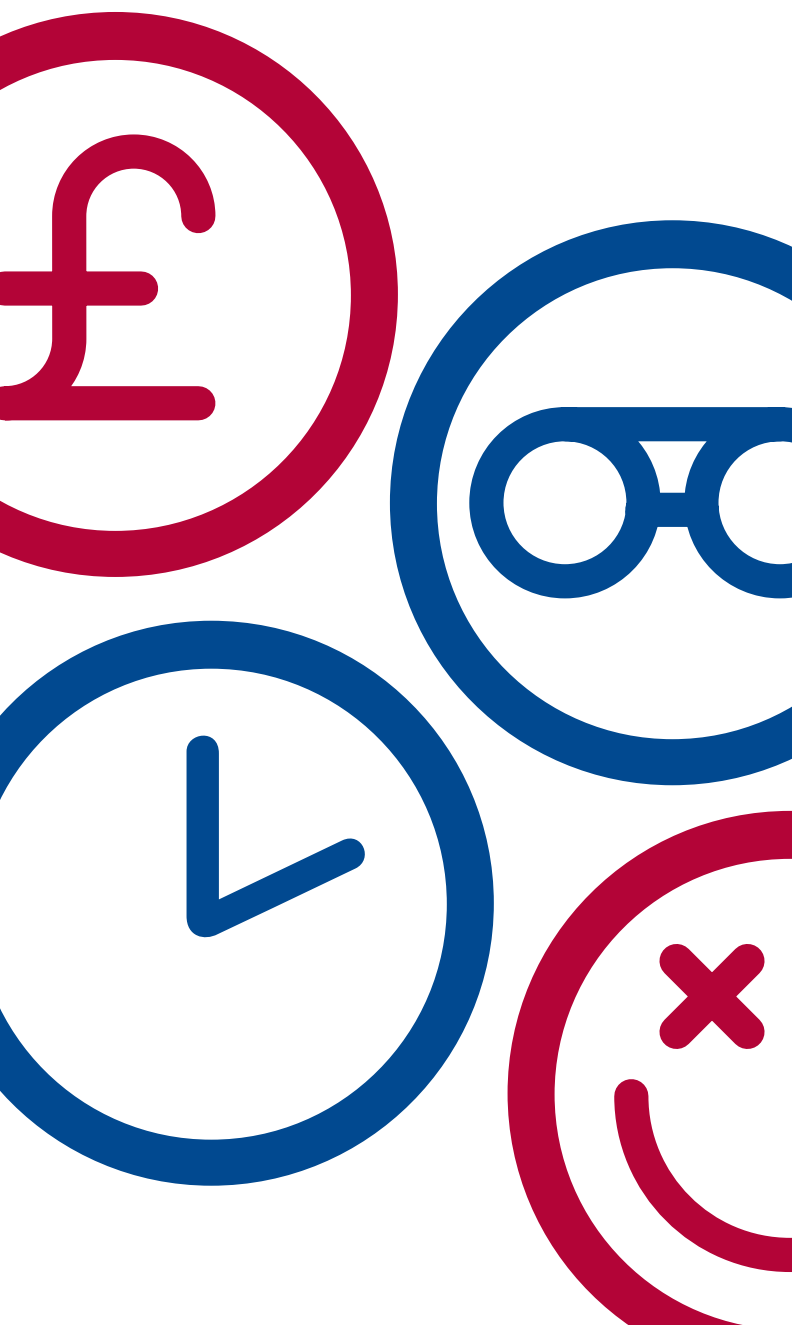


CHANGING LIVES

FUN AND GAMES IN
THE 21ST CENTURY
A HALF-DAY GUIDE
TO THE UK CONSUMER

3rd July 09:00 – 13:15
Savoy Place London



In Changing Lives – our bi-annual conference for nVision subscribers – we look at different aspects of consumer lives and consumer change. One theme – 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 – is the focus of this summer’s conference. What are people actually doing, how are the new technologies changing things, is life getting more trivial and superficial, are we actually happy? And, what does this mean for retailers, leisure operators, media companies, the hospitality sector, financial services, public bodies and others. These are some of the issues we will address in Fun and Games in the 21st Century.

A BRIEF HISTORY OF TIME

Jamie Allsopp, Associate Director of Innovation, Future Foundation

By analysing a new dataset available to nVision users (the IPA Touchpoints data) and the just released government time-use statistics we audit the what and the where of people’s leisure and entertainment behaviours.

AMUSING OURSELVES TO DEATH I ARE MY SPACE AND FACEBOOK SAVING THE WORLD?

William Nelson, Head of Communications Research, Future Foundation

One of the most influential books of the 1980s was Neil Postman’s polemical critique of the television age – Amusing Ourselves to Death. In it, Postman argues that we lead atomised, impersonal lives, locked away in a couch potato existence as we spend more and more time watching television. The internet didn’t really exist when the book was first published and arguably Postman’s thesis has even more weight today as the ability to consume ‘virtual’ and insufficiently ‘real’ experiences has grown exponentially.

But how true is this critique? Don’t the new social networking sites help people communicate more and keep in touch better? Has, in fact, new technology saved the day by allowing people to shift from uncritically receiving passive broadcasts to (inter)actively and selectively managing their entertainment?

AMUSING OURSELVES TO DEATH II A RETROSPECTIVE ON HAPPINESS

James Murphy, Editorial Director, Future Foundation

All of this leads onto the thorny (and highly topical) question of happiness. This (or rather unhappiness) has always been an issue of philosophical interest but there appears to be a new impetus with many commentators (and academics) bemoaning the nature of modern society and how ‘unhappy’ people are. Indeed, a recent report from Cambridge University claimed that Britons are ‘getting unhappier’.

But is that really true? We wonder whether it is. In this session the Future Foundation dissects the claims of Cambridge’s Faculty of Economics and argues that such a view of the world is not only naïve but also dangerously misleading.

THE ECONOMY OF FUN

Clare Reid, Head of Strategy & Research, Experian Business Strategies Division

This session will be part our usual round up and analysis of the UK economy but will make special reference to the entertainment and leisure industries. How important are they to the UK economy and what does this suggest for the future prospects of Britain in a globalised world?

REVIEW OF THE FUTURE OF FUN AND GAMES

Karen Elton, Research Director, Future Foundation

Valentina Buonomori, Senior Consultant, Future Foundation

Over the last eight months we have been conducting an in-depth study on the Future of Entertainment for a consortium of clients in the media and entertainment sectors – Sony, Orange, IPC, Channel 4, EMI, OMD and Publicis. In this last session we will provide a short preview of selected findings germane to the conference, look at some of the innovative research techniques used and, through a series of video interviews, explore the thoughts of the consortium members on what it means for their businesses and the future.

INTERESTED IN PAN-EUROPEAN CONSUMER TRENDS?

After some very positive feedback on last year's event we have decided to repeat the format this July and hold one of our pan-European conferences on the same day (in the afternoon). You are therefore also invited to join us for our half-day guide to the European Consumer. This conference is going to present analysis of our European Changing Lives research on 'Meeting the needs of tomorrow's shoppers', topics including – Europe's economy, shopping all over the world, aspirations & needs and luxury.

BOOKING DETAILS

UK nVision subscribers have a number of inclusive places to the UK 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 £100 + VAT per delegates.

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

