

trendwatching.com 2012 Consumer Trend Seminar coming to Johannesburg in August

Issued by trendwatching.com

12 Jun 2012

Each month, the researchers from trendwatching.com highlight a new consumer trend that impacts businesses and lifestyles around the globe. Now, they are taking their show on the road, traveling 13 cities to present its 2012 Consumer Trend Seminar. On August 17th, the event will make its way to The Venue Melrose Arch in Johannesburg where attendees will have a chance to receive insight on 17 global trends and over 30 sub-trends, supported by some of the most compelling brand examples pulled from key markets around the globe. Jonathan Cherry of Capetown-based trend company Cherryflava will also present the top 10 South African consumer trends, with key examples from South African brands and businesses. Both presentations will then be followed by an interactive hands-on workshop where attendees will learn how to apply and profit from trends.

The event is ideal for marketers, advertising executives, entrepreneurs, global innovation executives and anyone who is interested in learning more about key trends that will shape South African businesses over the next 12 to 18 months. Early bird rates are now available. For more information, visit <http://trendwatching.com/seminars/johannesburg/>

trendwatching.com is an independent and opinionated trend firm, scanning the globe for the most promising consumer trends, insights and related hands-on business ideas. Established in 2002, the company relies on a worldwide network of analysts and spotters from over 120 countries for insights which are found in its free trend briefings, (sent in nine languages) and paid premium service which includes a full end of year trend Report and access to an exclusive Trend Database. All trend findings are designed to help marketers, CEOs, researchers and others who are interested in the future of business and consumerism.

The June 2012 trend briefing "Made Better in China" is now available online:

<http://trendwatching.com/trends/madebetterinchina>

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