

# Flux Zeitgeist of 2014 presentations

The latest Flux trend report, the Zeitgeist of 2014 will investigate the impact of the signs of the times and the effect that this will have on consumers, lifestyle, fashion, advertising and technology for the upcoming year. The presentation will be held at Protea Hotel Fire & Ice Tamboerskloof, Cape Town on 30 October and Protea Hotel Fire & Ice Melrose Arch on 31 October.

This presentation is necessary for anyone in the fashion, advertising, marketing, retail and PR industries, including brand managers aiming to maintain their brand reputation in a new era of the consumer mind-set and its ever-evolving needs.

In this presentation, attendees will discover:

- Hello Africa - Why are all eyes on us. We explore the immense interest in Africa from all angles.
- Bits, Bytes and Bodies - Online/Offline: The decline and incline of plugging in, augmented realities and edited identities.
- The IT kids - Including noted new rising stars, ones to watch and the current influential bloggers.
- New emerging Consumer Trends.
- Slanguage - New current youth terms which can be appropriated into marketing and advertising campaigns
- Living Forever - The anti-aging market, how the older is generation not being left behind and why you should not underestimate this.

Bookings can be done through the website, <http://fluxtrends.co.za/zeitgeist-of-2014/>, call +27 (0)11 726 5529 or email [info@fluxtrends.co.za](mailto:info@fluxtrends.co.za). The cost is R300 or R200 for students with a valid student card. To book this presentation for corporate events, e-mail Bethea on [connected@fluxtrends.co.za](mailto:connected@fluxtrends.co.za) or visit [www.fluxtrends.co.za](http://www.fluxtrends.co.za).

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