

Understanding Generation Z as Students

Engaging with Today's Learners



The future of education is shaped not just by the technological changes but also the sociological changes. Indeed an understanding of the learning styles, attitudes, and expectations of these 21st Century students is critical to effectively engaging with them.

Today's students - Generation Z - are not only growing up in very different times, but they have different characteristics, values, and priorities. Based on the latest research Mark will provide us with a better understanding of Generation Z, and give us a glimpse into their future. He will share insights into the motivations and learning modalities of today's students, and equip participants with practical strategies to effectively communicate with them.

From the emerging workplace expectations to creating the right learning environment: see what works best with this generation.

Key issues:

- Understanding the attitudes & values of **today's students**.
- Strategies to **communicate & engage** with the emerging generations.
- Multimodal communication: reaching the 3 learning channels.
- **Maximising retention**: dealing with declining attention spans.
- **Motivating & involving** today's learners.
- **Flexible delivery**: integrating new technology with these new students.
- **Education in 2020**: emerging careers, changing classrooms.
- The impacts of an **ageing population & changing social structures**.
- **Connecting with Generation X parents & teachers**: what works best?

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Mark McCrindle is recognised as an international generational expert.

Mark is a Qualified Practising Market Researcher (QPMR), and so has his finger on the pulse of today's generations. Organisations commission Mark to conduct research and then speak or consult with them to help them better understand and engage with the ever-changing market segments.

Mark graduated from the University of NSW with a BSc (Psychology), and he has completed a Masters degree majoring in Social Trends. He is the Director of the social research agency McCrindle Research Pty Ltd, which specialises in generational studies across the Asia Pacific.