

2022 MONITOR Immersion Series

A month-long series that equips you with the insights, strategy, and foresights you need to win in the next normal

In 2020, MONITOR helped marketers successfully navigate a world remade by the pandemic with deep insights into how consumers reacted to the massive disruption to their lives. This year is proving to be a transitional one as we inch closer to a post-pandemic marketplace, and our 2022 Immersion Series is here to help you find the opportunities to win with consumers—both in the present state of transition and uncertainty as well as the fast-approaching and transformational future.

Every Thursday in October, our experts will introduce a new perspective focused on an opportunity area in the marketplace.

Date	Webinar	Central question	Includes
Oct. 7	The 2022 U.S. Outlook	How are Americans rebooting themselves as they build their post-COVID lives?	<ul style="list-style-type: none">– A framework for change– Deep insights into the state of the consumer– Critical brand and marketing implications
Oct. 14	The 2022 Youth Outlook	What does a Gen Z-led future look like?	<ul style="list-style-type: none">– Analysis of leading and trailing Gen Zers– How the generation is redefining work and play
Oct. 21	The 2022 Identity & Inclusion Outlook	How can businesses help create an equitable society?	<ul style="list-style-type: none">– Deep dive on equity– Opportunities among high-growth segments– Category applications
Oct. 28	The 2022 FutureView	What can you do now to thrive during future disruptions?	<ul style="list-style-type: none">– Macroeconomic perspective– The pandemic in context– Signals of the future marketplace

Investment

\$15,000 grants company-wide access to all 4 webinars, the corresponding presentation decks with speaker notes, and a 60-minute consulting session with the presenters of your choosing.