

CHANGING LIVES

A HALF-DAY GUIDE TO THE EUROPEAN CONSUMER

June 16th 11:00 – 14:30, London





Globalisation, culture and politics – opportunity or threat?

Everyone is talking about the opportunities (and threats) of China, India, Brazil and Russia but do we really know enough about the real direction and impact of the globalisation of trade and culture; of the enticements and pitfalls that the new world order offers? To help us understand these issues, we draw upon not only our pan-European research programme but also some of the pan-global project work we have been conducting over the past year. To illustrate some of the critical global trends and the challenges that need to be faced we will look specifically at travel and tourism, including issues of cultural provenance and authenticity and the role that global politics might play in future developments.

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Economics

After a number of years of little or no growth, the European economy seems to be reviving. But it is a patchy recovery: uncertainty over the robustness of the revival and with different problems facing different economies. In this session we take a look at the prospects for the years ahead. Which countries are best placed to exploit the upturn in activity and which will face greater challenges. What are the constraints to stronger growth and how might the economic 'map' of Europe develop as a result? How will the new entrants from eastern Europe fare and what sectors are likely to be the most dynamic.



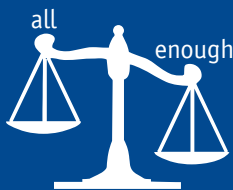
Technology – assessing the progress across Europe

How is the take-up of new technologies progressing across Europe? Which countries are leading and which following? Where are the new channels having most impact in terms of consumer behaviour and purchasing patterns? What groups are leading the technology revolutions, are they the same (or similar) across cultures and how are they different from other consumers? In this session, we review the results from our latest pan-European survey covering a range of technology platforms and consider what it means for the evolution of new technology across Europe and for marketing communications and sales channels in particular.



Understanding consumer psychology – a new perspective

Psychologists looking at consumer behaviour have begun to question the idea of 'rational choice' so fundamental to economic theory. According to them, not everyone tries to make the best possible choice (in terms of things like price and quality) but rather some consumers take a 'good enough' approach. We have been researching this theory of 'maximisers' and 'satisficers' for some years in the UK and have now extended it to Europe. Are there different numbers of each in different countries? Are some regions leading the way? What does it mean for the likely development of shopper behaviour and what does this mean European companies need to do?



From have it all to had enough – are consumers about to abandon consumption?

One of our more popular key trends is 'have-it-all society'. In this consumers want to have successful careers, be great parents, a fulfilling social network and a broad range of differentiating leisure pursuits. The result is the busyness and time pressures seemingly so endemic in the modern world. But there are suggestions that it all might have gone too far – that people have had enough of 'have-it-all'. There is growing talk of work-life balance and, even more extreme, of downshifting out of the careerist rat race. But is this a real change or merely trend-watching hype? What evidence is there that 'have-it-all' might have run its course? We examine the data from our very latest pan-European research to assess how real this counter trend is. And if there is something in it, what are the implications for consumer behaviour of this potentially anti-consumption development?

Interested in UK consumer trends?

For the first time this year we are running our UK conference on the same day. You can choose UK or pan-European economics and technology sessions as part of this conference. For a small additional fee (€75 / 50GBP + VAT) you are also invited to join us in the morning at 9.00am for two additional UK presentations, 'Borrowing ourselves to death?', and 'Ethical or cynical; environmental or instrumental? Does the ethical consumer really exist?'

For full descriptions of these presentations please contact us or visit our website www.futurefoundation.net/events.php

Booking information

To book please contact Gretchyn Agnew on 020 7250 3343 / gretchyna@futurefoundation.net.

Visit our website www.futurefoundation.net/events.php and click on Changing Lives Europe for the booking form.

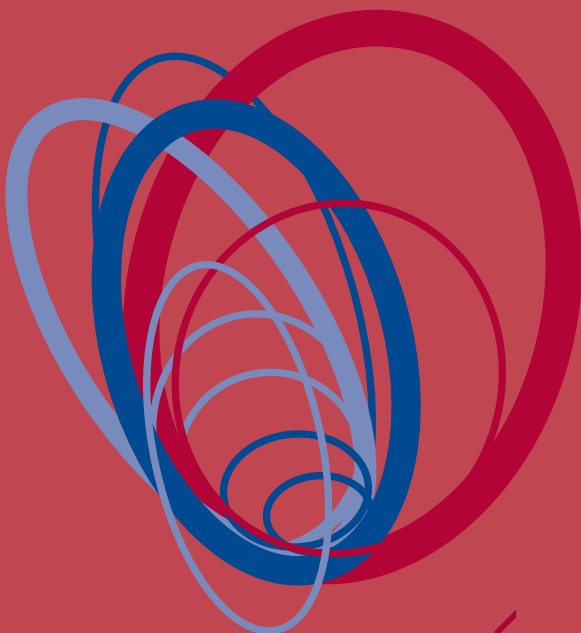
The cost is €365 / 250GBP + VAT per delegate
This event is free for nVision subscribers
(a limited number of places)

There is a fee of €75 / 50GBP + VAT per delegate to attend the additional UK sessions.

We can accept credit card payments, cheques or payment through invoice. Please contact us for details.

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