

Changing Lives Summer 2004.

16th June Royal Geographical Society, London

9:45 Chair opening & outline of the Changing Lives research programme in 2004

Michael Willmott, Co-founder & Director of the Future Foundation Group

10:00 The economy, the year ahead

Terry Athaide - Group economist for The Future Foundation Group,
Economic Advisor, Volkswagen Group (UK) and Director, Foresight First

Before any meaningful discussion of changing social or consumer behaviour, we look at some of the broader economic circumstances and trends shaping that behaviour.

Always a popular speaker - and known to our clients as one of the few economists who uses clear and simple English - Terry will start the day with an informative guide to the economic environment in which you and your consumers will be operating over the year ahead. So..

- What can we expect in terms of consumer confidence?
- Where are jobs, earnings, house prices, wealth and debt going?
- What impact will the EU enlargement have on consumers and companies?

10:20 What do we want out of life? Consumer needs and aspirations

Christophe Jouan - Managing Director, nVision

Simple research questions looking at consumer needs and aspirations can be very subjective, and yet organisations need to place such results at the heart of marketing & communications and new product development,.

Christophe will use a combination of Changing Lives research and other sources to track values and attitude changes in UK Society. By mapping these values and attitudes in relation to each other Christophe will present a picture of social change and development in the UK that is insightful, robust and rich.

- What are the key changes in consumer needs and aspirations over the last 20 years?
- Are these aspirations more fragmented? More individualistic?
- How does this compare to other European countries? And does comparison give us signposts for change?

10:40 The next big thing - phase two of the technological revolution

William Nelson, Group analysis manager, the Future Foundation Group

Interactive technologies are coming of age. Take-up rates are now slowing, but users' experience and confidence are growing. Interactivity is becoming part of our lifestyles - re-shaping our experience of entertainment, buying, banking and communicating.

In looking at our developing use of interactive technology, William will review our latest forecasts for take-up of various platforms and applications, and discuss the opportunities for content providers and advertisers. Is there more room for take-up of existing technology? Or are we waiting for the next generation of devices and applications (or consumers) to achieve the final stage of market penetration?

Please turn over



11:00 Coffee

11:40 *Luxury - a feeling? A display of status? Or irrelevant to today's consumer?*
Charlotte Cornish, Research Director, The Future Foundation Group

Work recently carried out by the Future Foundation suggests that luxury is a term that has no clear meaning to consumers and yet it is still one of the most frequently used 'tags' in marketing and communications. What do we mean by luxury? Which goods and services still represent luxury despite the climate of mass affluence and greater individualism?

Charlotte will reveal results from Changing Lives and a recent cross sector workshop on this issue. She will highlight the key issues for brand owners and advertisers to understand when operating within the 'luxury' marketplace.

12:00 *The cult of celebrity - a lasting social phenomenon or an over-used media vehicle?*
Paul Flatters CEO, The Future Foundation Group
Hamish Pringle, Director General, The IPA and author of 'Celebrity Sells'

Celebrities are big business, that is undeniable - but why?
When we talk about the cynical, demanding and media savvy consumer do we really presume that these traits can be over-ridden by a celebrity endorsement?

Paul and Hamish will look at how consumers actually use celebrities and celebrity news. Do they learn from them or are they simply social currency, a conversation starter? Do they represent a source of influence or are they just an effective way of getting our attention? Are they aspirational icons that we seek to replicate or are they simple escapism?

12:30 Questions & Chair close

12:45 Drinks with speakers

To book a place at Changing Lives:

Please contact Siti Assad on T. +44 (0) 20 72503343 or E. sitia@futurefoundation.net

This event is free for subscribers to our nVision UK service.

There is a £250 charge for non-subscribers.

Reduced booking rates:

Members of the IPA or the Newspaper Society, registered charities or groups of 4+ receive a 50% discount.

Press passes are available on request.