



thenetworkone Leadership Seminars - Planning and Strategy: from Art to Science



**Seminar 2: 'Solving the Depth Deficit: Engaging consumers with Behavioural Science'**

Abigail Rendin, Olson Zaltman, USA

For all agency staff

Monday 8<sup>th</sup> March, 14:00 UK

**Content summary**

- What is the Depth Deficit?
- Why is there a Depth Deficit?
- How can marketers overcome the Depth Deficit?
- Tactics for overcoming the Depth Deficit that you can start applying tomorrow

**About Abigail**

Abby has two decades of experience working with billion-dollar brands to develop game changing strategies in more than 25 countries across Africa, Asia, Australia, Europe, Latin America and North America.

Fluent in Spanish, with a background in Cultural Anthropology, she seeks to cultivate innovative solutions for clients that leverage rigorous Behavioural and Mind Science methodologies and thinking to help clients win.

Abby's fun and creative facilitation style keeps audiences engaged at the numerous national and international conferences she has spoken at.

Her film credits include appearing in Oscar-nominated, Morgan Spurlock's film *The Greatest Movie Ever Sold*.

Abby holds a B.A. in Anthropology and a B.A. in International Studies both from Penn State University.