PUMP THE SLUMP!

Locating commercial opportunity among the wobbles of economic uncertainty

The UK has grown to an unparalleled level of household prosperity over the last decade. But now that a period of economic turbulence has arrived, we have a unique opportunity to test some of our core propositions about what consumers feel, think and crave. Will the pulse of interest in the environment - and global warming in particular - begin to slow? Will companies be right to sustain current levels of investment in CSR programmes? Will new pressure fall on prices and premiums? Will consumers begin to save more in a modern version of the paradox of thrift? Will confidence in the housing market suffer to the point where the purchase of all luxury or big-ticket items (holidays, cars, furniture…) will be postponed? Will millions of us start to trade down? Along the way down this analysis, we have to keep our eye on other contemporary fundamentals. Where is the consumer getting bored, frisky and hungry for new experiences? How is social networking altering the flow of word-of-mouth and recommendation? Just how far is regulation constricting consumer choice and how is the citizen reacting to this? This, the latest in our Future Foundation event series, will address the burning issues and fix our best answers in the latest wave of our own twice-yearly nVision research, our proprietary economic forecasts and our best trend-coinages as evolved within our TrendExpress and QuantExpress programmes.

09.45 **CHAIR'S INTRODUCTION** Barry Clark, Account Director

10.00 **CRUNCH, CRASH, WALLOP?**

Banks tremble. Regulators fret. Housing market loses its bottle. Growth falters. Tax problems kick at Government's crotch. But behind the headlines of gloom and sometimes flamboyant forecasts, what impact on consumer plans and prospects is actually being felt on the ground, across the UK? **William Thomson, Director of Economics, Experian Business Strategies**

10.30 **THE INNER MONOLOGUE OF THE MODERN CONSUMER**

A great deal of research now talks of how consumers are developing their own identity as market-players, finding new forms of self-expression and exploiting all their multiple conversations, offline and online, to find the best route to optimised satisfaction. Is any part of this model being affected by the economic wobbles of 2008? **Dominic Harrison, Senior Analyst**

11.00 **COFFEE BREAK**

11.20 **POSTCARDS FROM THE EDGE**

On any given day, what we might call pathbreaker-consumers are stimulating our appetite for the new, the daring and the dangerous within leisure markets and beyond. To some degree, today's Edge is tomorrow's Mainstream. Is the great brand now the one who, by watching the extremes, anticipates the boredom of even the loyalist customer? **Edward Greggs, Account Director**

11.50 **THE CHANGING LIVES FUTURE-SPECULATIVE**

nVision identifies, monitors and elevates the critical trends within consumer motivation. As we dig deep into our databases and reflect on our work with clients in all sectors, we here ask: what Top Five Trends will emerge to bend and shape market opportunity between a troubled 2008 and a more buoyant 2013? The Future Foundation trend hit parade will be storyboarded here.
Karen Elton, Director of Research and Joe Staton, Director of Content

12.20 **CHAIR'S SUMMARY**

12.30 **MEET THE SPEAKERS - DRINKS AND LUNCH**

CHANGING LIVES

11 JULY 2008, SAVOY PLACE, LONDON • THE HALF-DAY UPDATE ON THE UK CONSUMER

A EUROPEAN UNION OF CONSUMERS?

Getting close to the consumer amid all the convergences, diversities and opportunities of this end-decade

Europe is in a contrary mood. Economic resilience in some places; economic gloom in others. Enthusiasm for the Lisbon process in some places; national introspection in others. An embrace for globalisation in some places; a quiet curse for it in others. Sophisticated internet usage in some places; slow online engagement in others. Heavy constriction of the citizen's right-to-consume in some places; a residual libertarianism still in others. And so a fresh light has to be thrown across the consuming continent, illuminating just how deeply - and with what depth of convergence - Europeans are pondering on the issues of the day and just how readily are they bringing such feelings into their market preferences and choices. This session will draw the best insights from our ever swelling nVision database and equip the planner to see Europe in the round and maximise competitive advantage accordingly.

13.45 **CHAIR'S INTRODUCTION** Barry Clark, Account Director

14.00 **THE LIVES OF OTHERS**

European consumers choose and adhere to particular norms and values. We see it as vital to strategic planning to track what is fixed and what is variable in consumer outlooks and therefore in consumer behaviours. In this context, we ask: to what extent do macro-economic fluctuations genuinely alter mindsets among the human tribes of Europe?
Tim Yates, Head of Quantitative Analysis

14.30 **LA VIE EN ROSE**

How Europeans now define and pursue fun/escape in their lives impacts on so much: the play of work-life balance, the definition of free time, the role of money and work, the attractions of travel, the balance of shared and private pleasures. Where has fun/escape come to rest and to where is it headed next? **Meabh Quoirin, Client Director**

15.00 **TEA BREAK**

15.20 **THE PLEASURE IS ALL MINE**

Europeans are having to respond to ever more attempts, legislative and cultural, to restrict their access to pleasures and conveniences. The assault on pleasure was identified as a key trend affecting so many markets (fast food, alcohol, tourism, cars, air travel, sex…) in mid-decade. But how well is the new Puritanism actually performing as a social force and can we identify the next pan-European source of pressure and movement within the assault on pleasure trend?
Vivienne Gillan, nVision Editor and Jamie McCullagh, Senior Analyst

15.50 **THE GOLDEN COMPASS**

nVision selects the trends which matter most to the strategic planner and describes the defining forces at work (economic, environmental, cultural…) in Europe as a society and as a market. What lessons can be learned from an updated comparison with consumer movements in a much more economically volatile US? To what degree is it now true that what happens stateside will break out in our European context soon enough? **Christophe Jouan, Managing Director**

16.20 **CHAIR'S SUMMARY**

16.30 **MEET THE SPEAKERS - DRINKS AND CANAPÉS**

CHANGING LIVES

11 JULY 2008, SAVOY PLACE, LONDON • THE HALF-DAY UPDATE ON THE EUROPEAN CONSUMER

BOOKING INFORMATION

UK nVision subscribers have a number of inclusive places to the UK conference (subject to availability), or you can purchase extra places to this conference at the discounted rate of £100 + VAT per delegate. If you wish to attend the European conference in the afternoon you may do so for the discounted price of £175 + VAT per delegate.

European nVision subscribers have a number of inclusive places to the European conference (subject to availability), or you can purchase extra places to this conference at the discounted rate of £100 + VAT per delegate. If you wish to attend the UK conference in the morning you may do so for the discounted price of £175 + VAT per delegate.

For **non nVision subscribers** the standard cost to attend **either** the UK **or** European conference is £275 + VAT per delegate. However if you wish to attend both conferences, the total cost is £450 + VAT per delegate.

To book your place, please visit our website
www.futurefoundation.net/events.php to book online,
or contact **Josie Watson** on **josiew@futurefoundation.net**
or phone **+44 (0) 20 3042 4726**

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.

VENUE DETAILS

The event is being held at:
Savoy Place (The Institution of Electrical Engineers entrance)
2 Savoy Place, London WC2R OBL

BOOKING TERMS & CONDITIONS

The Future Foundation reserves the right to make any alternations 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 'Experian 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. While we make every effort to ensure that the conference finishes at the stated time, we advise delegates to allow 20 minutes leeway for a possible late finish when planning travel arrangements.

CHANGING LIVES

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