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## NEER KORN

Neer Korn is a founder and director of Heartbeat Trends, a social and market research agency. The company studies social trends and attitudes among Australians of all ages. Since its inception in 1998 Neer has been involved in over 80 broad based, Australia-wide studies with people aged from seven-70 years. These reports cover topics such as: Dreams & Aspirations, Health & Wellbeing, Relationships, Media, Choices and Decision Making and Leisure Time.

All Heartbeat's studies are filmed. Thus Neer's presentations are peppered with quotes from the public and short documentaries that bring the insights discussed to life. Neer consults to a who's who of blue chip organisations including Commonwealth Bank, Nestle, Newslimited, Coles and Kellogg's to name a few.

**He is quoted in the media on a regular basis and his opinions, commentary and articles appear regularly in major media nationally.**

Neer has written extensively on social trends and is the author of two books published by HarperCollins and New Holland respectively. The first (*Shades of Belonging*) looked at attitudes towards religion while the second (*Life Behind Bars*) explored the world of violent prison inmates.

### SPEAKING ENGAGEMENTS

Neer is frequently invited to address conferences, seminars and workshops. He is invited into the boardrooms of major companies to discuss social and consumer trends.

Recent speaking engagements have included:

- ◆ The Future of Work and Careers - Commonwealth Bank of Australia
- ◆ Retaining Generation Y - Freehills Partners conference
- ◆ Attitudes to obesity - Queensland Premier's Obesity Summit
- ◆ Attitudes to health and nutrition- Weight Watcher's
- ◆ Future trends in finance - AMP
- ◆ Key social trends - Seven Sunrise Team
- ◆ Small business Insights- Federal Labor Party
- ◆ Boomers vs Third Agers - Federal Labor Party
- ◆ Key Social Trends - Federal Department of Human Services
- ◆ Attitudes to religion and spirituality - ABC Compass Program
- ◆ Trends in new media - News Limited
- ◆ Understanding tweens and teens – Kellogg's, Nestle, Cadbury Schweppes
- ◆ The Shopping experience - Glaxo SmithKline

Keynote addresses:

- ◆ MRSA annual conference
- ◆ NSW Law Reform Commission annual conference
- ◆ CEDA annual conference

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His speaking topics include, but are not limited to; Social Trends, Marketing, Media, Retail, Finance, Lifestyle, Family, Gender Differences, Innovation, Wellness and Wellbeing, Future, Technology and Customer Service Loyalty.

#### **CLIENT FEEDBACK**

*“Heartbeat delivers compelling insights into consumers’ lives that stays with our teams long after a presentation. Their style is unique, entertaining and always stimulating. Heartbeat play an essential role in helping our Insights team put the consumer at the heart of decision making at Nestle.”*

#### **Nestle Oceania**

*“In the research industry Heartbeat has stood apart for some time with a unique and entertaining approach to delivering real insights about Australians, how we live, work and see the world around us. They pull us out of our brand centric existences and bring real people to life for us.”*

#### **Unilever Australasia**

*“As a PR professional, any speaker I recommend to my clients must meet the highest standards, not least of all because his performance is a reflection upon the counsel I give! In my work with him, Neer has never failed to provide fascinating and relevant insights that are on brief and delivered in a relaxed yet highly credible manner, which engages even the toughest of audiences. My clients and I have been thrilled with Neer’s performances, both in terms of their content and their buzz they give and I cannot recommend him highly enough. Worth every penny!”*

#### **2ic Integrated Communications**

*“With his extraordinary wealth of knowledge, treasure chest of case studies, deep understanding of his clients’ needs and heartfelt professionalism, working with Neer is something I would, and will, recommend to both clients and colleagues in the future. Neer brought life and laughs to our campaign, both on stage and in the media. He took genuine measures to clearly understand where we were going and very much helped us get there. His extraordinary understanding of the Baby Boomer segment has to be heard to be believed!”*

#### **Spin Communications**