



Don't Miss This One!

WHAT ARE THE BEST PANELS @SXSW?

This list is curated by the team at Non-Obvious Company. Our founder Rohit Bhargava will be speaking on #nonobvious trends from his latest book **Non-Obvious 2018**, so we curated a list of the best panels at SXSW by organizing them around the trends. To learn more, visit www.nonobviouscompany.com/sxsw2018



#trends

- 3/10 5:00PM **7 Non-Obvious Trends Changing The World**
- 3/11 9:30AM *Fjord Trends 2018: Tension as Opportunity*
- 3/11 3:30PM *2018 Emerging Tech Trends Report*
- 3/15 12:30PM *Trendspotting in the Last 15 Years*

#truthing

- 3/10 11:00AM *What Does It Take To Change People's Minds?*
- 3/10 5:00PM *Will We Trust Media When Our Own Eyes Deceive Us?*
- 3/11 11:00AM *Trust, Cogeneity and Authenticity in an Anti-Ad World*
- 3/12 3:30PM *How to Tell the Truth Like a Liar*

#ungendered

- 3/9 11:00AM *It's Time to See Through a Gender/Sex Lens!*
- 3/9 3:30PM *RompHims & Boyfriend Jeans: Ungendering Fashion*
- 3/10 12:30PM *They: Gender Non-conformity Meet Up*
- 3/12 11:00AM *How Gender Fluidity Recasts Brand Engagement*

#enlightenedconsumption

- 3/9 12:30PM *Sustainability or Bust: The Future of Brands*
- 3/11 11:00AM *How Can Sustainability Coexist With Consumerism?*
- 3/12 9:30AM *Creating a Purpose-Driven Brand*
- 3/12 5:00PM *Beauty as a Force for Change*

#overtargeting

- 3/10 11:00AM *More Data, More Problems: Transparency in 2018*
- 3/10 3:30PM *Pattern Break: Fashion and Creativity vs. Big Data*
- 3/12 3:30PM *A Game-Changing Shift in Control of Personal Data*
- 3/15 3:30PM *Singularity is Here: Future of Data Mining in VR*

#brandstand

- 3/12 3:30PM *Changing the World Through Food*
- 3/12 5:00PM *Social Media + Social Good: Creators to The Rescue*
- 3/12 5:00PM *Create the World You Want to Live In*
- 3/13 11:00AM *Why Engaging with Politics is Critical for Brands*

#backstorytelling

- 3/10 3:30PM *Brand Personality and Business Growth*
- 3/13 2:00PM *New Mediums to Tell Authentic Food Stories*
- 3/13 3:30PM *Illusion Design, Story Craft, and Virtual Worlds*
- 3/14 11:30AM *NASA's Universe of Storytelling Tools*

#manipulatedoutrage

- 3/9 5:00PM *Kill All Normies: The Online Culture Wars of 2016*
- 3/10 11:00AM *How to Navigate Information in a Fake News World*
- 3/13 5:00PM *The Misinformation Age: Can AI Solve Fake News?*
- 3/14 2:00PM *Food Mktg Claims - The Equivalent of "Fake News"?*

#lightspeedlearning

- 3/9 12:30PM *The Future of Machine Learning: Worth the Hype?*
- 3/10 10:30AM *Think Different, Teach Different*
- 3/12 5:00PM *The Lean Digital Revolution: Speed at Scale*
- 3/13 5:00PM *Future of Education's Relationship with Startups*

#virtualempathy

- 3/11 12:30PM *Tech & Humanity: Embedding Empathy in Experience*
- 3/11 3:30PM *Emoticulture: How Data & Science Create Happiness*
- 3/13 12:30PM *Why the Best Content Marketers Use Empathy*
- 3/13 3:30PM *Technology's Impact on Digital Storytelling*

#humanmode

- 3/10 3:30PM *Humanizing Autonomy*
- 3/12 11:00AM *The Real Thing: Machine Learning and Coca-Cola*
- 3/13 11:00AM *Escape the Algorithm: Build Rad Online Communities*
- 3/14 2:00PM *Chatbots & Robots Give Rise to the Human Brand*

#datapollution

- 3/11 3:30PM *Can Data End Veteran Homelessness? Ask Virginia*
- 3/12 3:30PM *More Than Numbers: Data Analysis for Storytellers*
- 3/12 3:30PM *Science of Art: Using Data to Create Viral Moments*
- 3/14 12:30PM *Mo' Data Mo' Problems: Music in the Age of Data*

#predictiveprotection

- 3/9 3:30PM *Faux Real: Brand Protection and Connected Products*
- 3/10 3:30PM *Humanizing Autonomy*
- 3/10 11:00AM *A Better Future: Making Technology Adapt to Us*
- 3/15 3:30PM *The Intersection of Co-Working and Wellness*

#approachableluxury

- 3/9 5:00PM *Standing at the Crossroads of Fashion's Future*
- 3/11 11:00AM *The Future of the Shopping Mall*
- 3/11 11:00AM *The New Arbiters of Taste*
- 3/11 5:00PM *Ethics in the Luxury Market: The Human Element*

#touchworthy

- 3/11 11:00AM *Learn The Basics of Hand Lettering*
- 3/13 2:00PM *Pitch & Touch: Weird Startups from U of Tokyo*
- 3/13 3:30PM *Fintech Needs A Human Touch: Lessons from Africa*
- 3/14 12:30PM *How Future Tech Will Shape Our Engagement with Others*

#disruptivedistribution

- 3/11 5:00PM *Future of Physical Retail in a Post-Digital World*
- 3/12 5:00PM *The Future of Food Delivery*
- 3/13 9:30AM *Health Care is Broken. Where are the Designers?*
- 3/15 3:30PM *Taking Advantage of the Drone Evolution Revolution*

COME AND MEET ROHIT AND OUR TEAM AND GET A COPY OF NON-OBVIOUS!

7 Non-Obvious Trends Changing The Future | March 10th at 5pm in Austin Convention Center - Ballroom D
Non-Obvious 2018 Book Signing | March 11th at 11am in Austin Convention Center Bookstore

Can't make it? Visit www.nonobviouscompany.com/sxsw2018 to watch a video from SXSW and read a book excerpt!

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WHAT WE DO

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Trend Research

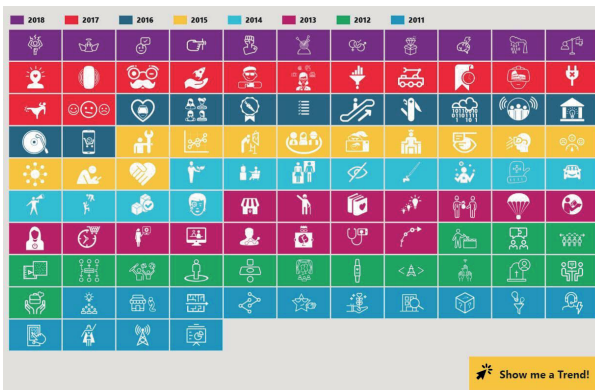
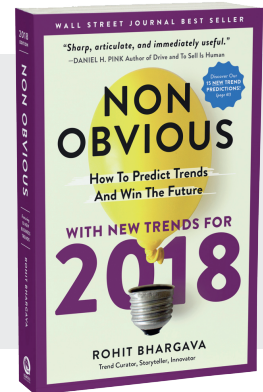
5 SIGNATURE WORKSHOPS!

Innovation & Creativity
Storytelling & Marketing
Mindful Management
Employee Engagement
Digital Disruption

SXSW Book Signing!

Get a signed copy on
March 11th at 11am
Austin Convention
Center Bookstore

Over 1 Million Readers
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8 Years Of Research



Explore The Trends!

The Non-Obvious Company and Microsoft have teamed up to create a fun and informative digital experience to explore 8 years of Non-Obvious research and over 100 trends using Microsoft Power BI. Power BI is a data analytics tool that can be used to produce beautiful and interactive visualizations.



TO SEE THE EXPERIENCE, VISIT:
www.nonobvious.com/alltrends

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