



# UK + EU CHANGING LIVES SUMMER 2009

# RECESSION, RECESSION, POST-RECESSION...

The recession is real enough. But many sectors and brands are still doing well.

Unemployment has risen and the very threat of it throws a long shadow over household spending plans. But millions of consumers are quickly adjusting their behaviour, coping with such late-decade pressures in inventive, panic-free ways.

Interest rates have never been lower since the De Medicis and the Rothschilds first brainstormed them into existence. Saving has been seriously disincentivised while volume-over-value sales tactics keep many in the malls.

Governments inject billions-worth of demand and keep arthritic industries afloat. But they can still find the energy to regulate certain forms of consumption deemed harmful or inappropriate in the modern age.

House prices have fallen. But so have the number of transactions. Millions of potential movers are waiting for sunnier times.

It has, throughout all this, been the Future Foundation's line that whereas downturn is never good news it does re-distribute opportunities towards the supple, versatile, trend-sensitive corporation.

With this thought predominant in our thinking, we have been busy interrogating our newly updated Changing Lives surveys in both the UK and the EU.

We believe that these represent a uniquely well-endowed resource for tracking just what shifts and just what stays stable in a (post-)modern recession.

And so, this conference, we very much hope, will go a long way to meeting the standing commitment to our clients to:

- illuminate the movements in consumer-citizen behaviour which matter most to the planner, the communicator, the marketer, the strategist, the leader...
- offer an intellectual test-bed where new ideas (for products, communication themes, pricing policies, point-of-sale...) can be assessed
- identify all the important new things that our medium-term future as a society and as a market-place is likely to hold

Facts that expose market-place realities.

Figures that tell good stories and hint at new opportunities.

Trends that light the way.

Speculations that make sense.

Charts you can believe in.

**Welcome to Changing Lives  
in the Summer of 2009**

CHARTS YOU CAN BELIEVE IN  
**JULY 16TH, 2009**  
KINGS PLACE, LONDON N1 9AG

# UK + EU CHANGING LIVES SUMMER 2009 RECESSION, RECESSION, POST-RECESSION... CHARTS YOU CAN BELIEVE IN



## MORNING UK CHANGING LIVES

8.30.	REGISTRATION AND COFFEE
9.15	<b>Chair's Welcome and Introduction to the Programme.</b> Pippa Goodman, Account Director, Future Foundation
9.25	<b>A Polaroid of the UK Economy: the 15 Minute Macro Update.</b> Richard Nicholls, Senior Analyst, Future Foundation
9.40	<b>Standing at the ATM of History: or the Condition of our Financial Services Markets and their Prevailing Role in Shaping Consumer Behaviour Across the Board.</b> Barry Clark, Account Director, Future Foundation
10.10	<b>The Trends that Hold and the Trends that Fold: Isolating the Random Impacts of Downturn.</b> Katie Toll, Research Manager, Future Foundation
10.40	MORE COFFEE
11.00	<b>The Murmuring of Innumerable Bees: How the Unstoppable Revolution in Personal Communications Continues to Radicalise Corporate-Consumer Dialogue.</b> Nik Shah, Head of Quantitative Analysis, Future Foundation
11.30	<b>Looking over Jordan: how Price is Competing for Leadership Within Consumer Decision-Taking.</b> Dominic Harrison, Editor of TrendExpress, Future Foundation
12.00-12.15	Open Discussion. Close of Programme. Drinks and Lunch.

## AFTERNOON EU CHANGING LIVES

12.45	REGISTRATION AND COFFEE
1.30	<b>Chair's Welcome and Introduction to the Programme.</b> Yasmine Baladi, Head of Client Initiatives, Future Foundation
1.40	<b>A Polaroid of the EU Economy: the 15 Minute Macro Update.</b> Richard Nicholls, Senior Analyst, Future Foundation
1.55	<b>The Nudge from the Crunch: where the Recession has Genuinely Shifted Consumer Behaviour.</b> Vivienne Gillan, Editor nVision Europe, Future Foundation
2.25	<b>Killer Mapps: How to Envision the Geodynamics of Economic, Technological And Cultural Development of Europe from the Downturn to the Danube.</b> Matthew Taylor, Editor of QuantExpress, Future Foundation
2.55	TEA
3.15	<b>The One-Night-Stand Consumer: How do Trust, Loyalty and Familiarity now Interact in the European Consumer Mindset?</b> Claire Jennings, Research Consultant, Future Foundation
3.45	<b>State of Play: How are Shifting Government Priorities Interacting with Consumer Motive in the Recession and Beyond?</b> Michael Tully, Account Director, Future Foundation
4.15-4.30+	Open Discussion. Close of Programme. Wine and Canapes.

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# BOOKING INFORMATION

**UK nVision subscribers** have a number of inclusive places to the UK conference (subject to availability), or you can purchase extra places to this conference at the discounted rate of £300 + VAT per delegate. If you wish to attend the European conference in the afternoon, you may do so for the discounted price of £300 + VAT per delegate.

**European nVision subscribers** have a number of inclusive places to the UK conference (subject to availability), or you can purchase extra places to this conference at the discounted rate of £300 + VAT per delegate. If you wish to attend the UK conference in the morning, you may do so for the discounted price of £300 + VAT per delegate.

**For non-UK nVision subscribers** the standard cost to attend either the UK or European conference is £600 + VAT per delegate. However if you wish to attend both conferences, the total cost for the whole day is £1200 + VAT per delegate.

## CONTACT

To book your place, please book online at [http://www.futurefoundation.net/event\\_order/new/8](http://www.futurefoundation.net/event_order/new/8)

Or contact Josie Watson on [josiew@futurefoundation.net](mailto:josiew@futurefoundation.net)

Or telephone +44 (0) 20 3042 4726.

## DISCOUNTS

Pay online by credit card and receive a further 10% discount on the total booking price.

All prices exclude VAT and include full delegate materials.

## VENUE DETAILS

The event is being held at:

Kings Place  
90 York Way  
London N1 9AG

## BOOKING TERMS & CONDITIONS

The Future Foundation reserves the right to make any alternations to the programme that may be necessary. An invoice will be sent to you as soon as your reservation has been confirmed. If you pay by cheque, the payment must have been received before the event and be made payable to 'The Future Foundation Ltd. Cancellation: No refunds will be given for cancellations made less than 30 days in advance of the conference. Cancellations made 30 days or more before the conference will be given a 50% refund. Delegates may be substituted at any time. While we make every effort to ensure that the conference finishes at the stated time, we advise delegates to allow 20 minutes leeway for a possible late finish when planning travel arrangements.

\*\*Please note that speakers' notes are accessible via a password protected internet site and are not supplied in a printed form. These will be available to download a week after the event, subject to speaker disclosure.