

CHANGING LIVES

MEETING THE NEEDS OF
TOMORROW'S SHOPPERS
A HALF-DAY GUIDE TO THE
EUROPEAN CONSUMER

3rd July 13:00 – 17:00

Savoy Place, London

or

10th October 13:00 – 17:00

Espace Charles Louis Havas, Paris



Our special focus for this summer's nVision Europe event is shopping and retail

EUROPE'S ECONOMY

London Conference – Dr William Thomson
Director of International Economics, Experian Business Strategies Division

Paris Conference – Sophie Haincourt
International Economist, Experian Business Strategies Division

This session provides the usual annual update on prospects across Europe – by country and by sector. How important are the signs of the housing market overheating in countries like Spain, the UK and Ireland and what does it suggest for future prospects in those countries and elsewhere?

In this session we also provide details of our new consumer-focused European economics analysis.

SHOPPING ALL OVER THE WORLD

Barry Clark, Global Account Associate Director, Future Foundation
Dean Ashraf, Senior Analyst, Future Foundation

The pan-European Changing Lives survey just conducted includes a large module on shopping and retail. This session will feed back the results, the analysis and our conclusions. Issues covered will include: brand loyalty, convenience, ethical shopping, use of internet channels and celebrity endorsement.

21ST CENTURY SCHIZOID MAN?

Marta Vilella-Vila, Head of nVision Europe, Future Foundation
Dominic Harrison, Analyst, Future Foundation

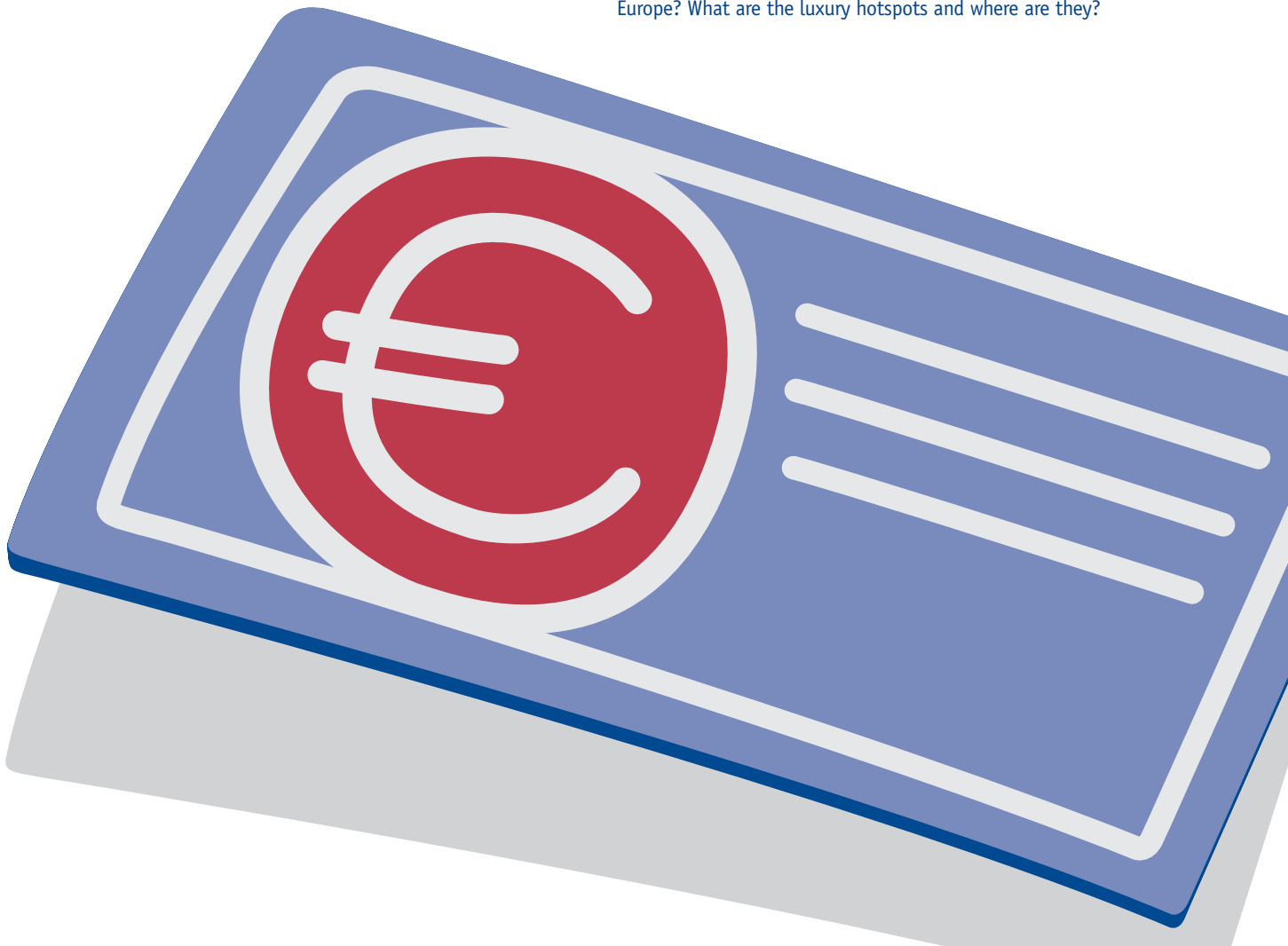
How are the needs and aspirations of European consumers developing? With the election of Nicolas Sarkozy in France is there a new acceptance of globalisation across Europe while at the same time a new introversion and fear of non-Europeans? What, if anything, does this tell us about the desires and tastes of European consumers and their hopes and fears? What might the implications be for companies and brands?

MAPPING THE MEANING OF LUXURY

London Conference – Christophe Jouan
Managing Director, Future Foundation

Paris Conference – May Simonsen
Senior Research Analyst, Future Foundation

An ever more affluent world means an ever increasing demand for luxury goods and services surely. But is this really true? And even if it is, what particular items will be most in demand? Again, our Changing Lives survey covered what people believe luxury means. How is it different across Europe? What are the luxury hotspots and where are they?



INTERESTED IN UK CONSUMER TRENDS?

After some very positive feedback on last year's event we have decided to repeat the format this July and hold our UK conference on the same day as our London European event on the 3rd of July. You are therefore also invited to join us in the morning for our half-day guide to the UK Consumer. This conference is going to present findings on the role of leisure, entertainment and all forms of 'escape' in the modern world and its ever-increasing reach into all aspects of consumer behaviour. Topics will include a brief history of time, the impact of technology, consumer happiness, the entertaining economy and a review of the future of fun and games.

BOOKING DETAILS

European nVision subscribers have a number of inclusive places to the European conference. Please email your account manager to book one of the free places (subject to availability) or purchase extra places at the discounted rate of €150 / £100 + VAT per delegates.

For non-European nVision subscribers the standard cost is €375 / £250 + VAT per delegate. However, if you book your attendance at the UK event as well, you will receive a discounted price of €225 / £150 + VAT to attend the European conference.

To book your place, please visit our online booking page www.futurefoundation.net/events.php, or contact Josie Watson on josiew@futurefoundation.net or phone +44 (0) 203 0424726

DISCOUNTS

- Pay online by credit card and receive a further 10% discount on the total booking price
- Registered charity: 50% discount
- All prices exclude VAT and include full delegate materials

BOOKING TERMS & CONDITIONS

The Future Foundation reserves the right to make any alterations 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.

