

Flux Trends - reviewing transient ownership

The latest Flux Trends will discuss 'Transient Ownership - what happens when experience trumps ownership?' in both Johannesburg and Cape Town, in the final presentation for 2012.



Experience it, don't own it

The 20th century was focused on ownership. In economic terms, ownership and rampant consumerism has not brought us to a very happy place. In the 21st century, thanks to technology, it is no longer necessary to own something in order to experience it. In an emerging new world order, the emphasis is gradually shifting towards a quest for meaningful experiences (and therefore a bank of good memories) rather than just amassing material possessions. This is the fundamental driver of this trend.

The impact of the global financial crisis of 2008/2009 continues to have a domino effect - on business as well as social dynamics - in the most unexpected ways. One of the main changes has been on our consumption habits: what we consume and how we consume. From pop-up shops to bike sharing, a new mood of transient ownership is being felt around the world. Part ownership, subscription based services, or simply sharing amongst your curated networks has been embraced surprisingly quickly.

The music industry bore the brunt of these technologically driven changes, which has led to a radical overhaul of business models and revenue streams. As this trend gains ground, how will this affect retail and businesses in the long term?

Exploring possibilities

The presentation will cover:

- How the global economic downturn dovetails perfectly with eco concerns, giving rise to this trend
- The impact on businesses when people buy less and share more, and which industries are most at risk
- How this trend will also eventually impact on employers when future, transient, work swarms replace the 9 to 5 workforce
- When renting goes extreme: the business opportunities in a transient world
- Modern Nomads: what happens when transient ownership becomes a lifestyle choice

This presentation is a must for retailers, business owners and marketing and strategy departments. The trend may just be in an embryonic phase, but the concept is spreading - fast and globally. Transient ownership may not be affecting your bottom line now, but it will in the near future.

Dates, venues

Johannesburg: Tuesday 6 November 2012 at Protea Hotel Fire & Ice Melrose Arch at 4.30pm

Cape Town: Wednesday 7 November 2012 at Protea Hotel Fire & Ice Cape Town at 4.30pm

Tickets are R300 or R200 for students with valid ID. Bookings can be done through the Flux office +27 (0) 11 726 5529 or email info@fluxtrends.co.za.

2013 Knowledge Option

To book this presentation for corporate events, or to get a regular series of four presentations during 2013 at 2012 prices for your business, the Flux Trends' 2013 Knowledge Option allows for payment during the 2013 year, if you book now through Bethea on connected@fluxtrends.co.za.

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