



SHAWNA
SUCKOW, CMP

- An internationally acclaimed speaker who has presented in 16 countries on five continents.
- Best-selling author of four books
- Top 100 Women Speakers in Business & Tech Globally (*TNW*)
- Planners' Favorite Speakers (*M&C Magazine*)
- Top 8 Speakers of the year (*MeetingsNet*)
- Smart Women in Innovation 2016
- 25 Most Influential in the Industry 2013, 2014
- Founder of SPIN: the 2,600-member association for senior-level meeting planners

Trend Watch 2020: Recession-Proof Your Sales Pipeline NOW

DESCRIPTION:

There's one constant in today's economy: recessions are cyclical. We've all been through at least one or two economic downturns, but each one is unique based on the national and consumer trends that are brewing at the time. Savvy sales professionals don't wait and react; they leverage the latest data and interpret the trends to form a strategy. One thing is certain: insight and preparation are key.

Join Shawna as she shares her latest findings on the major and minor trends that will impact the industry in the year ahead. She'll start with national trends affecting us all, then move into buyer behavioral shifts that are forming due to the looming recession. She'll then distill it all down to how all this could impact your sales pipeline in the near future. It's not just data though; she'll translate these trends into relevant steps you can take to recession-proof your sales strategy NOW, while you have the time and resources to be proactive.

PARTICIPANT OUTCOMES:

- Walk away with a clear understanding of the national trends affecting our economy and our culture, so you can be prepared on a local level.
- We've all been through multiple recessions before. Learn what's different about this one, and about the latest consumer behavior trends that are forming in response.
- Discover what trends will impact your business in the next year, so you can prepare rather than struggle or play catch-up with new developments.