

**The 9th Changing Lives conference in the UK
7th December 2005, The Royal Institution, London**

A study of emerging typologies and social change

- 9:30 – 9:45 Chair opening
Michael Willmott, Director and Co-founder, Future Foundation
- 9:45–10:15 **Targeting Bridget Jones – why the singleton society is so attractive**
Katherine Symonds, Head of Client Services, nVision
They are young, have a high disposable income, a wide social network and love change – the perfect target market? When we label people it is easy to stereotype them. When they also have a visual identity, (namely two books and films) we feel that we know them. A good shortcut or a dangerous pitfall? Katherine will delve behind the hype to get to know the Bridget Jones generation a little bit better.
- 10:15 – 10:40 **The influence of friends and family in the wired world**
Nikhil Shah, Analyst, nVision
A regular spot at these conferences, Nikhil will start by reviewing the nVision technology uptake forecasts and how this applies across different socio-demographic groups. Using fresh research on word-of-mouth and social networks, Nik will build a picture of early adopters of technologies, who they are and how to find them. More broadly, Nik will look at where people seek advice and link in to the ongoing debate about the power of viral marketing.
- 10:40 – 11:05 **The rise of the New-Puritans**
Jim Murphy, Associate, Future Foundation
Recently in the press we have been creating a debate around the ‘rise of the New Puritans’, those who shun vice and frown upon fun. Our work has identified a silent march of young, educated and opinionated people determined to sidestep the consumerist perils of modern life. So if you own a 4x4, spend all your time shopping, or are simply overweight - watch your back....if you produce these goods and services or advertise them...beware - Jim will introduce you to the moral minority aiming to mend our ways.
- 11:05 – 11:30 Questions & Coffee
- 11:30 – 11:55 **Authenti-seekers - getting back to basics?**
Dana Brass, Chief Editor, nVision
There is evidence to suggest that increasingly we are seeking the ‘real thing’ – be it organic foods, undiscovered holiday destinations or simply getting to know our true selves a little better. Why? Is it little more than an intellectual pursuit? Or, our way of expressing our individuality in more affluent times and consumer-empowered times? Dana will consider whether this is a real trend for marketers to take advantage of in creating individualized and ‘genuine’ products.
- 11:55 – 12:25 **Leisure - our portfolios and passions**
William Nelson, Senior Consultant, Future Foundation
Co-Author of the popular and critically acclaimed book ‘Complicated Lives – the malaise of modernity’ William Nelson will look at our latest research results relating to our leisure habits. Combining our Changing Lives research with time-use studies William will look at the balance between leisure in the home, organised activities, so-called ‘cultural’ activities social and solo past-times. What does this tell us about society? Are we time-pressured workaholics, social animals or playstation couch potatoes?
- 12:25 – 1:00 Questions, followed by wine & canapés

To book a place

Please contact our Event Co-ordinator Clémentine Schultz clementines@futurefoundation.net
or + 44 (0)20 7250 3343) or visit our website www.futurefoundation.net

Tariffs:

nVision UK subscriber: Three complimentary places
Additional UK subscribers: £100
Non nVision subscriber: £275
Charity: £137.50
Press pass: Complimentary

Location:

The Royal Institution of Great Britain
21 Albermale Street
London W1S 4BS
Nearest tube station: Bond Street

Terms & Conditions

The future foundation reserves the right to make any alterations to the programme that may be necessary. Delegates may be substituted at any time but no refunds will be given for cancellations made within 30 days of the conference. Cancellations made more than 30 days in advance of the conference will be given a 50% refund.

What is Changing Lives?

Changing Lives is a research study started in 1980 to track the changing aspirations, attitudes, beliefs and behaviour patterns of the UK population. Repeated each year, and since 1996 twice-yearly, it provides a rich, arguably unparalleled picture of the UK today.

Now owned and used exclusively by the Future Foundation, the study rotates many of the original questions but also gives us the opportunity to introduce new topics. In particular these areas are ones that benefit from being examined within the context of broader social change – for example the changing nature of the luxury goods marketplace, the development of a convenience culture and the cult of celebrity.

The study forms the backbone of our nVision UK service refreshing our reports, key trends and micro-analysis. In addition each year we hold two half-day conferences to examine the latest results and discuss how these shifts in behaviour might play out in the future. The conferences are complementary to nVision subscribers but are open to all.

If you would like to know more about the Changing Lives study, conferences or the nVision service please do get in touch or visit our website <http://www.nvisiononline.co.uk>

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