

Get up to speed on the latest trends

Whether you're a publisher, magazine editor, retailer or someone in the entertainment or hospitality industry, your business is better geared to fly if you're up-to-speed on the latest trends. And when the competition gets tough, it's the well-informed who come out on top. Day two of multi-topic trend conference, the 2007 Flux Trend Review, presents an overview of the "state we're in" across several disciplines.

The Consumer Review (Saturday 8 September) is focused on lifestyle topics and features eight top speakers and experts in their fields who will discuss trends in the creative and lifestyle industries.

Idol's judge Randall Abrahams will provide insights into pop culture and the ways in which technology is shaping the lives of our youngsters. Pursuing this theme, technology fundi and editor of *Stuff* Toby Shapshak will look at the latest gadgets, and what technology can do in the home.

Editor of *Visi* magazine Sumien Brink and award-winning food stylist Maranda Engelbrecht will discuss the latest trends in food and entertaining, while fashion expert and editor of *Elle*, Jackie Burger, will offer a sociological perspective on style in the 21st century, in a presentation entitled "The Future is Now".

Impact of design

Author of several books on design Annemarie Meintjies will examine the state of design and the impact it has on our daily lives, while colour expert Anne Roselt will discuss the latest colour trends and examine the qualities of colour and how to use it in décor and in your life.

The recent interest rate hike is having an effect on the house market, so property consultant Ronald Ennik will examine the question, "The residential property market – what now?"

Then finally, trend analyst Dion Chang will look at the issue of carbon footprints and how that trend is fast becoming a fad.

The 2007 Flux Trend Consumer Review aims to turn the vast amounts of information coming at you into useable packages, and most importantly, eliminate the spam. After all, knowledge is information refined.

The Flux Trend Review of which Bizcommunity.com is an online partner, takes place on 7 and 8 of September. For more information and online bookings, go to www.fluxtrends.co.za, or book at Computicket.