

The 8th Biannual Changing Lives UK Seminar 9th December 2004, The Royal Festival Hall

The first sessions at this winter's Changing Lives conference will look at '*self-awareness and aspirations of your consumer*', the changing nature of individualism, the rise in self-awareness and opportunities for premium pricing. After coffee we take a broader look at 2005 – the key trends, how they evolve, intertwine and most importantly how to bring them to life within your organisation.

9:45 Chair opening: Michael Willmott, Co-founder, Future Foundation Group

10:00 Moving to collective individualism?

Christophe Jouan, Managing Director, nVision

'Society is becoming more individualistic' – is, today, a fairly widely acknowledged concept. Is the picture that simple? Are we really following a linear path towards ever more self-centred aspirations? In this session Christophe will look at the factors pulling our society in the opposite direction, ie, those making consumers need or want to conform. He will review the key areas where consumers choose to differentiate and where they choose to blend in, be one of the crowd.

10:25 Therapy – a symbol of an affluent age or a sign of broader social change?

Brian Garvey, Project Manager, Future Foundation Projects

Future Foundation Projects (our bespoke consultancy division) recently carried out a study for the British Association of Counsellors and Psychotherapists looking at the rise in therapy. Figures show that one in five of us have had psychotherapy or counselling – but why is this figure rising? Do we no longer have the social support mechanisms to see us through traumatic times (our friends and our families)? Is there a rising sense of malaise in the UK today? Are we as a nation finally prepared to express our feelings and emotions or is therapy little more than a new and self-indulgent status symbol? Can (and indeed, should) this move towards greater self-awareness be represented through advertising and communications?

10:50 Premium Pricing (luxury revisited)

Jamie Allsopp, Strategy & Client Services Manager, nVision

At the last Changing Lives conference (June 2004) Charlotte Cornish presented our research and thinking on the issue of luxury. That presentation looked at how our perceptions of luxury are evolving to include issues such as time and space alongside the exotic holiday and sports-car. This session was very well received, so to continue our thinking on the issue we included questions in the Autumn wave of Changing Lives looking at the issue of premium pricing. In an era of unprecedented affluence and choice in the UK is there a role for premium pricing – is the issue sensitive to social grade? Lifestage? Age? Jamie will revisit the concept of luxury to answer these questions.



11:15 Questions & Coffee

12:00 The Ghost of Christmas Future?

Paul Flatters, Chief Executive, Future Foundation Group & Katherine Symonds, Client Services Manager, nVision

Christmas is a time where family relationships, religion, finance, shopping, eating, drinking (and more...) are all magnified as we live within a social and commercial microcosm for a few weeks. Tensions and over-indulgence become very apparent and the following week we promise to make changes! Paul and Katherine will take on the Dickensian role of the ghost of Christmas past, present and future to review and assess the key trends associated with the festive period and look at the year ahead – the same bout of promises to diet and visit our relatives more frequently or something a little different?

12:30 Top trends for 2005 and how to use them!

Melanie Howard, co-founder of the Future Foundation

How do you engage your colleagues with key trends – how do you communicate their importance to different divisions across your organisation? Visual representation, understanding their evolution and research are three ways to help ensure that your organisation stays focused on the consumer. Using 5 key trends for 2005 Melanie will look at ways that they can be brought to life.

We are delighted to collaborate with the Royal College of Art for this session.

13:00 Questions,

13:15 Drinks and Canapés in the foyer

For reservations please contact Siti Assad Siti@futurefoundation.net 020 7250 3343

Costs:

Places are free of charge for nVision subscribers (according to the number of passwords held and up to a maximum of 10). Additional places can be purchased for £100 (+VAT).

For non-subscribers there is a charge of £300 (+VAT), group rates for 4 or more reservations are available on request.

Registered charities receive a 50% discount.

