

# Register for the annual 2021 Trend Talk hosted by Media24 editors

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The pandemic has turned the world upside down and has significantly altered the wants, needs and values of consumers. The way they use media, shop, look after their physical and mental health, get involved in important causes and interact with the environment has changed, and now the big question is: Are these changes here to stay?



The poster features a collage background with tropical leaves and the year '2021' in large white numbers. On the left, logos for 'SARIE', 'FAIRLADY', 'TRUE LOVE', and 'tuis | home' are displayed. Below these are four headshots of the speakers: Suzy Brokensha (FAIRLADY & LOSE IT!), Michelle van Breda (SARIE), Wicus Pretorius (TUIS|HOME), and Khosi Zwane-Siguqa (TRUE LOVE). The text 'trend talk' is written in a large, lowercase font, followed by 'THURSDAY 15 APRIL // 11:00 VIA CROWDCAST'. At the bottom, a paragraph repeats the introductory text about the pandemic's impact on consumer behavior and the event's purpose.

2021

trend talk  
THURSDAY 15 APRIL // 11:00  
VIA CROWDCAST

SARIE  
FAIRLADY  
TRUE LOVE  
tuis | home

Suzy Brokensha  
FAIRLADY & LOSE IT!

Michelle van Breda  
SARIE

Wicus Pretorius  
TUIS|HOME

Khosi Zwane-Siguqa  
TRUE LOVE

The pandemic has turned the world upside down and has significantly altered the wants, needs and values of consumers. The way they use media, shop, look after their physical and mental health, get involved in important causes and interact with the environment has changed, and now the big question is: Are these changes here to stay? Tune into the annual Editors Trend Talk to hear from the editors and find out what their trend predictions are for the coming months.

Tune into the 2021 Trend Talk to hear from Media24 editors and find out what their trend predictions are for the coming months and beyond. This is the second virtual trend talk hosted by Media24, and as with the first event, attendees can look forward to an insightful discussion during which the editors will share their informed and unique perspectives.

## Speakers

Creative experts in their fields, these editors have their fingers on the pulse of what's trending both locally and globally. The editors who will be speaking at the event are:

- Makhosazana "Khosi" Zwane-Siguqa from *True Love*
- Michelle van Breda from *Sarie*
- Suzy Brokensha from *Fairlady*
- Wicus Pretorius from *Tuis | Home*

## Event details

- **Date and time:** Thursday, 15 April at 11am
- **Duration:** 1 hour with time for questions

- **Cost:** Free

To register for the event, click here [https://www.crowdcast.io/e/trend\\_talk\\_2021/register](https://www.crowdcast.io/e/trend_talk_2021/register)

For any queries, please contact Lise Coetsee

Email: [lise.coetsee@media24.com](mailto:lise.coetsee@media24.com)

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