



*Visionaries who make you instantly re-think strategy and approach with solid facts and information. Your presentation invigorated my will to make further changes within Activision. Truly inspirational!*

Mark Cox | Activision Europe, UK



# Book the blokes who shed a whole new light.

Experts at weaving business practice, social evolution and technology advancement into provocative stories that paint a future full of opportunity, Jonathan Tavss and Dean Donaldson are in high demand as keynote speakers, expert panelists and trusted advisors.



## Jonathan Tavss

**Based in LA, Jonathan is the American with class.**

An award-winning entrepreneur, marketer and strategist with a knack for breaking down the highly complex – or even the mundane – into simple terms that trigger new ideas and fresh, easy to activate theories and practices. Jonathan is a global leader in marrying business strategy, consumer insight and technology, and is sought by companies ranging from Fortune 100 to start-ups for product development, content creation, distribution, change management and global positioning guidance. Beyond running Kaleidoko's US office from the heart of Silicon Beach, Jonathan is a professor for Boston University's Graduate Program in Media Ventures, a mentor with the Stubbs Alderton Accelerator program, and Co-Host of the social fandom series, 'Geeks with Grey Hair'. Jonathan's insatiable thirst for knowledge leads him to provocatively engage others via keynotes, panels and workshops that drive real value for attendees.



## Dean Donaldson

**Based in London, Dean is the Brit with sass.**

A world-renowned visionary and initiator, with a passion for the progress of brand engagement, Dean's powerful storytelling fuses futuristic insights, creative technology and mainstream marketing to inspire innovation. Evangelising about technological and cultural advancements, industry convergence and shifting consumer behaviour, Dean addresses business leaders around the globe conveying how to navigate the inevitability of change. Dean has sat on IAB council's on both sides of the pond and his recent Masters surrounding ethical media practice led to him advising European Ministers on the effects of media convergence on future EU policy. Design-trained, Dean's seasoned perspective transforms organisations by optimising their positioning strategies through a grounded understanding of relevant trends to produce tangible business results.

This transformation strategy duo operate as guides for global brands and individuals wishing to understand discourse on exponential technological growth and the connection to cultural change, as springboards for business realignment to drive impact and results. At their core, they are connectors – literally and figuratively – between the realities of today and the sustainable possibilities of tomorrow.

For more information and video footage, please visit [speaking.kaleidoko.com](https://speaking.kaleidoko.com)

# ‘Nothing is said to be **certain**, except **change**.’

## Presentation Topics

Highlighting just a small selection of presentation topics and themes we are eloquently able to address:

### **The Majority Report: Media Opportunities in 2030**

In a disinter-mediated world, where 50% of today's jobs will have been automated, what will the role and relationship of brands, agencies and publishers be? How will we humans survive and succeed in the future where technology prevails across all media and processes? Will we all be left to fend over a Universal Basic Income or will we raise the bar in our human capability to adapt? If you want to be viable beyond the next decade, it will take a radical rethink in contextually relevant creativity. Presented in an engaging format that challenges perceptions and beliefs, Jonathan and Dean turn different lenses to today's bleeding-edge developments in technology, business and society to unearth the possibilities of tomorrow. Join us on a journey beyond...

*Themes: Media / Future / Vision / Creativity / Sociology*

### **Future Leader: An Anatomy of Inspiration**

As the world evolves deeper and deeper into the Gig Economy, the old forms of good leadership are melting away. Accepting this change and maintaining enthusiasm for the very changes that are inevitable within every company is key to leading employees who will need to be creative, adaptive and flexible. The successes of the future will not be about the corner office or the ways in which hierarchies are firmly maintained. And, unlike in the past, pure vision won't get leaders over the hill either without the proper tools. Gain the upper-hand by understanding the tendencies and practices of future leaders who harness the core components of the modern workforce and have fathomed the depths of Millennial mindsets. Jonathan and Dean challenge you to spend an hour with us to learn the tools that will guide you to inspire, educate and release others toward success.

*Themes: Leadership / Environment / Strategy / Business / Transformation / Vision*

### **Human Technology: Nature, Nurture or Neurons?**

Some of the biggest developments in history began with the question, 'What If?' And, many paradigm-shifting examples of the response bordered on the absurd. As technology gets bigger and stronger, for many the fear is that it will simply replace humans altogether. Yet, within exponential growth, there is a huge opportunity for us in moving beyond computing as we know it, if we could just see ourselves as the progenitors of change. The answer lies in becoming even more intrinsically 'human' and ties back to how we tell stories and make connections where they might not otherwise be seen. Showcasing examples where human capacity and technology interact: to de-construct challenges; stretch them to the absurd; and, recognize what is required to break through, forms the core of what Dean and Jonathan use to convey the creative possibilities that exist if we'd just 'get out of our own way'.

*Themes: Creativity / Technology / Branding / AI / Sociology*

### **Tomorrow's Audience: Tech Specs of the Future Consumer**

Which of today's technologies should we consider when planning for our audience of tomorrow? As challenger brands become "big-time huge" and then become practically non-existent over the course of a few quarterly earnings reports, what are manufacturers, financiers, retailers and other consumer-facing entities to do in order to not be stuck like a deer-in-the-headlights? Ultimately, there are core "tech specs" that dictate the roadmap for the product development, strategic partnerships and systems interfaces that will turn your reliant endeavour into a future money maker. Dean and Jonathan highlight the relevant feature sets and rules of assessment that will enable you to maintain relevancy with your corporately-conscious consumer – regardless of the unicorn they rode in on.

*Themes: Consumers / Strategy / Innovation / Future / Development / UX*

### **The Trust Factor: Storytelling in a Ubiquitous World**

The next wave of commerce will pave the way for a sensor-based economy that embraces genetics as much as Artificial Intelligence. Fuelled by a desire for content-on-demand and ease-of-transaction – it culminates in Hyper-Psychometric Personalisation that is set to connect everyone and every touch-point, everywhere. Neuromarketing sits poised to offer unparalleled data, addressable technology seeks to attract hyper-qualified consumers, and hidden within this emerging digital world is the utopian promise of personalised storytelling – across all media – with a familiarity reminiscent of traditional local shopkeepers. Dean and Jonathan ask how do we manage brand storytelling, whilst protecting consumers from being commoditized, within such a transparent society?

*Themes: Positioning / Consumers / Branding / Targeting / Commerce / Analytics*

### **2020 Television: Evolution or Revolution?**

Fragmented. Expensive. Inflexible. Disingenuous. Obese. That's reality TV for the new millennial viewer. The simple pleasure of our audiovisual viewing has been hijacked – and we are all being held hostage. Television has evolved into paying huge amounts for bargain basement content, hidden behind ridiculous fire-walled interfaces, with the caveat you can watch it on a mobile with insanely irrelevant advertising that is neither interesting nor targeted – it's totally and utterly unsustainable. Technology was supposed to make our lives simple! Maybe it will, but first we need a revolution. And it needs to start now... So take this as 'A call to arms to create clarity and choice for the 21st Century TV consumer.'

*Themes: Television / Media / Gaming / Vision / Engagement / UX*

# Recommendations

Collectively, Jonathan and Dean have spoken at over 300 industry events across more than 35 countries, in the Americas, throughout Europe and across Asia. Whether delivering inspirational keynotes or lively panel moderation and debates, they always offer informative and entertaining insights with a healthy sprinkling of controversy.

They have published multiple research pieces and scholarly articles, frequently serve as industry sources for leading business and trade publications, and have been quoted in some of today's top media outlets. They are also both active on social media.

**But don't take our word for it; here is a selection of what others are saying:**



*Just wanted to thank you for your great innovative presentation in Tokyo! You ROCKED! Despite the early Monday morning session, you got the Japanese audience excited with your energetic and fun speech.*

**Ayumi Ai** | Microsoft, Japan

*I just wanted to thank you again for speaking at our meeting. The presentation was perfect! You blew everyone's mind and overwhelmed them. It was exactly what we wanted to do.*

**Steve Muscato** | Bridgestone Retail Operations, US

*We have speakers come in all the time who are leaders in the industry and experts in their field. But rarely do we have the pleasure of listening to a true evangelist who combines compelling storytelling with a real vision of where we need to be headed to help our clients be successful. That presentation was a real kick in the butt. I can't thank you enough!*

**Colleen Whitney** | Digitas Chicago, US

*My whole team was impressed by your ability to see and communicate the big picture. Along with your confident strategic vision and technical understanding, this was a key factor in the success of many collaborations.*

**Michael Schwalm** | PSM&W Media, Germany

*An outstanding and thought provoking presentation on the Internet of Things, helping people practically understand the impacts of Near Field Communication upon the media world. The highlight of our Samsung Developer Day!*

**Erin Ericson** | Samsung Media Solutions Center Europe

*All the comments we have received from the EU Ministers for Culture after the meeting are so positive and your participation was of the key importance to it being successful.*

**Laimonas Ubavicius** | EU Council, Lithuania

*The agency is still buzzing about your presentation and I can honestly say I've never had that reaction from any of our other speakers. It was exactly what we needed!*

**Cheryl Huckabay** | The Richards Group, Texas



## About Kaleidoko

As change agents, Kaleidoko brings an alternative lens to the challenges clients face in order to shift perspectives and drive optimized solutions. Backed by in-depth, global experience and knowledge about multiple forms of ventures, development, communication and outreach, Kaleidoko helps businesses achieve their true potential.

With offices in Los Angeles and London, Kaleidoko counts a roster of global brands, agency networks, industry bodies, charities and governments – from start-ups to Fortune 100 – as clients.

**kaleidoko.com**

For further information, please contact:

### **Jonathan Tavss**

Managing Partner, Los Angeles, US  
jonathan@kaleidoko.com | +1 (310) 663.8287

### **Dean Donaldson**

Managing Partner, London, UK  
dean@kaleidoko.com | +44 (0) 7827 278970

