

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

Issued by [Media24 Lifestyle](#)

12 Apr 2021

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 vibrant, abstract background with geometric shapes and tropical motifs like palm leaves and flowers. The year '2021' is prominently displayed in large white numbers. Below it, the text 'trend talk' is written in a lowercase, sans-serif font. The event details 'THURSDAY 15 APRIL // 11:00 VIA CROWDCAST' are listed. Four speakers are featured with their portraits and names: Suzy Brokensha (Fairlady & Lose It!), Michelle van Breda (Sarie), Wicus Pretorius (Tuis|Home), and Khosi Zwane-Siguqa (True Love). A paragraph of text at the bottom repeats the introductory paragraph about the pandemic's impact on consumer behavior and the purpose of the event.

**FAIRLADY TRUE LOVE tuis|home**

**2021**

**trend talk**

THURSDAY 15 APRIL // 11:00  
VIA CROWDCAST

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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