

SELECTED TOPICS

This is a summary of selected topics that TRENDDESK is presently sharing with its clients. Each topic can be covered by a stimulating presentation (Trend Briefing) or a workshop (PlayShop). Content and flow will be customized according to your needs. Of course, it is also possible to deep dive into a particular topic of your interest. Please [inquire](#).



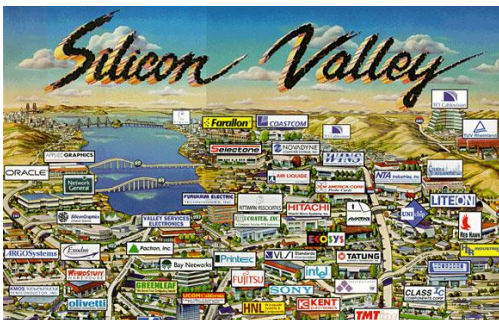
2014+

As the deadline for new or updated business plans gets closer, business leaders ask what will the next few years bring. TRENDDESK created 2014+ to address this specific question. 2014+ includes a combination of trends that are shaping life today and micro trends that are yet to be realized in the corporate world. Each trend is presented with several symptoms. Content is customized based on the client's sector and business priorities. 2014+ is a quick leapfrog into the future. It is a strong starting point for real differentiation.



Retail Evolution

Retail, as we know it, is in significant transformation. Its nature is evolving from the merely functional into a multi-dimensional and multi-layered phenomenon. What are the reasons of such evolution, and what is its direction? Retail Evolution covers trends shaping the future of retail, along with dozens of examples from different sectors and geographies. If your business has a retail component to it, you will definitely benefit from Retail Evolution.



Inside Silicon Valley

This is a fresh look into what is cooking in the Silicon Valley – exciting start-ups, emerging technologies, breakthrough products and services, innovative business models, trends in venture capital investments. Content has been developed in collaboration with high-tech professionals from the valley. Don't miss the best insider news!



Bird's Eye View of Turkey

This is an overview of the Turkish market and consumer habits for foreign companies wishing to start or expand their business in Turkey. Content includes consumer data and future foresights. Additional content can be gathered and analyzed in the context of particular topics such as food, technology, sustainability, etc.



Yummy Futures

Deep dive into how future trends shape the food industry, including food production, distribution, and consumption. Trends shaping food today and in the coming years, intersection of food and wellness, implications of ethical consumption on food... Yummy Futures is a "must-have" if you work in food or an industry close to it (i.e., packaging, distribution, wellness, etc.).



Beyond Pink

GDP-booster for economists, rising consumer segment for marketers, a new spirit for designers - Women are in the spotlight because it makes [business] sense. It is estimated that women will constitute 53% of dollar millionaires by 2020. It is also argued that women make up the most under-served consumer group. TRENDDESK looks at female power as a business opportunity, and evaluates the implications for innovation, communication and design. Content stimulates *clever ideas* that go beyond pink.



The Future of Luxury

Radical changes in the last decade reshaped the concept of luxury, changing its present and future forever. The barriers that separate luxurious, banal, mass and ordinary, or conscientious no longer exist. Luxury became a multi-dimensional notion that stretches from breathtaking glamour to "isolation pods" in a wild forest. TRENDDESK presents new trends shaping luxury, and ways to integrate them into business.



Pack-Age

As package becomes a key factor shaping purchasing decisions, the need to understand packaging trends gets more vital. Pack-Age covers reflections of macro & micro trends in packaging. Participants will be informed about numerous trends and ways of integrating them into their business. As always, content will be customized.



Green 2.0

The book "Silent Spring" by Rachel Carson (1962) was the first spark in environmentalism. After taking baby steps for almost half a century, sustainability is now turning into a major force shaping business. How and why did it gain importance, and what lies ahead? TRENDDESK presents sustainable development with an emphasis on its environmental component. Content includes new business concepts, opportunities and traps, successful examples, and a journey into the future.



Bio-What?!

"Bio-What?!" is an entry-level presentation that provides an introduction to the discipline of biomimicry. In less than 2 hours, participants will get familiar with the approach, best practices, and a list of references for further inquiry. At that point, they will be equipped with adequate knowledge to make a decision on their continuing pursuit of biomimicry as an approach to innovation.



Genius in Your Backyard

"Genius in Your Backyard" is a unique combination of presentations, games, exercises, and guided tours in nature, through which the participants learn about the biomimicry methodology and the ways to apply it. The focus of these activities is to reveal nature's most important strategies. Participants consistently express delight at seeing this fresh new perspective on framing business problems, and at the new understanding of nature as a source of problem solving.



Coop-Era

Spirit of cooperation is rising. Many factors, including the financial crisis, environmental degradation and democratization of information are feeding this trend. Nature is the expert that can guide us in this transformation. From a biological point of view, cooperation is a key survival strategy in nature. In our shift to a more cooperative business era, what can we learn from nature? How do we utilize nature's strategies in improving cooperation at an individual and company level?



Digital Health

Digitalization is leading to a radical shift from the "last century" or conventional health system. A new paradigm is emerging. Consumer needs and demands – such as convenience, ease of use, cost and valuable results - is starting to drive new product and service innovation. Deep dive into this topic with TRENDDESK, and step into the future of diagnostics and customer experience in healthcare. Ideal participants are hospital management teams who are seeking for real differentiation, as well as entrepreneurs and innovators who want to find new niches in the sector.



Experience Economy

Marketing has never been the same since Pine & Gilmore's "The Experience Economy". First FMCG then durable goods companies have discovered the power of experience during the last decade. Now it is time for the service sector to do the same. How can you differentiate your business in a world of "me too" bank branches, supermarkets, gas stations, hotels, restaurants and even retail shops? What are the ways of going beyond "wow effect" and developing brand-building experiences? If you are asking these questions to yourself, it is time to get in touch with TRENDDESK.



Serious Games

In a world of attention deficit, gamification is becoming *the* tool to engage with consumers. Gamification does not mean creating games for the sake of it. Rather, it means revisiting touch points and powering them with fun experiences that have the potential to build your brand. Discover with TRENDESK numerous gamification examples from different sectors, and the success factors behind them. Understand the evolution of gamification trend and be ready to use it as business leverage. Experts from U.S. and Canada have contributed to content.