

Digital Lunch & Learn launches for 2021.

Digital Director, Louise Booth launched the first in her series of “Lunch & Learn” webinars for 2021.

Setting the bar high, the audience was both informed and inspired by guest speakers from creative agency [TMW](#).

In this one-hour discussion, TMW presented three topics including:

1. **How to talk to people post-Covid** What does the future look like as we go “back to different” and how people are thinking and feeling about it?
2. **Latest consumer passion points** Covid shifted the importance of the brand purpose. Now people want to see brands build on positive outcomes of the pandemic.
3. **Influencer landscape and trends** Influencer marketing is stronger than ever, but platforms are evolving and then influencer landscape is maturing.

We’ve recorded the entire session for those not able to make it and broken it down into five small bite-size chunks to absorb in your own time. For further information, [click here to view their presentation deck](#).

Not limited to just brand or digital people, this is highly recommended viewing. We encourage you to watch and provide feedback. Creating conversation threads in this article's comments section is a great way to share, influence, and inspire one another.

Click on the hyperlinks to view each video:

1. [Louise Booth introduces](#)
2. [How to talk to people post-Covid](#)
3. [Latest consumer passion points](#)
4. [Influence landscape and trends](#)
5. [The Q & A Session](#)