

“My job is to help you catch the next wave, before it catches you.”

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Michael Tchong

Founder & Trend Analyst, Ubercool Inc.



Throughout his career, Michael Tchong has been riding the latest waves. Demonstrating his intuitive ability to decode the future, Michael founded five start-ups, leveraging such fast-moving trends as desktop publishing, personal information management, multimedia, Internet research, online marketing and branded entertainment.

His unique ability to spot emerging trends was honed at such iconic ad agencies as DDB, McCann-Erickson and Chiat/Day. After a successful career in advertising, publishing and software, Michael developed a remarkable new skill for creating premium brands, literally from his kitchen table, a testament to his ability to motivate not only himself but also those around him.

Now Michael is sharing his talent for staying ahead of the pack to help businesses and working professionals harness the potential of trends and innovations. His extraordinary market insights, plus a natural ability to entertain and galvanize audiences have made Michael a big hit on the speaking circuit, while cementing his reputation as one of the great forward thinkers of the information age.

“Michael was entertaining and engaging and brought a lot of substance to our meeting. He truly connected with the group and made us pause for a moment and look at things in a different light.”

Jon Luther, Chairman and CEO, Dunkin’ Donuts

“Spot-on, funny and occasionally irreverent, Michael Tchong was easily the highest rated speaker at our Leadership Summit!”

Janet Branton, Senior Vice President, National Association of REALTORS

“Michael offered compelling insights into the trends of global society, challenging our thinking about how to serve tomorrow’s customers. His style is entertaining and engaging.”

Jay Witzel, President and CEO, Carlson Hotels Worldwide, Regent



SPEAKING TOPICS

“I’m Going to Tweet You Up: Managing A Changing Social Dialog”

The social dialog is changing. And this social revolution is rewriting the rules of success.

Key takeaway: How to successfully navigate the choppy waters of sweeping change.

“Engage Me: How Social Engagement Marketing Will Revolutionize Your Business!”

Social media and a host of new social trending tools are leading to a marketing upheaval.

Key takeaway: How to evolve into a truly effective social media marketer.

Selected Speaking Engagements 1996-2009

AAAA/ANA	CIBC	InnoTown	Not Your Average Joe's
ABRASCE	Citadel	Institute for the Future	Omnicom Group
Accor Hotels	Clio Interactive Awards	Internet Advertising Bureau	Online Marketing Düsseldorf
ad:tech	CMO Summit	Internet World	Ottawa News Papers
Adweek	Consumer Goods	Irish Institute of Marketing	PICNIC
Alexander Ogilvy	Diageo	Logitech	Preferred Hotels
American Planning Association	DoubleClick	Luxury Home Marketing	San Francisco Visitor's Bureau
Apple	Dunkin' Donuts	Malaysia Star, The	Sennheiser
Aruba Tourist Authority	Evian of North America/Danone	Manatt, Phelps & Phillips	Seoul Tourism Awards 2008
Ask Jeeves	Florida Venture Capital Assoc.	Mediserve	Shangri-La Hotels
Bankrate	Future Trends/IIR	Magazine Publishers Association	Singapore Economic Develop. Board
Barclay's Bank	GTE Interactive Media	McKesson	Six Senses Spas & Resorts
BOMA	Grey Advertising	Merck	SMG United
Bonneville International	Harrar's Entertainment	Microsoft Leadership Forum	Sonacom
British Consulate of Hong Kong	Harvard Business Club	Millward-Brown	TAP Pharmaceutical
Busch Entertainment	Henry Ford, The	MindShare	TBWA/Chiat/Day
Cadillac/General Motors	Hospitality Financial & Techn. Prof.	MPA	TeleFrance1
California State Automobile Assoc.	HSMIAI	MSN	Toyota
Canadian Marketing Association	IDG Books	National Association of REALTORS	Variety Interactive Marketing Summit
Canon U.S.A. Inc.	Int'l. Council of Shopping Centers	National Retail Federation	VISA Europe
Carlson Group	Johnson & Johnson	Neutrogena/Johnson & Johnson	Whirlpool
Chick-Fil-A	IAAM	Newspaper Association of America	U.S. Marine Corps/JWT
Christal Radio	Inman Real Estate Connect	Newsweek	Yahoo!