



'Lucy impressed our audiences with her fast-paced, vibrant and thoroughly entertaining speech. She is a wonderful storyteller, delivering clear messages with candour, humour and a realness that is often missing on the corporate speaker circuit.'
Australian Finance Group

CHASING CERTAINTY: the neuro-gamification of trust

Lucy Bloom led a creative advertising agency for 20 years, developing strategies for everything from concrete and bikinis to deodorant and luxury property. AND she's raised millions for hospitals and health centres where the 'buyer' receives nothing but a warm fuzzy and a tax receipt.

In the era of deepfakes, data breaches and relentless digital noise, the modern buyer has developed a hyper-sensitive BS detector and a sophisticated nose for AI slop. And with infinite choice, the ultimate commercial currency is certainty.

In this fast-paced keynote speech, Lucy reveals the science of trust and certainty that turns skeptical prospects into fiercely loyal stakeholders in success.

Take-homes include but not limited to:

1. Understand the exact chemical cocktail that drives human decision-making and learn how to trigger it ethically to bypass hesitation and tap into certainty
2. Discover how to redesign the customer journey to make a choice feel rewarding, memorable and friction-free
3. Learn practical strategies to build trust from the very first touchpoint, moving clients from interested to invested with surety
4. See how humanity trumps machine generated funnel journeys every. single. time.