

The Belonging *Economy*

Technology scales connection. It doesn't replace belonging.



BOOK EMILY

ABOUT THE TALK

As more of work and life gets automated, the places where people feel known become more valuable, not less. Emily has spent years building communities, memberships, and movements, including Switch Society, which has 769 paid members and a physical space in Billings, Montana. This talk explains why belonging is becoming the thing people pay for, and why the organizations that get this will outlast the ones that don't. It's practical, not nostalgic.

YOUR AUDIENCE WILL LEAVE WITH

- 1 The difference between connection (easy to scale) and belonging (has to be built by people).
- 2 Three signs your customers or team feel like an audience instead of members.
- 3 One change you can make this quarter to give people a reason to show up in person.

TEDX SPEAKER

The Future of Fashion: What If Clothing Were Free

TEDxBillings, December 2024 · Watch: youtu.be/ZGhgiAEIf-E

IDEAL AUDIENCE

Leadership and future of work events, association conferences, HR and culture teams, community builders, economic development groups.

FORMATS

Keynote: 30 to 45 minutes. Story, framework, Q&A if time allows.

Workshop: 90 minutes. Teams audit their own community and pick one fix.

ABOUT EMILY

Emily Petroff is the founder and CEO of Switch Society, a circular wardrobe from Billings, Montana. TEDx speaker, master's in psychology, speaking for more than a decade. She built its platform with AI.

769

paid
members

319,000+

items
circulated

3,100+

community
members

PRESENTED AT



MONTANA'S NEWS LEADER
BILLINGS



BOOK EMILY TO SPEAK

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