



2006

ExxonMobil



 Microsoft

citigroup 

bp



2006

ExxonMobil



citigroup



2019



amazon

Google





**Generational
Change**



**Technological
Change**



**Changing
behaviours,
expectations,
and
circumstances**

GLOBALIZATION

quality Asian Cuisine to go

SECOND



quality Asian Cuis

950-1688 RiceBowl

Fresh 473-7

PIZZA

Signature PLACE



FINE

LOL
- NETFLIX

078

GET YOUR SHIFT TOGETHER

GENERATIONAL CHANGE AND IT'S IMPACT ON
MEETINGS AND HOSPITALITY PROFESSIONALS

DAVID COLETTI, CEO

ABACUS DATA

JANUARY 2020



Obama's New Boss / 2011 McCain vs. Brzezinski / PLUS: Summer's best movies & more

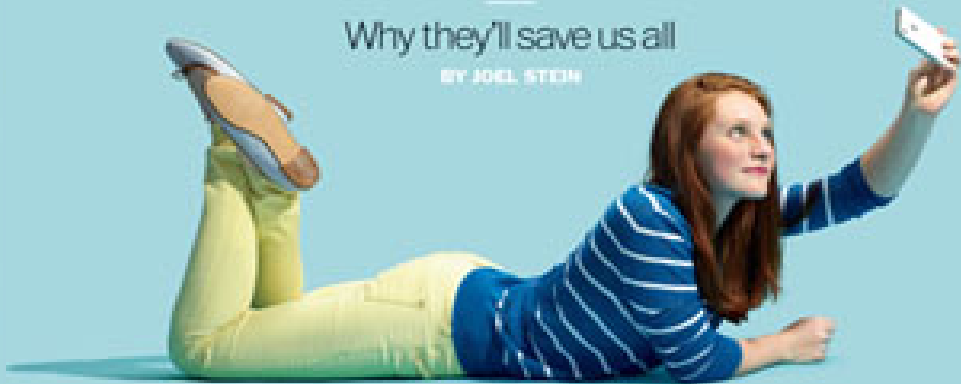
TIME

THE
ME ME ME
GENERATION

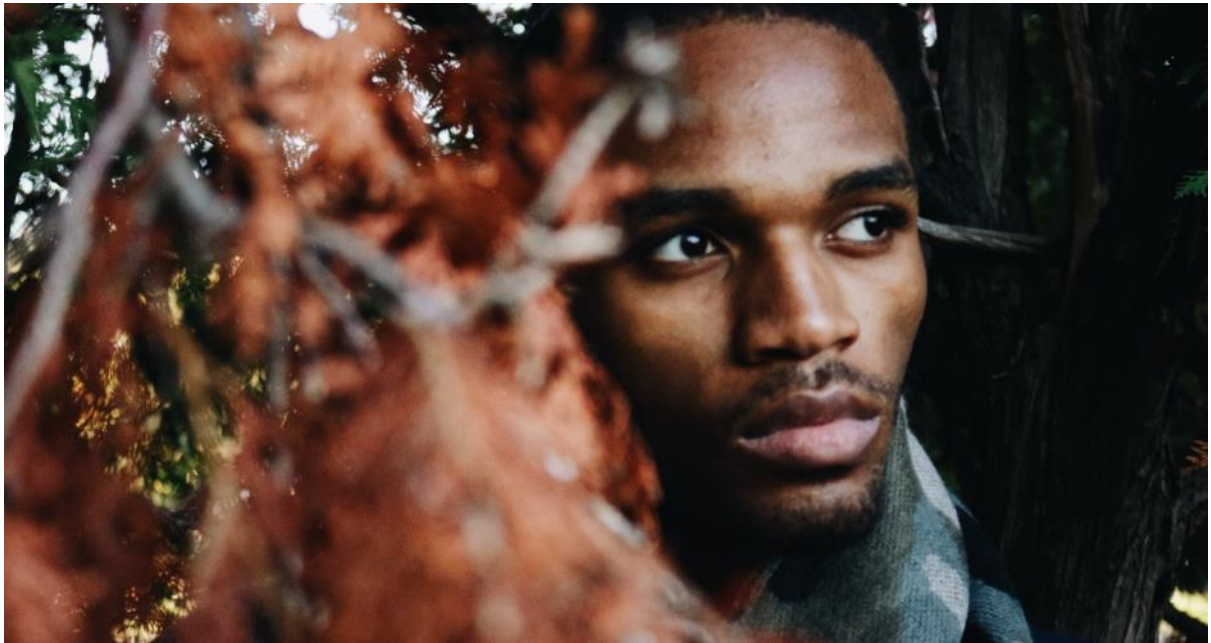
Millennials are lazy, entitled narcissists
who still live with their parents

Why they'll save us all

BY JOEL STEIN



DO MILLENNIALS
HAVE THE WORST
BRAND OF ANY
GENERATION?

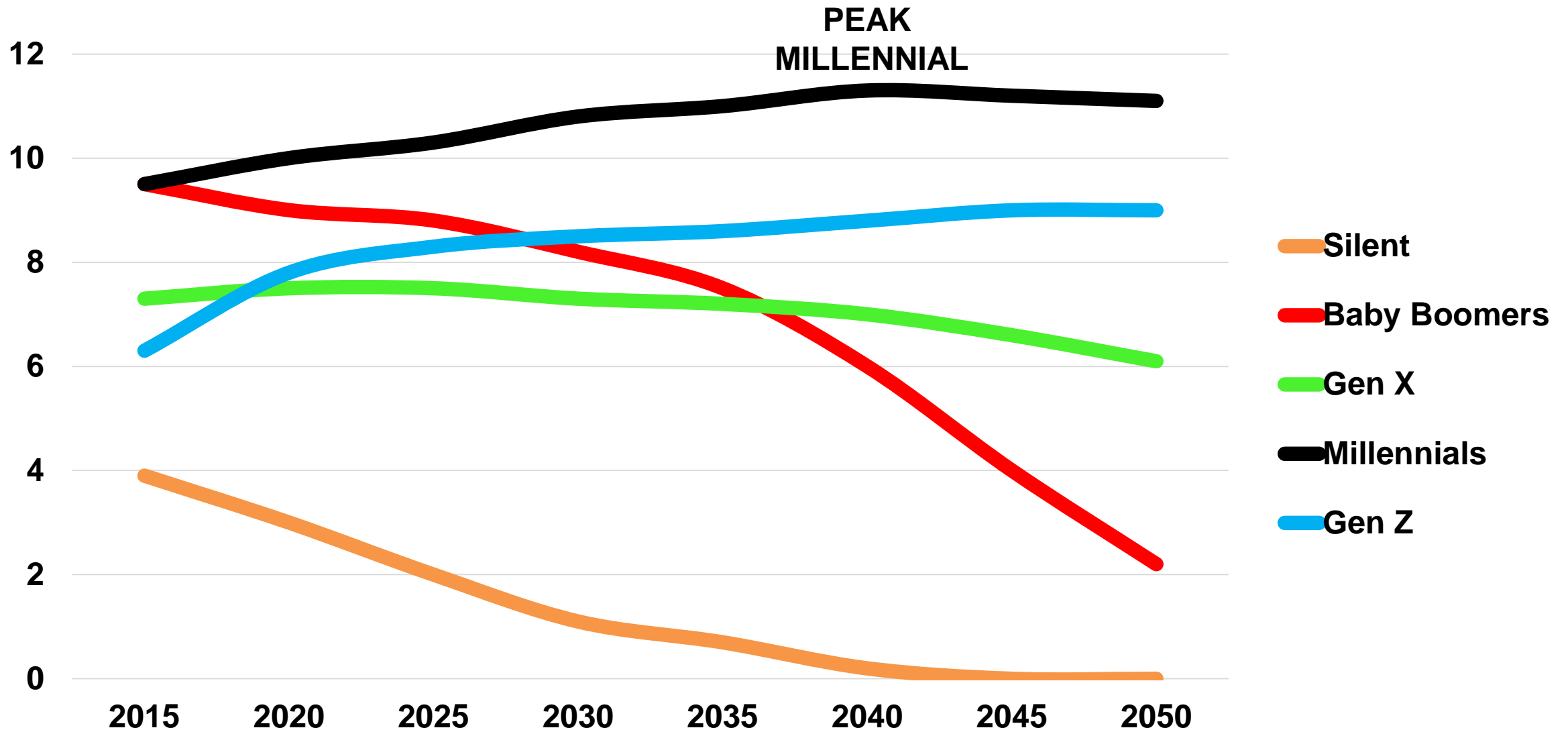


**Estimated Canadian
Millennial Population:
10.7 Million**

**% of Canadian
Population:
29%**

**New Millennial households
formed annually
270K**

PROJECTED POPULATION BY GENERATION





i am
making
a difference





UPBRINGING



WANT
NEED
DREAM
LOVE
DESIRE



85%

**Growing up, many people
told me that I could achieve
anything I wanted.**

Source: Abacus Data, Oct 2015, n=1,004



A man with glasses is shown in profile, looking at a smartphone. He is sitting on a rooftop or balcony, with his arms crossed. The background is a blurred city skyline at night, with various buildings and lights visible. The text is overlaid on the image in white, bold, sans-serif font.

Instant Reaction

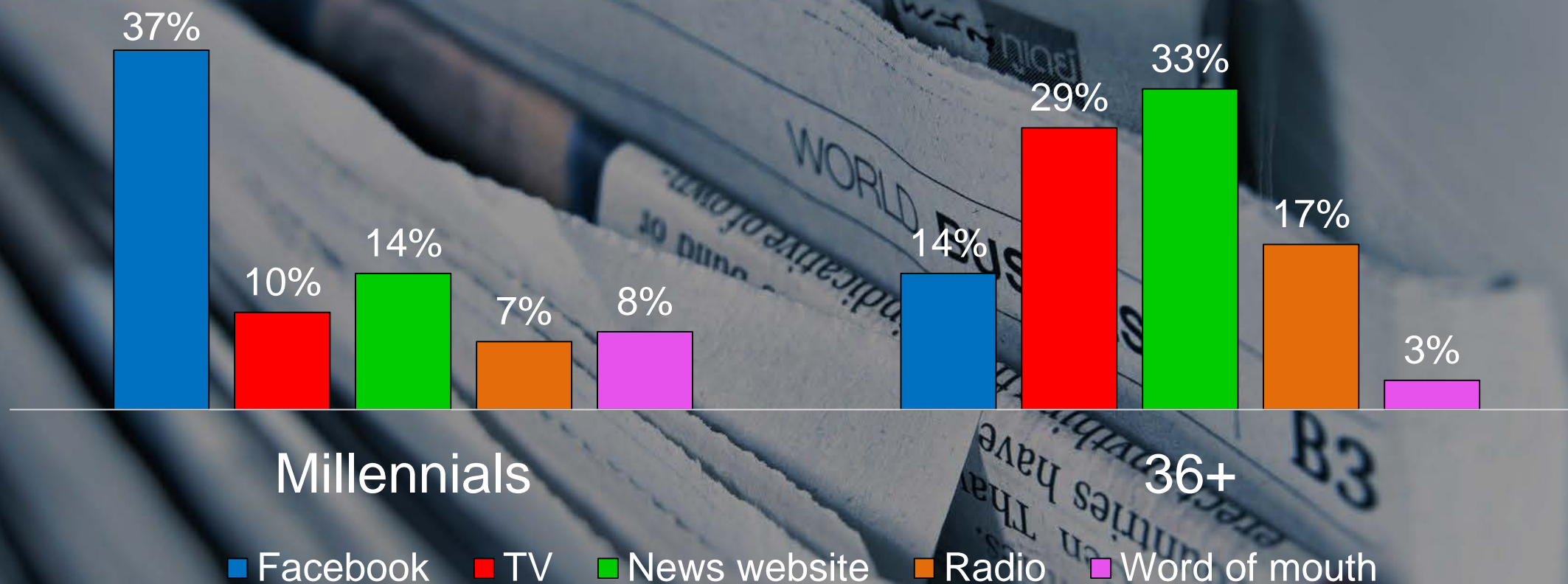
Referrals / Reviews

**Sharing
Economy**

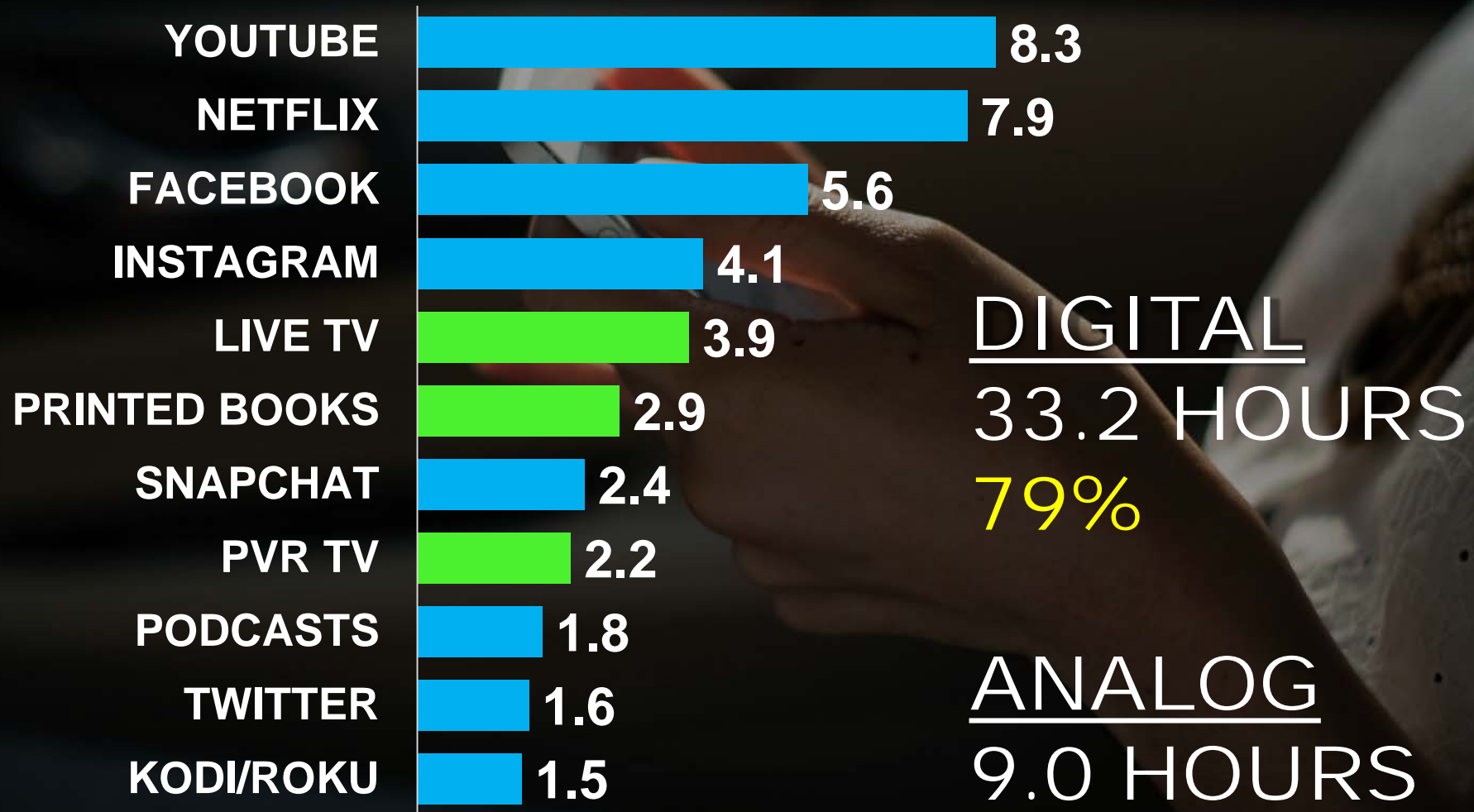
Amplification

Declining Deference

If a major news event occurred, where would you most likely hear about it first?



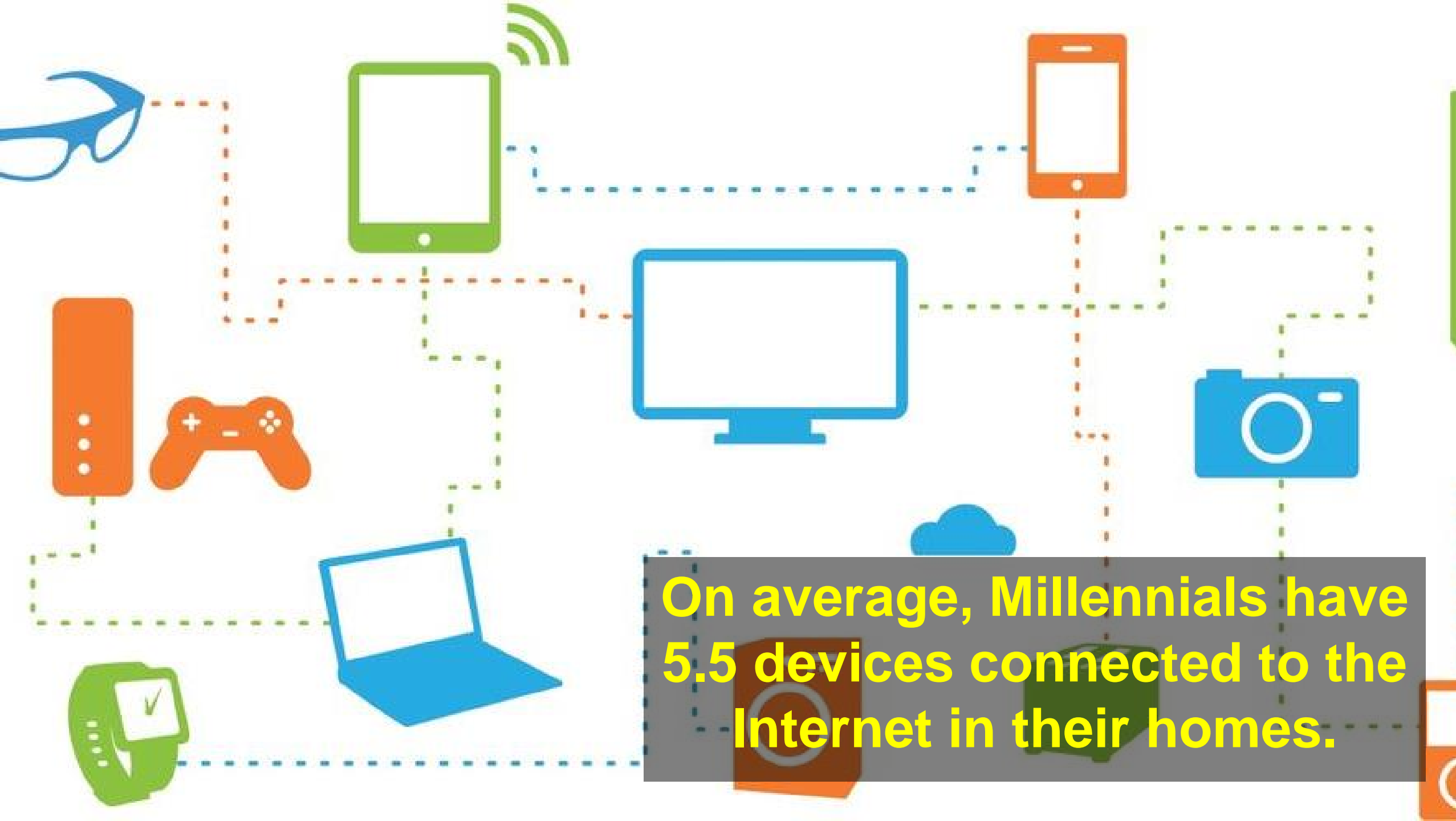
HOURS SPENT PER WEEK ON...





THE EDGE / FASTER, SMARTER, HARDER

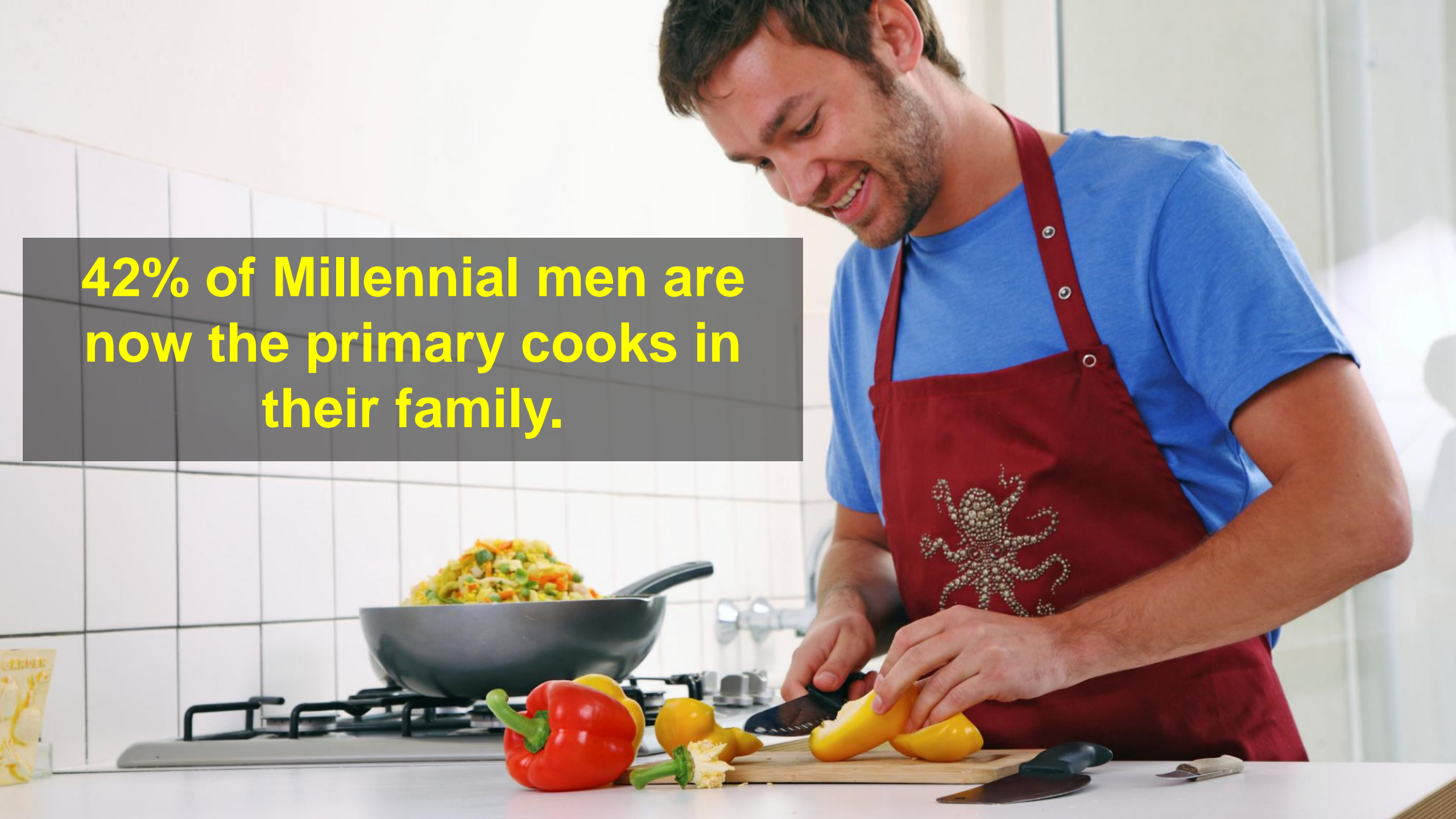






**94% of Canadian Millennials
own a smart phone.**

**42% of Millennial men are
now the primary cooks in
their family.**



A hand is holding a circular lens in front of a blurred landscape background. The lens shows a clear view of a landscape with trees and hills. The text 'The SHIFT Lens' is overlaid on the lens. 'The' and 'Lens' are in white, and 'SHIFT' is in large yellow letters.

The **SHIFT** Lens

Self-educators and image driven

Hopeful but increasingly anxious

Impact and passion

Feedback, personal and custom

Transparency and control.

SO WHAT?



The background of the image is a dark, out-of-focus scene filled with numerous circular bokeh lights. These lights vary in color, including warm oranges, yellows, and reds, as well as cooler blues and greys. They are scattered across the frame, creating a soft, atmospheric glow. The text is centered over this background.

**WHAT ARE THE LESSONS FOR
MEETING AND HOSPITALITY
PROFESSIONALS?**

AS ATTENDEES & CLIENTS



AS EMPLOYEES



A glowing red sphere is centered in the image, with numerous blue, wavy lines radiating outwards from it, creating a dynamic, energy-like effect. The background is black, which makes the red and blue colors stand out.

**IS YOUR CONTENT
DEEPLY ENGAGING,
INTERACTIVE, AND
VARIED?**

IS YOUR MEETING
DIGITAL FIRST?

A photograph of a wind farm with several white wind turbines on a green field under a clear blue sky. The text is overlaid in the center.

**IS SUSTAINABILITY AT
THE CORE OF YOUR
MEETING?**

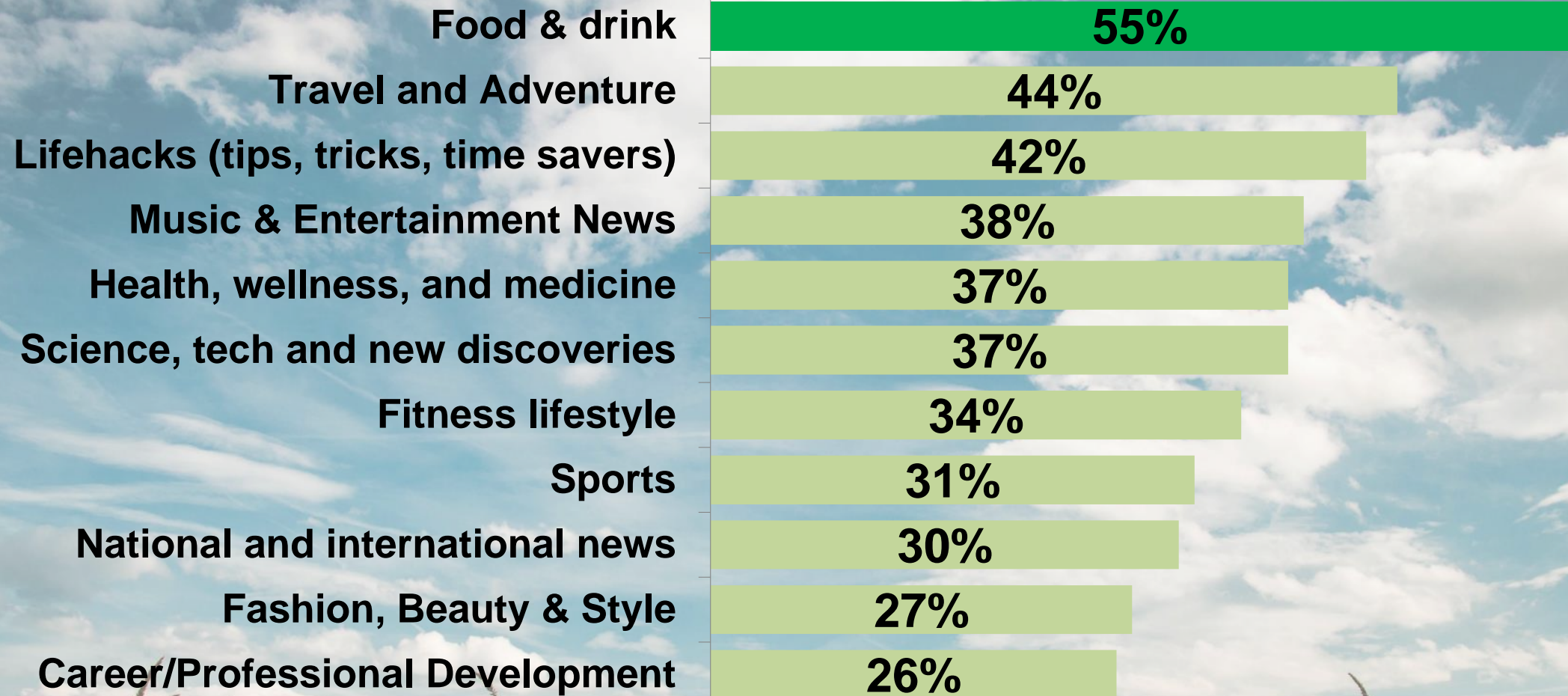
A close-up photograph of a white plate filled with a pasta dish. The pasta appears to be a wide, flat ribbon shape, possibly farfalle or a similar variety. It is topped with fresh green sage leaves and sliced mushrooms. The background is a dark, textured surface, likely a wooden table. The text "CAN YOU ENTICE THEM WITH EXCITING FOOD EXPERIENCES?" is overlaid in white, bold, sans-serif capital letters across the center of the image.

**CAN YOU ENTICE THEM
WITH EXCITING FOOD
EXPERIENCES?**

A woman with long brown hair, eyes closed, holding a small plant, sitting at a table with food and a yellow cup.

**“MILLENNIALS ARE ACTIVELY, PURPOSEFULLY
INTEGRATING FOOD INTO THEIR LIVES AND
GIVING IT DAILY ATTENTION—AND VALUE—IN A
DIFFERENT PROPORTION THAN ANY PREVIOUS
GENERATION.”**

- EVE TUROW, GENERATION YUM



DO YOU CONSIDER YOURSELF TO BE A FOODIE?

50%



MILLENNIALS

30%

EVERYONE ELSE



SOURCE: Abacus Data, 2019 North American Food Service Survey – USA & CANADA

ABACUS DATA

WHAT WE DO AND ASPIRE TO DO...



MILLENNIALS



EVERYONE ELSE

EAT MORE ORGANIC

47%

31%

EATING LESS ANIMAL PROTEIN

41%

32%

FOLLOWING KETO DIET

26%

9%

EATING VEGAN

27%

12%

SOURCE: Abacus Data, 2019 North American Food Service Survey – CANADA

A high-angle, wide shot of a large, crowded indoor event space, likely a conference or networking event. The room has a high ceiling and large windows on the left side. The floor is dark and polished. Numerous people are scattered throughout the space, some standing in small groups, others walking. In the background, there are several banners and booths. A prominent blue banner on the left reads "PRODUCT SCHOOL" and "UNDERSTAND EVERY USER'S JOURNEY WITH INSTANT INSIGHTS". Another blue banner on the right reads "PRODUCT SCHOOL" and "BUILD A BETTER PRODUCT". A tall orange banner on the far right reads "workfront". The overall atmosphere is busy and professional.

**IS YOUR NETWORKING
OPPORTUNITIES
COMFORTABLE AND
INCLUSIVE?**

STARTING POINT

ANSWER THIS QUESTION:

IF I WORK FOR YOU,
WHAT DOES THAT SAY ABOUT
WHO I AM?

YOU WORK...

~~FOR ME~~

WITH ME

HAVING ME AS AN EMPLOYEE IS A...

PRIVILEGE



BUILDING A **MILLENNIAL-FRIENDLY** EMPLOYER

05 FEEDBACK

PROVIDE CONSTANT FEEDBACK AND RECOGNITION FOR MY EFFORTS, WORK, AND IMPACT. I WANT OTHERS TO KNOW THAT I'VE STEPPED UP.

04 SEAMLESS

DIGITAL FIRST MENTALITY AND SEAMLESS INTERACTIONS REDUCE FRICTION AND MAKE MY PARTICIPATION EASIER.



INTENTIONS 01

CLEAR, AUTHENTIC INTENTIONS TO ENGAGE WITH ME.

PURPOSE 02

WHAT'S THE WHY? HAVE A CLEARLY ARTICULATED AND WELL COMMUNICATED PURPOSE THAT CONNECTS MY INTERESTS.

OPENNESS 03

ARE YOU GENUINELY OPEN TO DIFFERING OPINIONS? WILL MY PARTICIPATION REALLY MAKE A DIFFERENCE?

FINAL THOUGHTS

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