

Trends Talk Cape Town: The Evolution of Women in Pop-Culture

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International and local trends analysts to host talk



Bizcommunity in partnership with Philip Morris' VP of Global Communications, Marian Salzman, is hosting a trend talk in Cape Town on Thursday, 14 March, on *"The Evolution of Women in Pop-Culture & Innovation 2019 and beyond"*...

The interactive talk, which takes place at the Inner-City Ideas Cartel, will be facilitated by Terry Levin of Bizcommunity with global trend spotter Marian Salzman and a panel of esteemed local trends analysts.

Leading the talk will be Marian Salzman, who along with each of the panel members will kickstart an opinion on forecasted trends and where/how and when they will fit into women's lives locally and globally and how these trends move towards the 'betterment' of women and the role women play with the innovation and evolution of pop-culture.

The trends analysts come together to open conversation and present their thoughts on innovation with key insights and anecdotes beyond 2019.

Salzman believes that pop-culture provides as much wisdom about feminism as a thousand dreary academic traits. Her presentation will take attendees through the ages showcasing pop-culture examples of females who have spearheaded gender conversations and change since 1964.

Last week Salzman with Philip Morris International hosted a global conference in Lausanne, Switzerland, where they honoured International Women's Day with the *Fair Share: The Future of Communicating with Women*, conference aimed at helping improve gender bilingual communications. The event brought together over 100 male delegates led by female thought-leaders who presented insights on equality, gender and new strategies for engaging diverse conversations.

Salzman's trends talk will take cue from this international conference with a uniquely South African twist by including locally based trends analysts who will cover the topics of *Innovation 2019 & Beyond*.

Tickets can be purchased via Quicket here:

<https://www.quicket.co.za/events/69427-evolution-of-women-in-pop-culture-and-innovation-2019-and-beyond-trends-talk-ca/#/>

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Speakers profiles:

Marian Salzman, Trend Spotter and VP Global Communications at Philip Morris International

Known as one of the world's top five trend spotters, she has a communications career that has spanned more than three decades, across multiple industries and the globe. She now heads up comms — earned, owned and paid — at Philip Morris International (PMI) as it embarks on its transformation to a smoke-free landscape.

In her near decade serving as CEO of Havas PR North America, from 2009 to 2018, she was included in PRWeek's 2015 Global Power Book and named its 2014 Global Agency Professional of the Year. Marian was also listed on the Holmes Report's inaugural In2 Innovator 25 in 2013 and Business Insider's 25 Most Powerful People in PR in 2012.

Marian co-founded Cyberdialogue — the world's first online market research company — in 1992. Among her most famous consumer campaigns are the launch of “metrosexual” to create a marketplace for SABMiller's Peroni; Pepsi's “It's Like This”; and “It's America Online.” As a sought-after speaker, she presents across the globe on topics from health trends to branding to generational differences and more. Marian is the author or co-author of 16 books, including *Buzz*, the first big business book on buzz marketing, and her latest, *Agile PR: Expert Messaging in a Hyper-Connected, Always-on World* (2017; AMACOM), and she has executed award-winning thought leadership, reputation management and social media programmes. Marian is an honours graduate of Brown University.

Khumo Theko, Research & Trend-Spotter at Flux Trends Agency

A Trends spotter futurist. Through the compilation of Flux's trend presentations namely New Rules of Retail, Zeitgeist 2018, State We're In: Through a Different Lens and Tribes 2018, Khumo has developed an understanding of the methodology to spot and define threads of innovative, disruptive forces within various business sectors; whilst highlighting opportunities for businesses.

Khumo's previous occupations activated her perspective on the African creative economy. As a contributor to the South African creative portal, *Between 10 and 5*, she was in touch with the importance of capturing Africa-based content.

Nicola Cooper: Trend Analyst & Culture Strategist

Nicola Cooper, Senior Trend Researcher & Analyst, made the decision to open up the Nicola Cooper & Associates firm, remaining a preferred supplier to [Flux Trends](#) and [Trendwatching.com](#). Through the desire to up-skill others in the field of Trend Analysis and the solid experiences, knowledge, critical thinking and analytical nature of the team, the business has developed products for the Nicola Cooper & Associates brand through conceptualising, researching, developing, constructing, delivering trend talks, workshops and strategies tailored for each business.

Malibongwe Tyilo: Well-known trends writer, blogger and curator

Malibongwe is a journalist who is primarily focused on design, fashion and culture. He is both Editor-at-Large for VISI and Contributor Editor at *Elle*. He co-founded and writes for fashion website www.thatskattie.com, which covers local fashion brands, and is co-founder/curator of the Skattie Celebrates project. Malibongwe was awarded the Marie Claire Prix d'Excellence Best Fashion Blogger Award in 2011, and in 2012 *Cosmopolitan* listed his as one of its top five fashion blogs. In 2013, he was named in *Mail & Guardian's* annual list as one of its Top 200 young South Africans.