

DR

AMNA KHAN
ENGAGE • INSPIRE • EDUCATE

PHD (MARKETING TRUST DEVELOPMENT)

- International speaker for conferences and global brands.
- Consumer behaviour educator
- Scholar – practitioner translating leading consumer research into actionable strategies.
- Author of scientific research-based journal articles

AS SEEN ON

BBC

itv

5

NETFLIX

4

CGTN

CTV NEWS

DR AMNA KHAN

Dr Amna is a leading consumer behaviour expert. She is known for ability to convey complex ideas from the latest consumer behaviour/ psychology research with clarity, translating academic theory into actionable outcomes.

She is engaging speaker, who blends market insights with academic research. As a scholar-practitioner, she draws on her PhD research in trust building and 20 years of experiences as educator of directors and managers of global brands.

SPEAKING THEMES



Consumers belief and behaviours



Building consumer trust in a trust recession



Growing your business through building trust (B2B)



Connecting with consumers



Building trust in the creator economy



Building trust through personal brands

WHAT **DR AMNA** IS BEST SUITED FOR?

Events where the goal is to understand the consumer, what drives their behaviour, and how to build more resilient businesses and brands. Using consumer trust to strengthen loyalty and build consumer advocacy.

DR AMNA SPECIALIZES IN

- Leadership conferences and summits
- Professional and industry events
- Executive and founder events
- Woman's events – Insights into a British Powerlifting Champion and National deadlift record holder



TESTIMONIALS

Amna was so good we have invited her to our next Seminar to talk again, and many people in the room booked her to talk at their conferences after her exceptional performance. I can only recommend this incredibly knowledgeable expert.

SUSANNAH SCHOFIELD OBE

Director General, Direct Selling Association



Working with Amna was a reminder of what great speakers actually do. Amna was open, thoughtful, and incredibly easy to collaborate with throughout the planning process. She brought real passion to the topic, created authentic energy in the room, and made the conversation feel human rather than scripted. We would love the opportunity to partner with her again.

RACHELLE SOKAN

Chief Marketing Officer, Sparks



Having witnessed Dr Amna contribute to various panels and speak at industry events, I can say that she is a superstar. Dr Amna delivers her insight in a considered and audience-conscious manner, tailoring her comments to the topic and individuals in the room.

LAUREN SOMERS

Partner & Chartered Trade Mark Attorney at HGF



My team and I had the pleasure of working with Dr Amna Khan her relaxed and confident authority was a masterclass in how to connect with her audience. She read the room, sparked curiosity, and kept every attendee leaning in. She was an absolute asset to our event and I can't wait to work with her again. Our delegates loved her! What she doesn't know about retail consumer behaviour probably isn't worth knowing.

KAREN HOWARD

Managing Director, The Retail Bulletin



Dr Amna Khan is incredibly knowledgeable and up to date about her subject, as well as being an enthusiastic and motivational contributor to a panel discussion. I have heard Amna speak live and on TV many times, so was thrilled to have her join us at Brabners for our thought leadership campaign about ESG in the retail sector. She is a delight to work with and an inspiration! Thank you Amna

HELENA DAVIES

Partner, Brabners



Amna is a force of nature. Not just an expert in the field of consumer behaviour and an insightful commentator and explainer of trends – she is also an inspiring and compelling speaker, able to relate to diverse audiences. She is a natural and gifted teacher, and brings knowledge, optimism, wit and empathy to every conversation, making her a delight to work with.

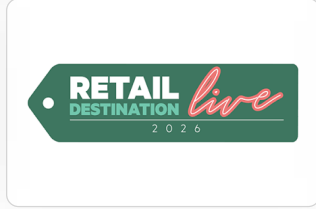
HILLARY BERG

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MEDIA APPEARANCE



BBC BREAKFAST



ITV NEWS



MORNING LIVE



BBC BREAKFAST
Christmas Adverts



ITV NEWS
TicketMaster



BBC NEWS
Cost of Christmas dinner prices.

ENQUIRE ABOUT KEYNOTES WITH

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