years of interviews at Sydney's Long Bay Prison Complex.

### ***Neer Korn talks about:***

- Health & wellbeing
- Finance & spending
- Environment & politics
- Image & identity



- Leisure time & hobbies
- Media & technology
- Volunteering and charity
- Modern families
- Shopping
- Generational differences
- Retirement & work

## Client testimonials

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“ Neer has been a key player in providing insights to Simplot on trends for a number of years. Neer delivers richness from his knowledge of the macro and social trends, paired with his ability to apply this to the business we operate in. The marketing team always enjoys the entertaining and insightful presentations.

**- Simplot**

“ The Korn Group presentation at our annual conference was amazing. We have received consistent and very positive feedback on the event with the audience finding the insights and comments made by Neer useful for the everyday work. His was the highest rated session of the whole conference.

**- Blackbaud Conference**

“ Thank you for such an informative and entertaining presentation. There was overwhelming feedback that you were the best speaker of the day, and some even went so far as to say that you were the best speaker we've ever had. Thanks so much.

**- TAFE NSW**

“ Neer presented for our 20th Anniversary Symposium in Melbourne. His presentation received excellent feedback and very high ratings from delegates from a wide range of industry segments.

**- SOCAP**

“ We have worked with Neer for many years at Cadbury/ Kraft and he is always a welcomed presenter and social commentator in the business. Neer brings the findings to life in an engaging and meaningful way for the team. He holds his audience captive every time and always inspires new and interesting ideas and implications for the business.

**- Cadbury/Kraft**

“ Neer is an innovative and challenging presenter with an engaging manner. He is provocative enough to challenge the audience but sufficiently well informed not to leave people guessing. I recommend Neer Korn as an outstanding presenter.

- *Joe Hockey, MP, Shadow Treasurer*

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