



"State of the Nation"

Interrogating the political, economic, social and consumer environment of today and tomorrow.

A conference delivering the Future Foundation's latest research and thinking on 'future proofing' commercial strategies and consumer insight.

October 15th 2002
CBI Conference Centre, London W1

An essential guide for senior level managers, decision makers and strategists involved in marketing & communications, product development and research.

"State of the Nation" will provide delegates with a clear and practical understanding of the current and future environment for companies operating in the UK and the rest of Europe. The morning sessions focus on the key national and international political and economic issues with the afternoon speakers relating those themes to the changing attitudes and lifestyles of the consumer.

The presentations will draw on new research and the experience of the Future Foundation consultants and associates to provide a unique and compelling guide for anyone involved in business strategy, marketing, communications or consumer insight.

9:30 **Chair Introduction** – to be confirmed

9:40 **The myth of apathy in a political era?**

Despite talk of public apathy and the death of politics, Paul argues that political decisions to be made in the coming year will have a profound impact on consumer markets.

Paul Flatters, Chief Executive – The Future Foundation Group

Paul will open the day with a provocative and thoughtful insight into the political landscape within the UK. Drawing on his experience as the former Head of Research at BBC News, Paul will discuss the reality behind the recent media portrayal of political apathy and disinterest and the parallels between the perceived 'death' of politics and current consumer behaviour. Using previously unreleased research Paul will examine the implications and highlight the solutions for businesses today.

10:10 **The economy - navigating the instability**

A practical guide to planning and operating in the current and near-term economic environment.

Terry Athaide, Managing Director – Foresight First, Future Foundation Economics Associate

In a period of uncertainty can we still look to consumer spending to be a key engine of growth? What are the underlying economic trends to watch over the next 12 months? What economic implications would our membership of the Euro hold? This session will provide a guide to the current operating environment and build future scenarios of the UK economy both with and without the euro for consumers and business.

10:40 **The outside looking in**

How Britain is perceived by mainland Europe, the changing impact of the US and the implications for companies operating in the UK.

Hans Martens, Managing Director – Martens International Consulting, Associate - nVision Europe

Based in Brussels as the head of an independent consultancy and associate for *nVision Europe* Hans will provide an expert view of how Britain is seen by the rest of Europe both culturally and politically. Specifically he will explore how this might evolve in light of the apparent tensions in EU / US relations and discuss the likely commercial ramifications for marketers and strategists operating in the UK and Europe

11:10 Questions, 11:20 Coffee

11:50 **Corporate Social Responsibility (CSR) – who is jumping on the bandwagon?**

What is the role of business ethics and CSR in the UK today

Sue Tibballs, Projects Director, The Future Foundation

In the light of recent corporate reporting scandals and consumer concerns there is talk of businesses jumping onto a CSR bandwagon to prove their ethical credentials. Is this really happening? What should CSR be about? And is it really important to the consumer? A communications expert with a background in CSR with the Body Shop, Nirex and the Co-Op bank Sue will give a clear guide to the consumer viewpoint of business ethics.

12:20 **21st Century Community**

Understanding local lives, interests and affiliations to build brands and create resonant communications strategies.

Nick Rand, Senior Consultant, The Future Foundation

Amidst the discussion of globalisation and European integration are we overlooking life at a local level? Contrary to the myth of community decline new analysis carried out by the Future Foundation highlights the great importance that people in the UK still attach to their local community and the impact of these interests and affiliations for issues such as word-of-mouth, viral marketing and the use of local media. 'Community' today is as much about the attitudes and needs of individuals as the given location in which they operate. Nick will review how this fits in to the national and international picture of change painted by the previous sessions whilst also setting the scene for the afternoon with a focus on the individual search for self-fulfilment.

12:45 Questions 12:55 lunch

2:25 **Chair Introduction**

2:30 **Working with new forms of self-expression**

How brands and communications can compete in a new era of identity formation

Melanie Howard, Co-founder, The Future Foundation Group

The rising importance of the 'invisible self' - or less ostentatious ways of establishing and communicating identity - has huge implications for advertising, marketing, communications, brands and strategy. What are these new forms of self-expression? How important are they today and how widespread do we expect them to become in the future? Melanie will use new research address these questions and provide delegates with a picture of changing consumer aspirations, needs and choices.

3:00 **Consumers across Europe - What are the truly pan-European trends and which countries are leading the way?**

An exploration of the structural and attitudinal factors determining consumption and lifestyle patterns of Europe's youth.

Valentina Buonomori – General Manager, nVision Europe

Certain presumptions of homogeneity are made when a pan-European strategy is suggested. Valentina will highlight differences by gender, by region and of course by country using extensive sources of data and new analysis. She will present a guide to where such convergence of attitude and behaviour does exist but also where to tread carefully.

3:30 - Questions, 3:40 – Coffee

4:00 - **Because life's complicated enough!**

Understanding consumer needs and motivations

Michael Willmott – Co-founder the Future Foundation Group

Businesses, and especially their marketers, urgently need to come to terms with the complexity of the lifestyles and identities of modern consumers if they are to create 'futureproof', resonant strategies. Michael will draw on research and new analysis from a three year study commissioned by Abbey National designed to provide competitive advantage through extending commercial understanding of consumer's lives. This research is due to be published as a book in 2003.

4:30 [Creating insight through mapping life events](#)
Births, deaths and marriages – are life events the key to market segmentation?

Dr Jonathon Scales – Institute of Social & Economic Research

Are traditional segmentation criteria still valid as guides to consumer behaviour? Through extensive longitudinal tracking of 10,000 people over the last 11 years Jonathon will assert that tracking life-events such as marriage, home-buying and entering / leaving employment is a more informative and realistic model for planning and communications.

5:00 Questions

5:10 Closing

See next page for booking form

How to book:

Telephone Rachel Stringer on 020 7250 3343
Email Rachels@futurefoundation.net
Fax the completed form to 020 7251 8138
Post the completed form, enclosing payment to Rachel Stringer
The Future Foundation
70 Cowcross Street
London, EC1M 6EJ

Details:

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Payment:

Please make cheques payable to The Future Foundation, if you wish to pay by BACS please contact Rachel Stringer

Price & Venue Information

Fee: £495 + VAT (£581.63)

nVision subscribers receive a 25% discount £372 + VAT (£437)

registered charities £250+VAT (£293.75)

The CBI Conference Centre
1st Floor
CentrePoint
London W1

The nearest tube is Tottenham Court Road

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