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### 04/23/1984 - Representative of the Naisbitt Group to Speak

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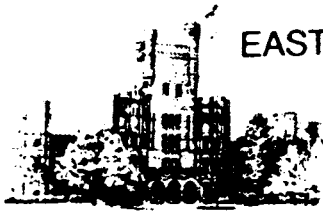
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EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

news

April 23, 1984

Local 74

HARRY READ, Director of Information and Publications (217) 581-2820

FOR IMMEDIATE RELEASE

CHARLESTON, IL--A representative of the Naisbitt Group, a social forecasting company founded by John Naisbitt, author of "Megatrends," will speak at Eastern Illinois University on Monday, April 30 at 7:30 p.m. in the University Union Ballroom (west wing).

John Husson will discuss "Megatrends and Higher Education" in remarks consistent with the "Toward 2000 Inaugural Symposium" at Eastern. Dr. Stanley Rives will be inaugurated president during commencement ceremonies on May 12.

The company, by examining the interplay of political, economic, technological and social events, is able "to identify broad social trends and shifts in public behavior."

The first 10 years of research by the Group culminated in Naisbitt's best-selling book that presented "the dramatic and widely-heralded analysis of 10 new directions that are transforming our lives."

Research methods include a daily monitoring of activities in communities across the nation. The staff checks 6,000 newspapers each month, tracking activities in 13 major categories, including education.

The categories are divided into more than 170 subcategories that account "for much of what occurs in the nation," according to the Group.

A question and answer period will follow Husson's remarks. There will be no admission charge.