

**T C M**  
**CHEESEWRIGHT**  
APPLIED FUTURIST



*Tom Cheesewright is a speaker who scares and inspires people in equal measure, with his clear and powerful stories of tomorrow. Using his unique 'Futurist's Toolkit' he can turn his analytical eye to any industry, impressing the audience with his deep understanding and giving them a unique take on where they are heading.*

## Biography

Tom Cheesewright is the Applied Futurist, helping people and organisations around the world to see the future more clearly, share their vision, and respond with innovation. Tom will help you and your audience to connect tomorrow's world to today's experience, and make sense of what's happening next, and why.

Tom's clients include global 500 corporations, government departments, industry bodies and charities. Using a unique set of tools that he developed, and now teaches and licences to others, Tom finds the critical intersections between today's macro trends and the existing stresses in each client's organisation and sector.

These are the points at which the greatest change will take place.

## Book Tom For...

### **SPEAKING**

Tom will bring a fresh vision of the future to your conference or event

### **CAMPAIGNS**

Tom tells original stories of tomorrow as a content creator & spokesperson

### **BROADCAST**

Tom is an experienced on-air performer, for radio, TV or corporate work

# Profile

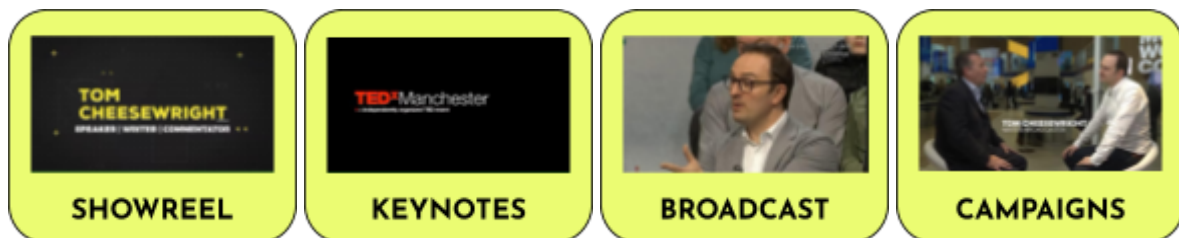
Tom is a frequent presence in the media, his face, voice, and unusual name recognisable from weekly appearances on TV and radio including BBC Breakfast, Channel 4's Sunday Brunch, 5live, Radio 4, and TalkRadio, and in The Guardian, The Times, and The Evening Standard. He has now amassed more than two thousand broadcast appearances in total.



Tom's global client base includes:



## Example videos



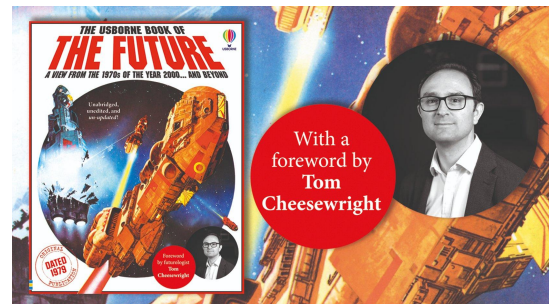
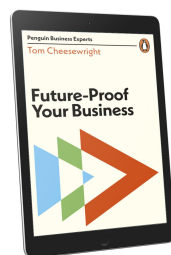
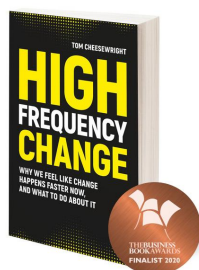
# Publications

Tom's first book, High Frequency Change, was published in 2019 by LID Publishing and shortlisted for the Business Book Awards 2020 in the 'Leadership for the Future' category.

Tom's second book, Future-Proof Your Business, was published by Penguin in July 2020 and recommended by the Financial Times as one of its business books of the month.

Tom has provided the foreword to reissue of the classic Usborne Book of the Future (June 2023) and is working on a series of children's books about the future with Usborne.

He has also contributed to other publications, including the collection Aftershocks and Opportunities - Scenarios for a Post-Pandemic Future.



# Topics

Tom is most frequently asked to address 'The future of...' the industry or sector to which he is speaking. He can prepare tailored talks for any sector using his Intersections methodology. In the past he has successfully applied this approach to cars, construction, energy, food, sports, retail, and even superyachts!

Tom also speaks frequently on the following subjects:

- **High Frequency Change:** *why we feel like change happens faster now, and what to do about it*
- **Infinite Choice:** *how technology has lubricated innovation creating an explosion of choice. How will brands – and consumers – respond in the future?*
- **How to future-proof your business:** *building sustainable success in an age of high frequency change*

# Photography

You can download the latest pack of high-resolution photos of Tom for your marketing activity below. This pack is updated as new pictures become available so please check back occasionally for the latest shots. A full image gallery is also available.

[DOWNLOAD IMAGE PACK](#)

[VISIT GALLERY](#)

# What do you get when you book Tom to speak?

Tom is most commonly asked to keynote but he is happy to chair panels or interview other speakers on stage, while he is at the event.

Tom is an experienced speaker with an audience of his own who is happy to work with you to help you promote your event.

This can include:

- Pre-event video
- Co-operation in pre-event PR and media interviews
- Contributed articles for event blogs or programmes
- Promotion on social media (~15,000 Twitter followers, 6000+ LinkedIn connections with high proportion of senior leaders)

<https://www.linkedin.com/in/tomcheesewright/> | <https://twitter.com/bookofthefuture>

## Technical Requirements

Tom presents using a small number of PowerPoint slides with no audio or video included. Comfort monitor and timer welcome but not required. Tom prefers a clip/lavalier microphone but can work with handheld or podium mic if required by the event setup.

**Languages:** English

**Introduction:** *“Tom Cheesewright is the applied futurist, helping people and organisations around the world to see the future more clearly, share their vision, and respond with innovation. He is a consultant, training and advising global 500 companies, governments and industry bodies, a writer of two books on understanding the future, and a frequent face and voice on TV and radio, appearing over 2000 times to offer insight into tomorrow’s world across the BBC and other broadcasters.”*

## Fee Guidelines

All fees exclude VAT and expenses.

Speaking	Campaigns	Broadcasting
<i>Based on a 40 minute keynote &amp; Q+A</i> <b>UK:</b> £12,000 <b>Europe:</b> £13,500 <b>RoW:</b> £16,000	Starting from £1200	Fees on enquiry



# Feedback

*“Tom really delivered what we asked of him in our future focused keynote, leaving our audience re-evaluating their business’ ability to adapt into the future with some key learnings from global industries. Tom was also great to work with ahead of the event and was an excellent chairman on the day, neatly tying the threads of different sessions together to give a lot of insight for our audience.”*

**Catriona Smith, World Rail Forum**

*“On behalf of BTC, I would like to thank you for the stimulating speech you held on our Sales Meeting in Prague. You gave an engaging talk that featured a good mixture of technical issues and practical examples. The insights you shared with the audience also on a personal level, made your speech truly entertaining and opened up the opportunity for a lively debate.”*

**Marko Grozdanic, Managing Director, BTC Europe GmbH**

*“It was great working with Tom to make Britain faster, bring the trial to life and capture the possibilities of hyperfast speeds. Tom understood what we were trying to do and added real value in the briefings.”*

**Richard Sinclair MBE, Executive Director for Connectivity at Virgin Media**  
(following joint media interviews for Virgin High Speed Internet Launch)

*“Tom’s keynote and his following on-stage interview were engaging, eye opening and thought provoking. Tom’s approach and seamless presentation of relevant content hit the mark on all levels and were insightfully reflective of the conference’s key themes.”*

**Stuart Gilroy, Editor, Comms Dealer** (following keynote at Comms Vision event)