



**Exclusively represented  
by The Lavin Agency**

## **David Baxter**

Executive Director of the Urban Futures Institute  
Demographics, Life Cycles & Life Styles: Practical  
Strategies For Reaching Consumers Today And In  
The Future

---

Futurist. Demographer. Economist. All of these words could describe David Baxter. Yet none would fully capture the breadth of his insight into today's business challenges. The Executive Director of the Urban Futures Institute, Baxter is one of that rare breed of business thinkers who has the desire and the ability to conduct original research into business trends - but who also possesses the outstanding presentation skills needed to deliver the conclusions in an entertaining and meaningful way.

Since stepping away from management activities with Urban Futures in 2007, he has divided his time between traveling in Asia and Europe and building ever complex economic and demographic projection models. Trained in economics, finance and systems theory, he regularly presents the results of his research to national and international audiences. He is the Global Mobility Expert for the Employee Relocation Council based in Washington DC, an honorary life member of the Mortgage Investment Association of BC, and a member of the BC Budgetary Transparency and Accountability Act Review Panel.

### **Select Keynote Presentations by David Baxter**

*Demographics, Life Cycles & Life Styles: Practical Strategies For Reaching Consumers Today And In The Future*

Baxter helps you know your customer in an age when, supposedly, mass marketing is over. Tailoring his research and his discussion to your particular organization, he explains how and why consumers are clustering in niches that seek individualized products and services. In a fragmented market it is not enough to know about demographic changes in a general sense; to succeed, you will need to focus on the demographic, life cycle and life style shifts within your market niches. Baxter helps you focus, taking the time to provide the right information for your business.

*The Workplace and Workforce of the Future*

The slogan "the end of work" is as false as it is catchy. The reality is that there will be an abundance of work in the future, in both the traditional and the new economies. Baxter brings his thorough demographic analysis to this vital topic, refuting common predictions and explaining the subtleties behind the numbers. Retirement of the war babies and the baby boomer generation may mean significant replacement demand for employees, particularly in the skilled sectors, while economic growth and change will mean increased net demand for workers. What will be different in the future will be the nature of work, of the skills workers require, and of the places they work in. Baxter takes us into this work world of the future.

---



*Customized Presentations on the Future of Your Industry, Profession, or Region*

Baxter's extensive database of research and his network of contacts in industry, government, and academia allows him to develop and deliver customized presentations on virtually any industry, profession, or region --from financial services, to consumer goods, to health care or philanthropy, he has the skills and the resources to make you change the way you think about the future of your business.