



**INTERNATIONAL PRACTICE GROUP**

A Leading International Association of Lawyers, Accountants & Tax Specialists

2017 SPRING CONFERENCE - LISBON

4-7 MAY 2017

# A CONNECTED CHANGING WORLD

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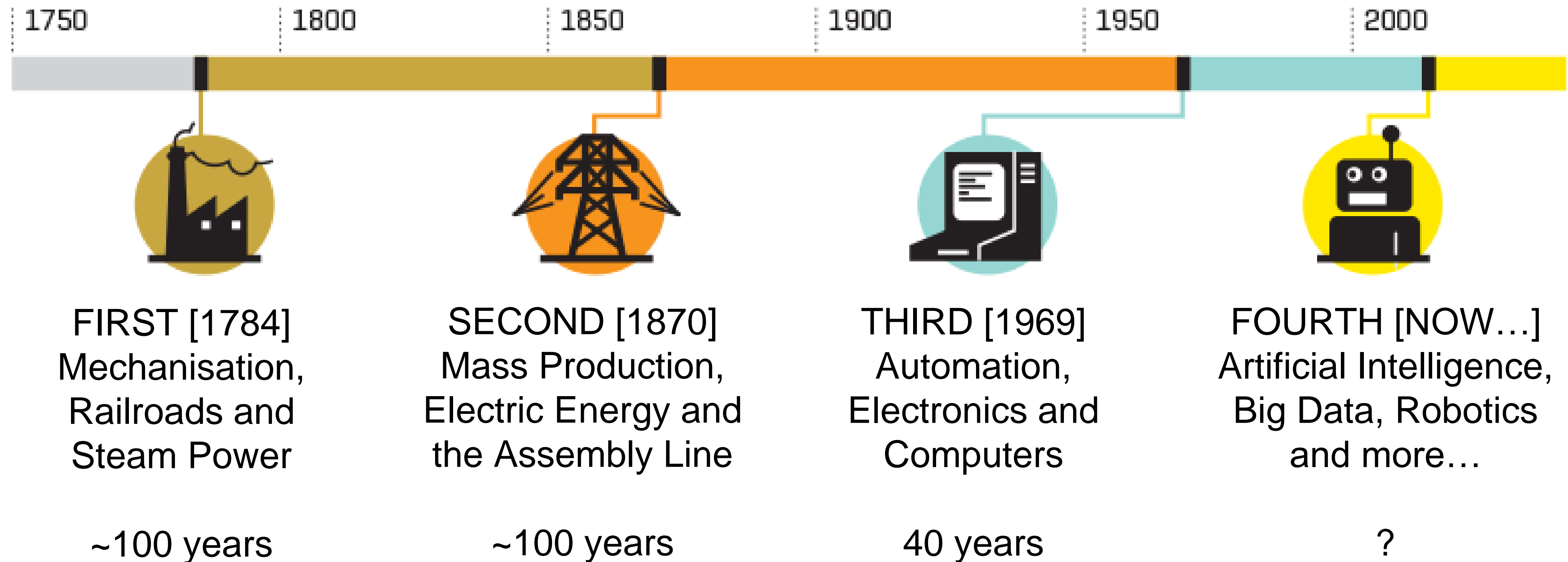


# A world in constant change

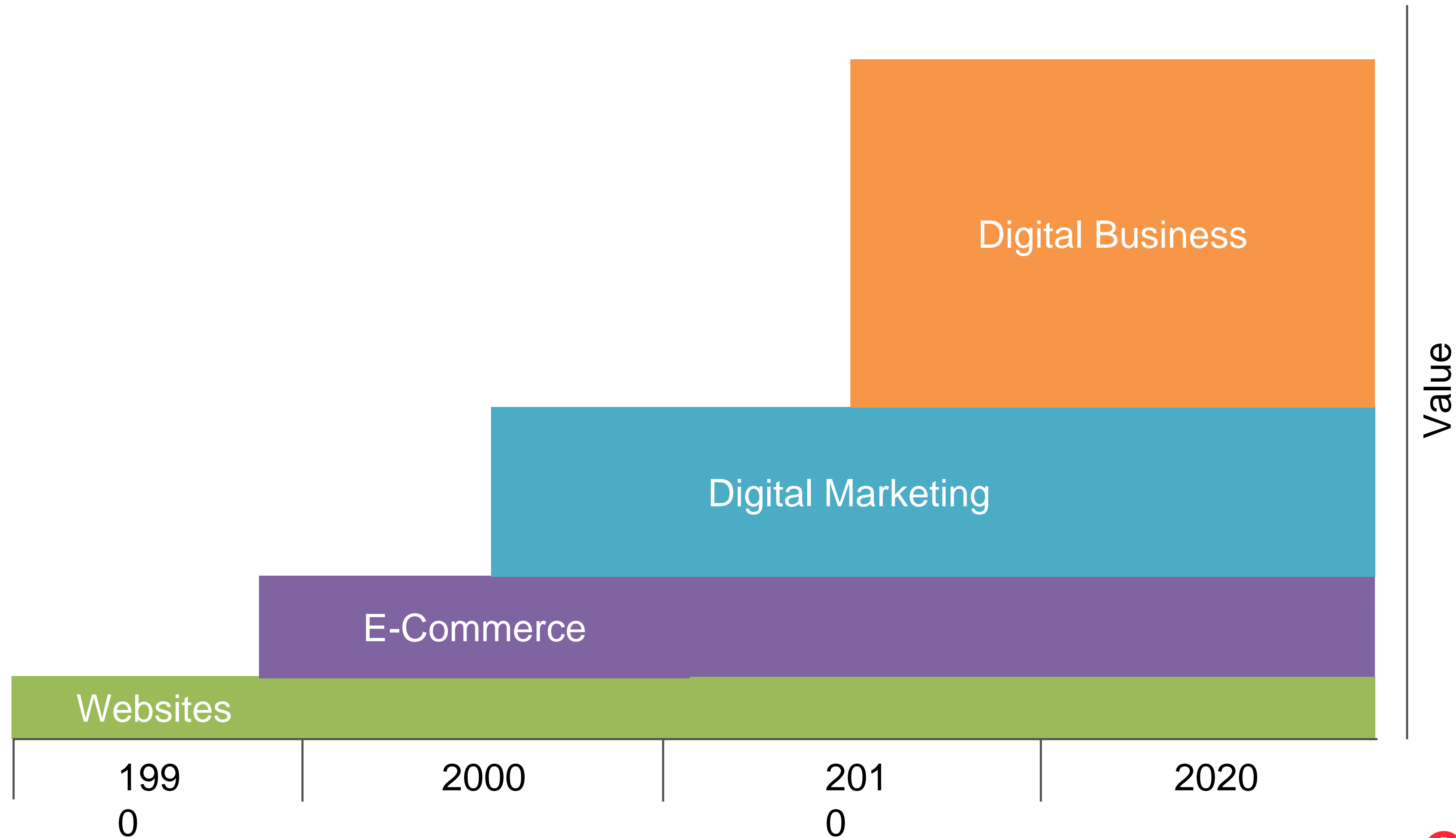




# 4<sup>th</sup> Industrial Revolution



# We are already into the 4th decade of the Internet



# The consumer is in control



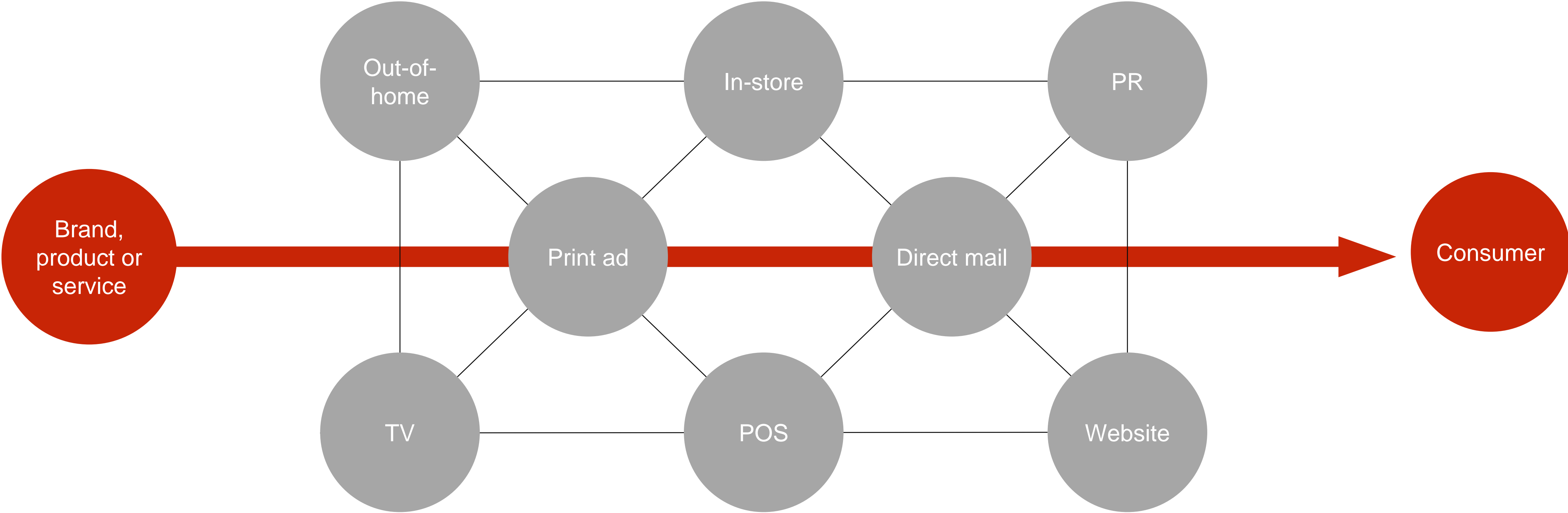


# Our life is already digital!

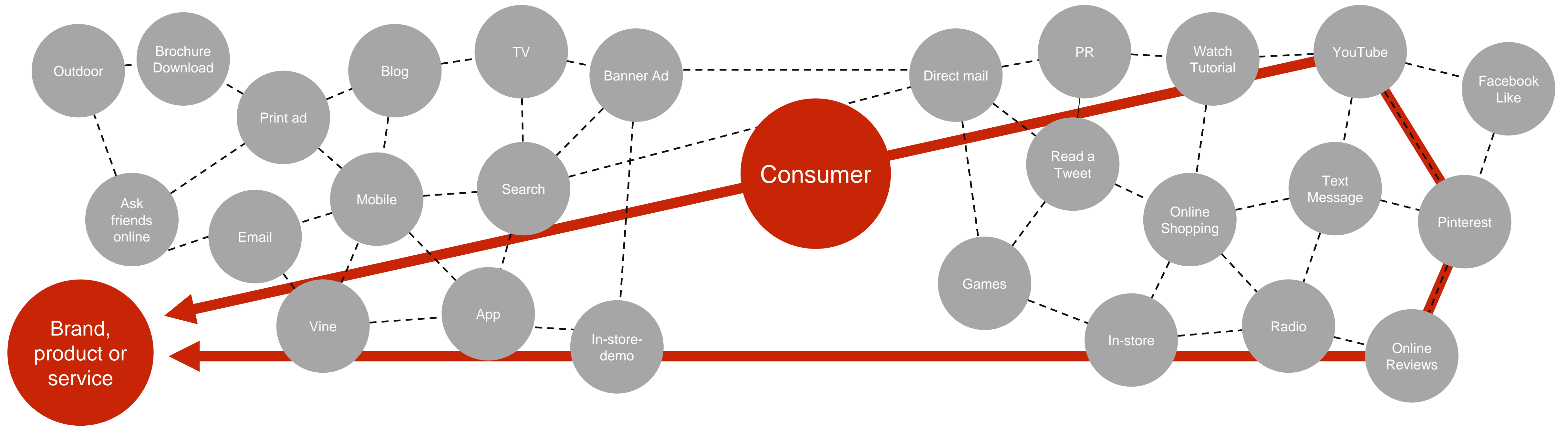




# Communication before Digital occurred in one direction



# Communication in the Digital Era occurs in all directions

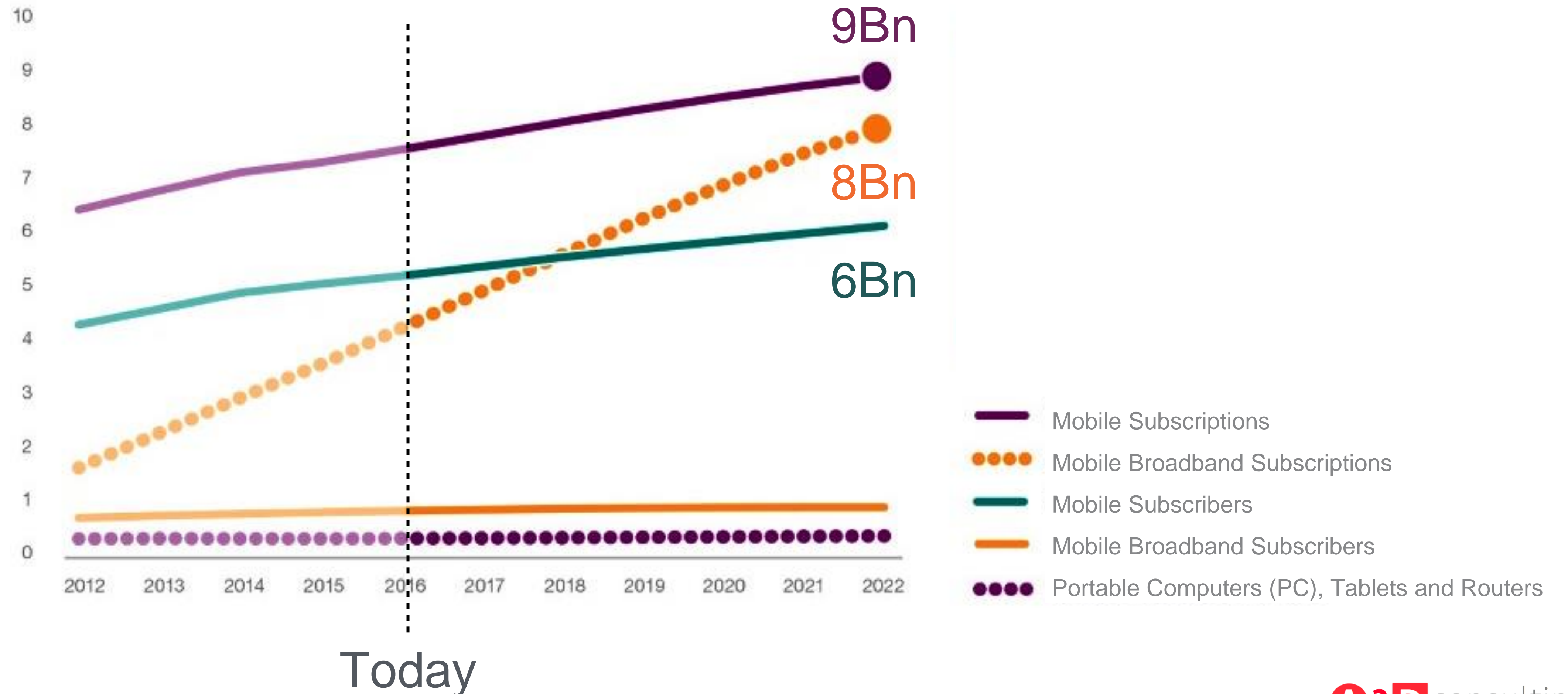


Fact: People consult an average of 10 sources before making a purchase decision.

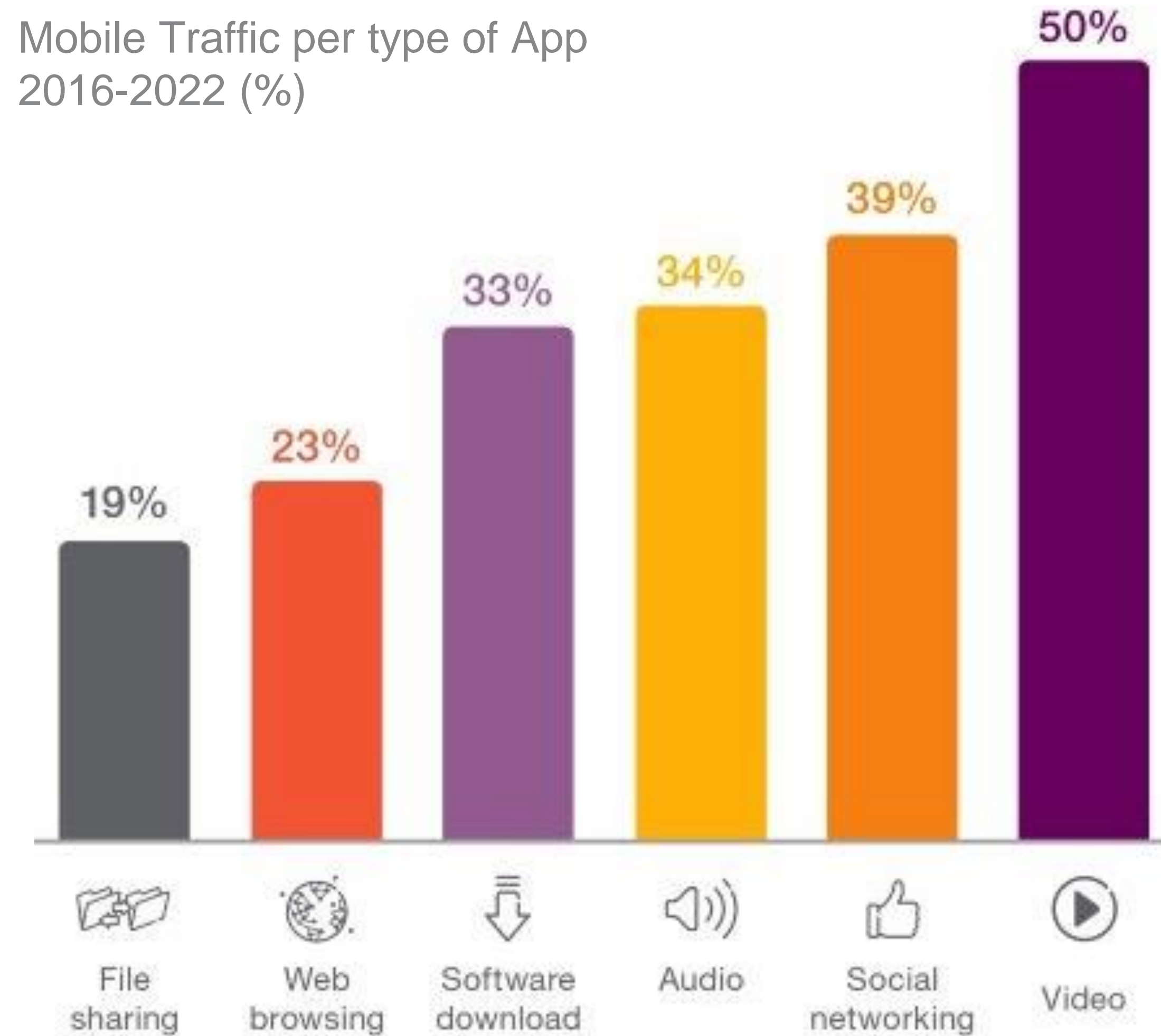


# The Internet is increasingly mobile

Mobile Subscriptions/Lines, Subscribers (billion)

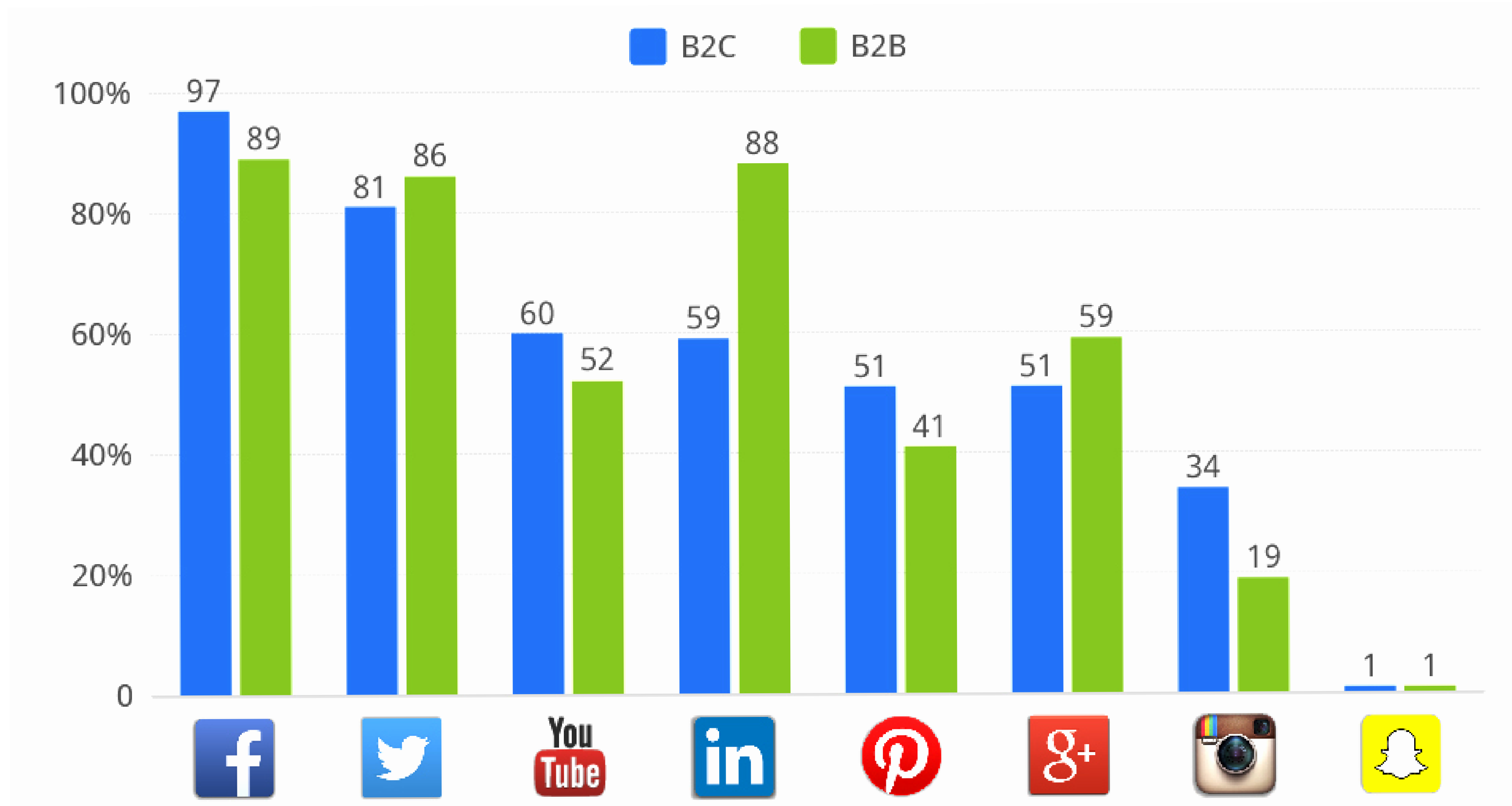


# The use of social media and video will continue to grow-especially in mobile

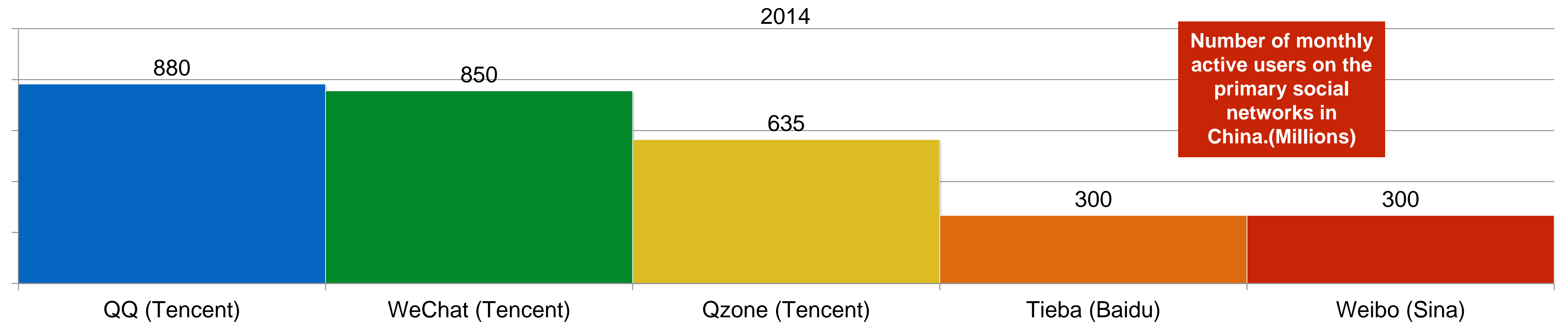
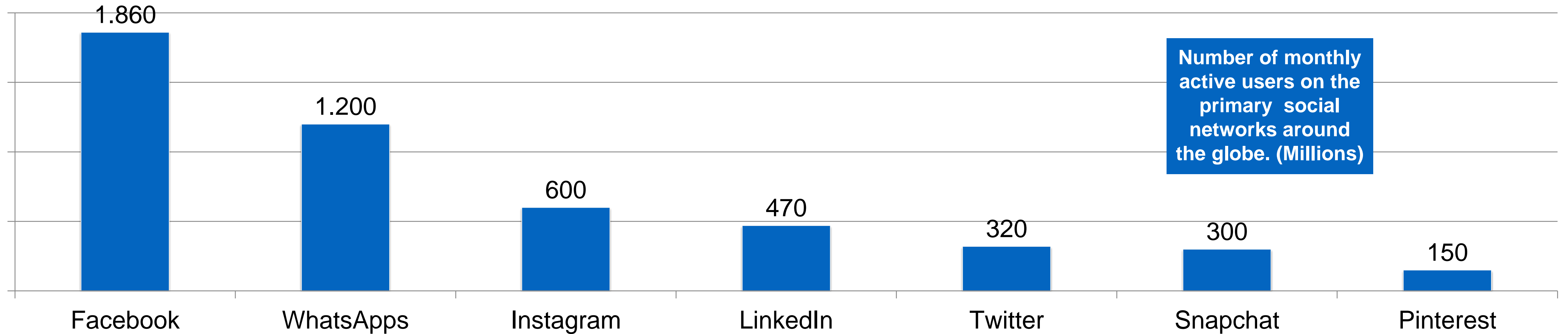




# Facebook is the most used social network for b2c marketing and LinkedIn for b2b marketing



# The world is social but connected with different digital tools





# Search is the Internet starting point and Google has 90% of the Search Market



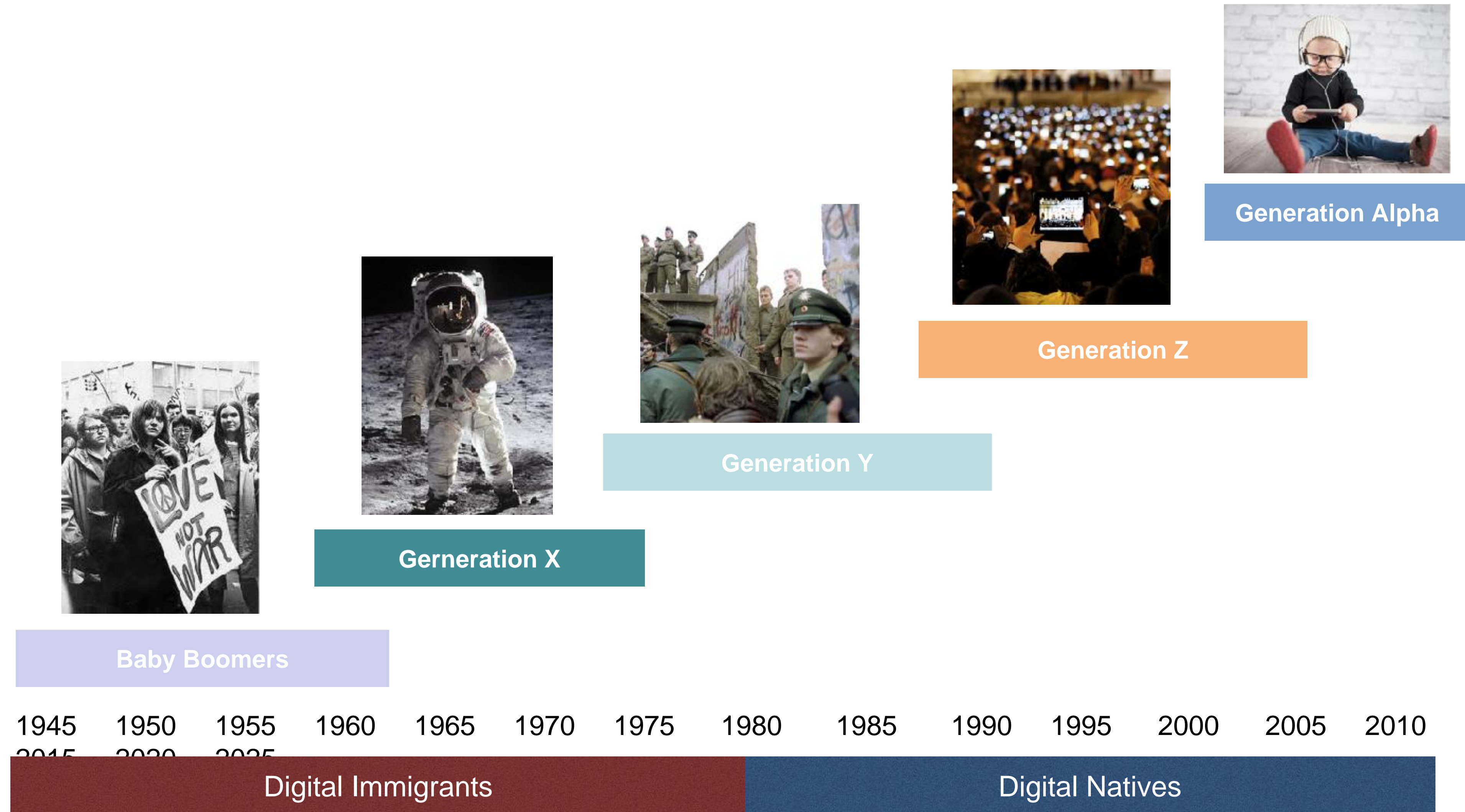
**+90%** of online experiences start with a search

**+4 billion** searches occur everyday on Google

Fashion is one of the most searched topics on the Internet

**90%** of people who search do not go beyond the 1st result page

# Digital Natives were born after 1985







**IN 2020, DIGITAL  
NATIVES WILL  
REPRESENT 50% OF  
THE WORKFORCE**





**DIGITAL NATIVES VALUE EXPERIENCES**





DIGITAL NATIVES VALUE THE ENVIRONMENT





DIGITAL NATIVES HAVE A STRONG SENSE OF  
DESIGN





DIGITAL NATIVES APPRECIATE THE COMFORT AT  
HOME





DIGITAL NATIVES LIKE TO EXERCISE





DIGITAL NATIVES WANT CONNECTED  
AND DRIVERLESS CARS

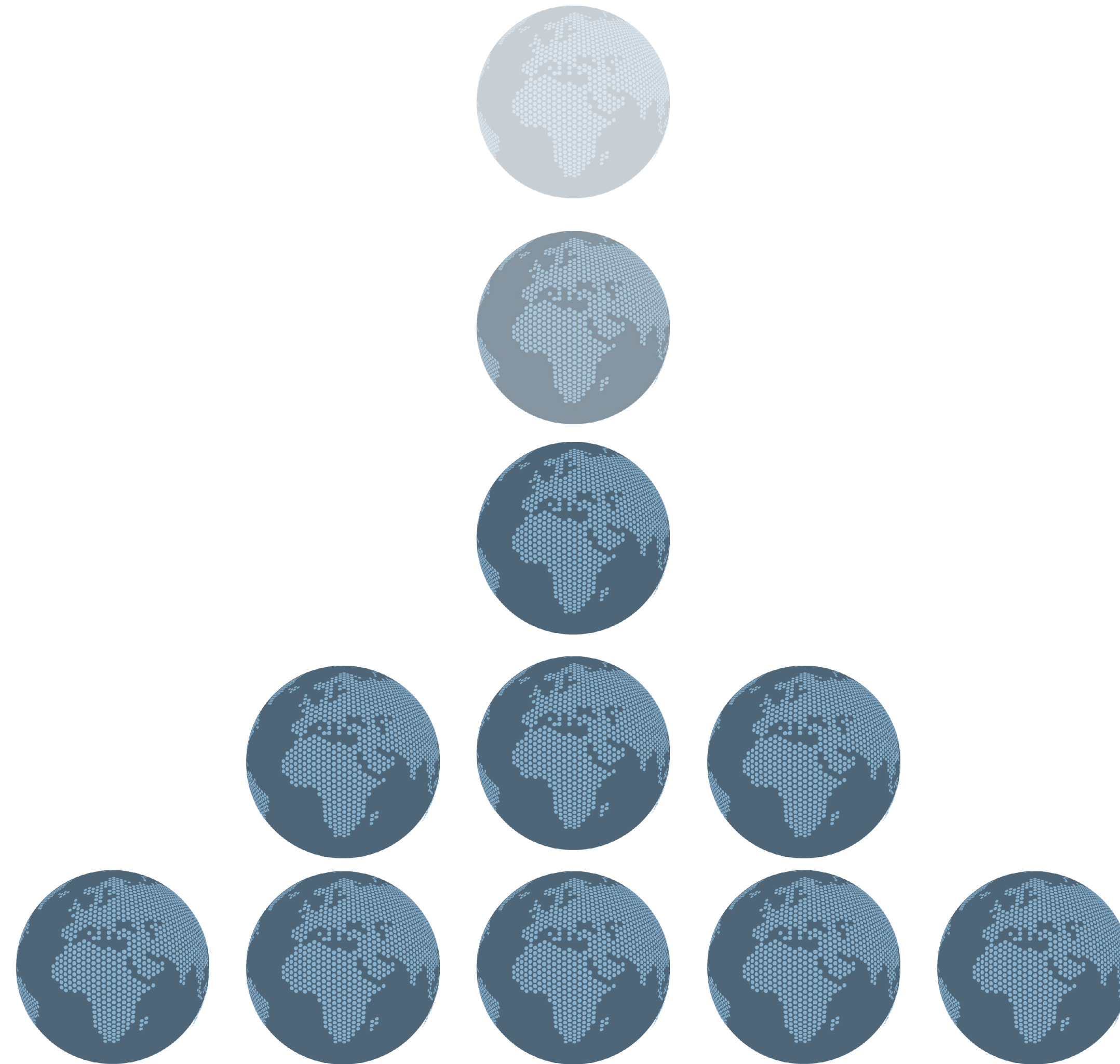


A woman with dark curly hair, wearing a white long-sleeved shirt, is looking down at a black smartphone held in her right hand. In the foreground, another person's hand is holding a white tablet, which is partially visible. The background is blurred, showing another person in a white shirt. The overall scene suggests a focus on digital technology use in a social or retail context.

DIGITAL NATIVES USE TECHNOLOGY IN ALL  
MOMENTS OF THEIR LIVES, SPECIALLY WHEN  
SHOPPING...



# Trends that will affect us







## B2C Digital Trends

- CONSUMER CONTROL
- SO-LO-MO
- CONNECTED SELF
- PERSONALIZATION
- OPTICHANNEL
- VIDEO
- CONTENT MARKETING
- VIRTUAL/AUGMENTED REALITY
- DIGITAL GENERATION GAP





## B2B Digital Trends

- DIGITALISATION OF PROCESSES
- CONNECTED PROFESSIONAL
- CONTENT MARKETING
- SEAMLESS EXPERIENCE ALL CHANNELS
- BIG DATA/CRM CONSUMER CONTROL
- VIDEO
- DIGITAL COMPETENCIES
- B2B2C
- INDUSTRY 4.0



**LET'S TAKE A PEAK INTO THE NEAR FUTURE**

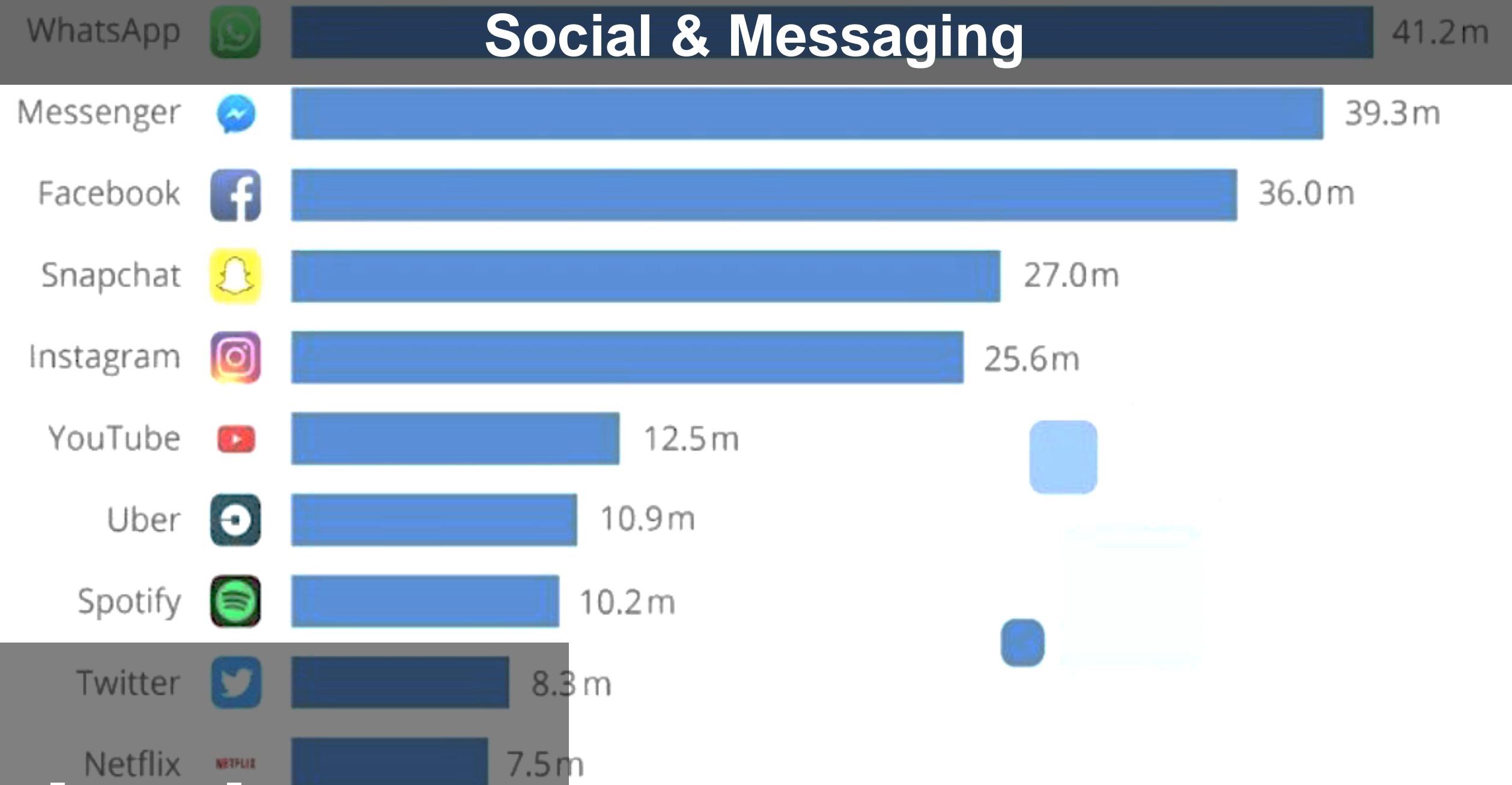


# Mobile Search First & Friendliness

AWESOME!  
YOUR WEBSITE IS MOBILE FRIENDLY



# Social & Messaging



# Communication

POSTS BY PAGE  
Star Wars uploaded a new video: Star Wars: The Force Awakens Immersive 360 Experience.  
3 hrs · 🌐  
Speed across the Jakku desert from Star Wars: The Force Awakens with this immersive 360 experience created exclusively for Facebook.



# Video



# Real Life Data



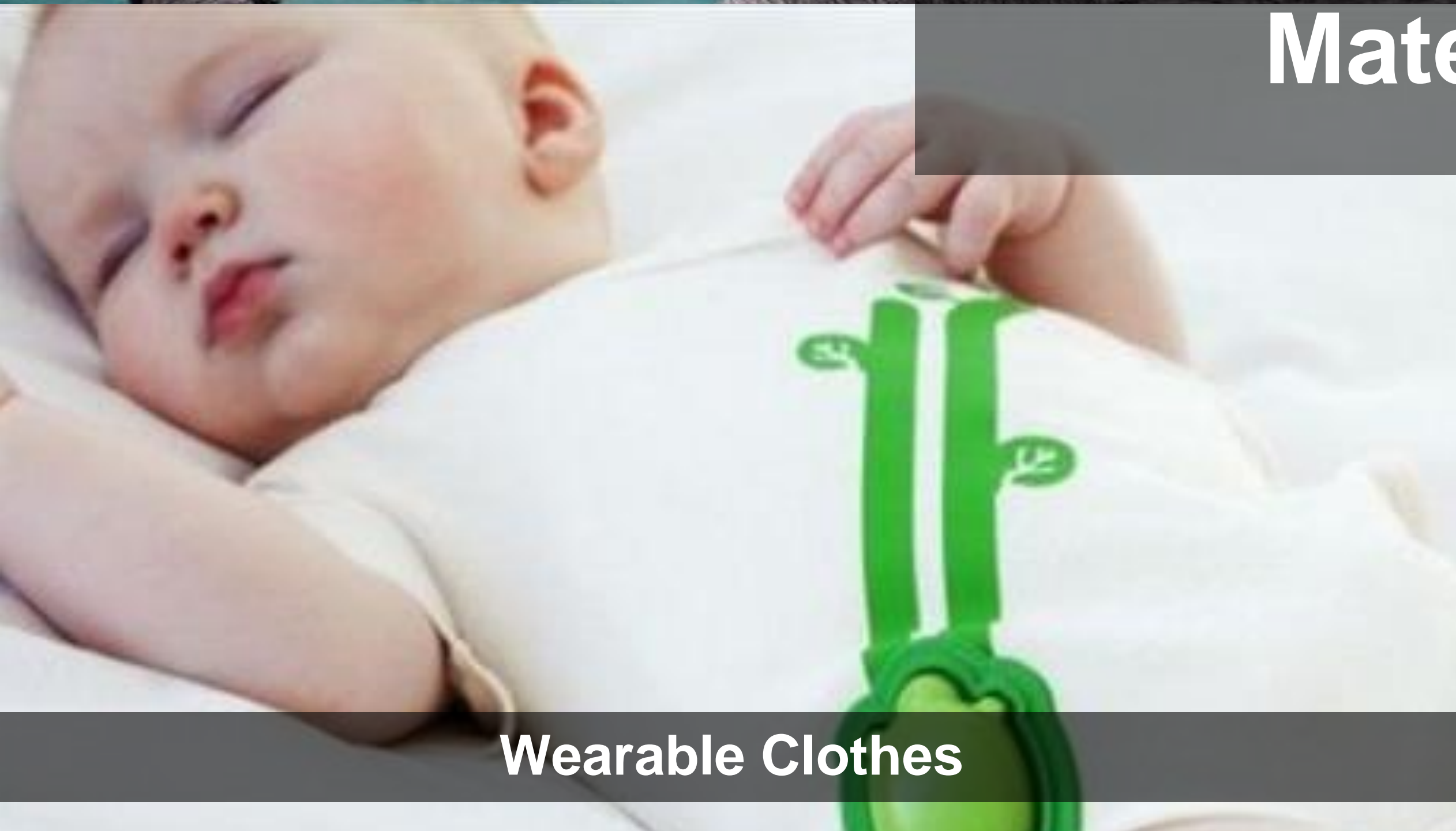
Disposable Devices



Foldable Devices



# New Shapes and Materials



Wearable Clothes



Digestible Pills





Enhanced Shopping



Enhanced Driving



# LifeFlow

Developing Countries



Voice Control





**Retina Enhancement Implants**



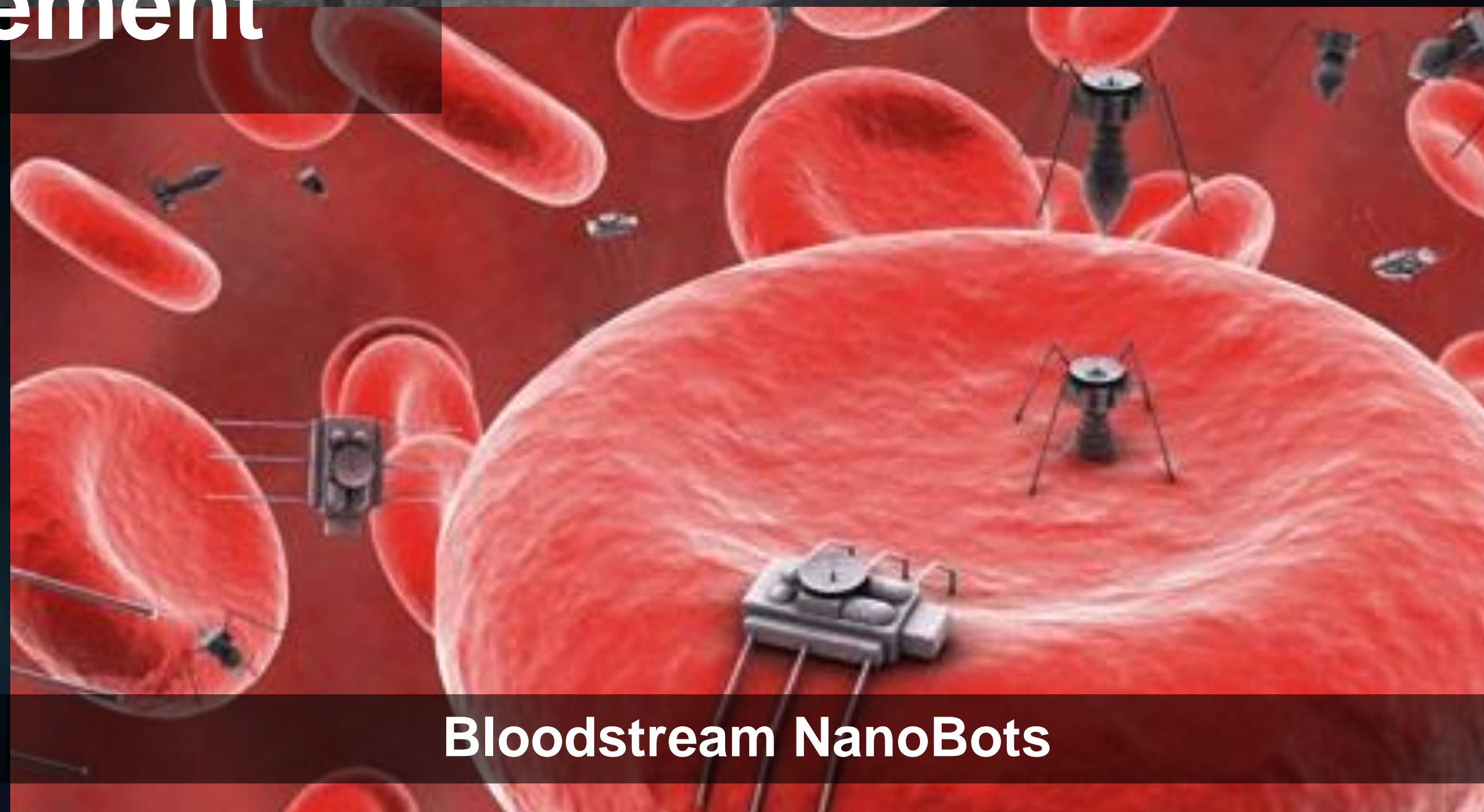
**Authentication Body Implants**



**Body  
Enhancement**



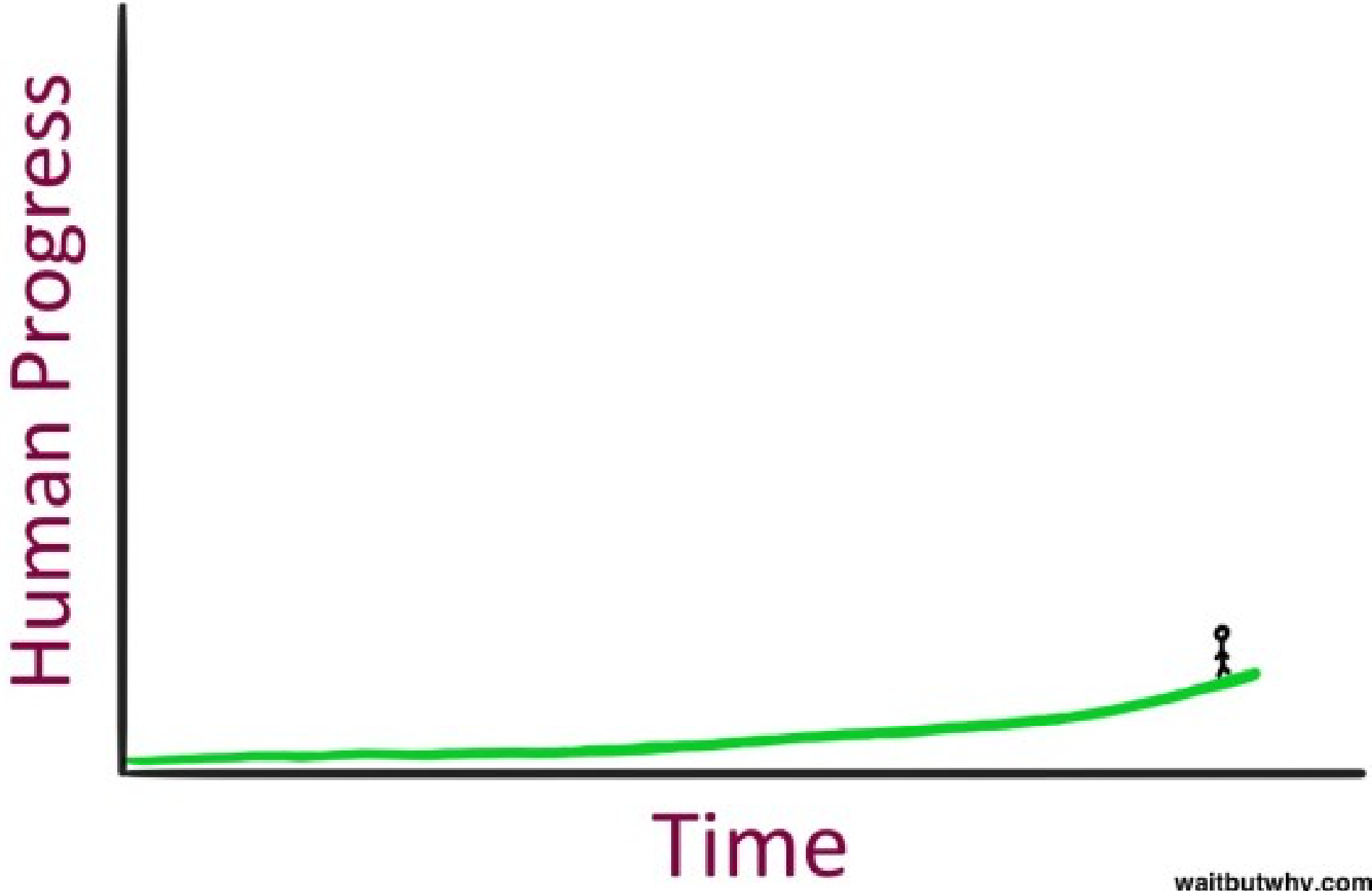
**Real Life Brain Sensors**



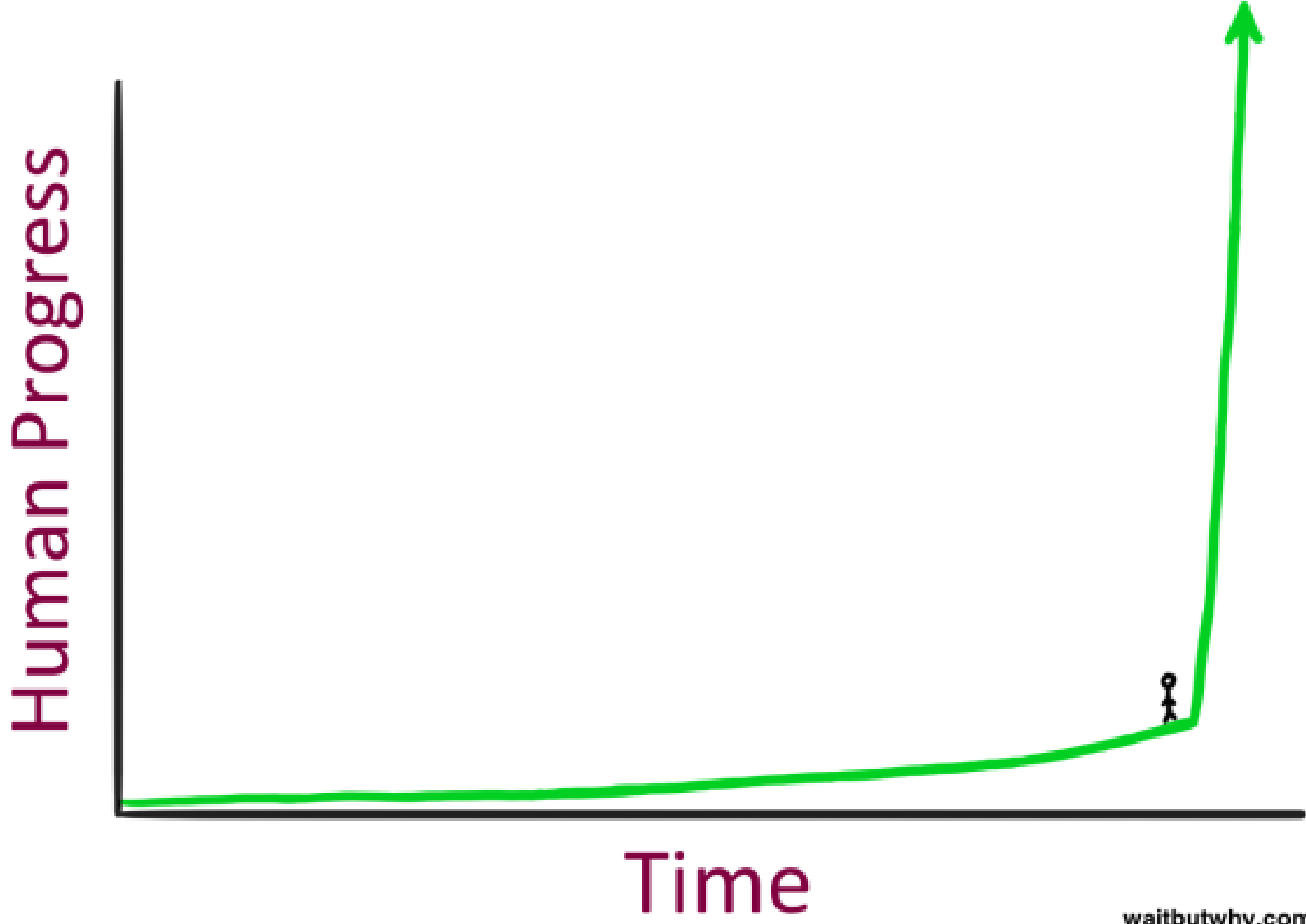
**Bloodstream NanoBots**



# ARE YOU PREPARED FOR THE DIGITAL REVOLUTION?



waitbutwhy.com



waitbutwhy.com





**A2D** consulting

**THANK YOU!**

**ARMANDO ALMEIDA  
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