

# 20TH BABA' ANNIVERSARY PLAN



FEB 16th

TREND  
MONITOR  
MAP

Event

LINKEDIN  
Topic

JUN 15th

ADV  
Futures

Report

LINKEDIN  
Topic

SEPT 14th

MEDIA  
Futures

Report

LINKEDIN  
Topic

NOV 30th

TREND  
MONITOR  
FWD

Event

APR 13th

**Masterclass 1**  
Trend evolution  
2001-2021

JUL 6th

**Masterclass 2**  
Online &  
fwd advance

OCT 12th

**Masterclass 3**  
Semiotics  
& strategy

DEC 13th

**Masterclass 4**  
Anticipation  
approach

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