



## Allister Frost

**The Future Ready Mindest Expert**

*"Kick Start Positive Change & Growth"*



Allister Frost is the founder of Wild Orange Media where he helps businesses adapt to our rapidly changing world. He is a specialist in emerging and future online marketing techniques and works across many industries helping marketers stay abreast of technological advances to develop future-ready capabilities.

### TOPICS:

- o The Future of Marketing
- o Digital & Content Marketing
- o Emerging and Future Online Marketing Techniques
- o The Secret Psychology of Inbound Marketing
- o Behavioural Economics
- o Social Business Reorganisation
- o Creativity

### LANGUAGES:

He presents in English.

### IN DETAIL:

Allister was previously Head of Digital Marketing Strategy at Microsoft where he set the strategic direction for future marketing for the company in the world and gave fresh impetus to brands including Xbox and Windows. A Chartered Marketer, Allister regularly coaches and trains organisations around the world. During his more than two decades of career, he has managed well-loved brands including Andrex, Huggies and Kleenex and delivered global launch campaigns for Windows. He is the founder of Internet Safety School, a community initiative designed to help parents understand the digital world better so they can help keep their children safe online.

### WHAT HE OFFERS YOU:

Allister helps companies improve marketing results by leveraging emerging channels and technologies to inspire profitable customer action. Allister shows you how to unlock exciting opportunities for individual and team growth, with practical tips to ignite curiosity, unleash open-minded thinking, and lay foundations for the bright future you deserve.

### HOW HE PRESENTS:

His successful career and his high energy presentations make Allister Frost a sought-after keynote speaker and industry commentator. An entertaining, award-winning Speaker who delivers with genuine energy, mind-shifting expertise, and priceless advice.