

Jan 2020 Laity minute

About this time every year, I ask my students their predictions for the upcoming year in the world of digital marketing. "What trends do you see for digital marketing in 2020?" I quizzed them recently. It is always fun to hear their answers, some of which are reasoned and educated while others a bit out of the box, shall we say. In case you are curious, you'll be conducting more of your Internet searches via your voice rather than typing it in a computer. You'll be seeing more virtual reality in your shopping experiences. You'll also see "shoppable posts." This means you'll be able to click on that cool pair of boots you saw on a Facebook post and go straight to the website to purchase them. It will take all of about 3 clicks and they will be at your door by the end of the week.

Experts, scholars, and many others have been making predictions about the year 2020 for decades. It was predicted by 2020 we would live in flying houses, we would be able to teleport ourselves, mail would be sent via rockets, and X and Q would no longer be a part of the alphabet. That would be tragic since those letters are worth a lot of points on Word with Friends.

Of course, we have all heard the predictions about the end of time. Somebody somewhere has predicted the end hundreds of times over the millennia. So far, we are still here. And now, we see more people saying 2020 is the year. I'm not going to hold my breath quite yet. I'm still planning on my beach vacation.

Now don't get me wrong, we have seen predictions come true. The iPad (or a device just like it) was first mentioned in the 1960s. Debit cards were mentioned in 1888, and it was predicted in 1865 that humans would land on the moon. And we see a few predictions in the Bible which came true. Remember when Jesus predicted the destruction of the temple? How about when he knew Peter would deny him three times?

There are times when we should pay attention to future predictions. Hearing and reading about them can help us plan more efficiently, allow us to have some time to get ready for a change of some kind, or even help us be just a little smarter about the world. It has been said by the year 2100, humans will be able to control the weather. We will have floating cities in 2200. Space elevators are on the way, as well. Comforting? Maybe. Maybe not. Predictions can even be a bit scary whether they become true or not.

There is one thing, though, we can rely on. It is not a prediction. It is not a possibility. It's not a forecast, a guess, or a projection. It is a promise. It's a promise which has not failed nor will ever fail. It is one that is true. And it's good forever, not just in 2020. It is the promise of God's grace for us.

As we go into 2020, we can predict digital marketing trends, the fashionable color of the year, and even how many football games our favorite team will win. We may even get some of it right. But, the promise God gives us is always and forever right. Every time. You can count on that.

Happy 2020!

Kelly Price