

Garnering order from chaos in 2015

'The State We're In' is an annual trend presentation by Dion Chang, an innovator, creative thinker, visionary and renowned trend analyst.



The theme for the 2015 - Q1 presentation is, 'Disorder - the way of the New World Order'. The year started with massive disorder in Paris and, while the attacks could be seen as 'political', disorder can be seen across the board: economically, socially, environmentally and technologically.

The presentation provides a comprehensive snapshot of trends that are changing the way we live, work and play and tracks the trajectory of six-macro trend pillars that affect all aspects of modern life: technology, retail & consumer mind-set, global and local economic indicators, the political landscape, environmental issues, and finally socio-cultural trends.

It is one of the most comprehensive trend overviews available and many business managers attend the presentation as it provides an executive summary of trends that are affecting business and social dynamics.

Overview

This presentation, structured on the acronym TRENDS, will join the dots in the following trend pillars and give businesses a degree of clarification in a world where disorder reigns.

- **T (technology):** The rise of the machines: proof of how robots, drones and wearable tech are already disrupting industries.
- **R (retail and marketing):** The evolution of social media commerce, and how "deep learning" is evolving using deep pizzas.
- **E (economy):** The hourglass economy manifests in the travel industry and why Uber is the benchmark case study for business disruption.
- **N (natural world):** Delayed parenting, the rise of the egg freezing party and the arrival of digital healthcare in SA.
- **D (diplomacy):** Non-state combatants, cyber warfare and the new politics of food and entertainment.
- **S (Socio-cultural):** eSport's parallel universe, the beard oil business and the new podcast addiction.

The presentation will be held at Protea Hotel Fire & Ice, Melrose Arch on Tuesday 10 February 2015 at 4pm. The cost is R350 per person and R250 for registered students. To book, email connected@fluxtrends.co.za.