

Today we assist to a **change of era**. Traditional corporate business models and approaches towards the market have been challenged, bringing insecurity and fear to take action. Consumers are more demanding than ever, but at the same time constrained by the financial crisis and by an increasing lack of confidence.

So What? FCL's 2009 workshop edition aims to help companies in **setting new priorities**, generating innovative concepts in order to face contemporary market challenges. Each of the four days presents **trends, market scenarios and research insights** based on Future Concept Lab's **20 years solid experience** as strategic consultants and socio-market researchers. Each day presents concrete **application of trends into case studies**, called *Lab Stories*, told by different companies' executives invited as guest speakers.

So What? Each workshop presents 10 trends on **a specific market area** (Design & Accessories, Consumption, Advertising and Retail) and will bring to light the new skills, called **Powers**, which a company needs to invest on in order to successfully perform in the years to come.

So What? «*Lab Stories*» will be told directly by companies' executives. They represent a context of excellence in which different companies and their protagonists will **provide a tangible value on how to apply trends and scenarios into a business context**.

So What? Food, health, beauty, technology, design, leisure and finance sectors will be presented as examples, bringing innovative case studies and reasons for failure/success.

April 28th

Design Thinking by the consum-author: the victory of innovation over fads

The revolution that is taking place in the world of style starts from consumers' growing ability to judge aesthetics, to be the authors of their own existence and competent critics in regard to products and services. The workshop will explore the role of *Talent* in creating Innovation, presenting **10 Aesthetic trends**.

Lab Story: The relaunch of Deborah through Design

(Deborah, an Italian cosmetic company)

 **DEBORAH**
MILANO



June 23rd

Consumption: regenerate Value and Confidence

Future Concept Lab will present **10 Consumption Trends** and their underlying values that companies need to transmit through their products and projects, adopting a fresh marketing logic aimed to regenerate consumer trust.

Lab Story: Ferrero, the experience of advanced training on the theme of virtuous consumption

(Ferrero, an Italian multinational food company)

 **FERRERO**



October 13th

Advertising: the collapse of post-modern communication

Tell stories, but only true stories. More than ever, people are capable to distinguish between empty imagery and true value, giving priority to what they identify as «genuine». **10 Communication trends** will identify successful contents and the strategies for a message to reach its audience.

Lab Story: The magazine «Psychologies» through the new females' storytelling and values

(Hachette Rusconi is an international editorial company)

 **PSYCHOLOGIES**
MILANO



December 1st

Retail: the new alliance between companies and consum-authors

The «*new deal*» between companies and consumers will be determined by the ability to practice a «shared retail», a powerful vehicle that establishes a long term bond between people, places and projects. **10 Retail Trends** will explore how to practice a «shared retail», in the light of the **definitive separation between price and value**.

Lab Story: The transformation of Coin into a «shared piazza»

(Coin, an Italian retail giant)

 **coin**



FUTURE VISION WORKSHOPS 2009

Milan, 23rd June 2009

Trust Valuing. Regenerate value.

Pop neo pragmatism, from Michelle's garden
to the algae fuelled power station.

- 9.30 – 10.00 Simplicity, background and guide to the 10 Consumption Trends in relation to 10 sectors of life and experience.
Introduction by Future Concept Lab
- 10.00 – 10.20 **Split Benifits:** urban projects with a multitude of advantages
- 10.20 – 10.40 **Free Plots:** services and platforms to free up time
- 10.40 – 11.00 *Coffee Break*
- 11.00 – 11.20 **MicroSpin:** micro-processes in taste for macro changes
- 11.20 – 11.40 **Hidden Side:** the hidden beauty and its intense side
- 11.40 – 12.00 **Optimum Volume:** the house as a measurement of proportions
- 12.00 – 12.20 **Quick Value:** close at hand economic systems
- 12.20 – 12.40 **Green Soul:** hi-tech solutions with a green vision
- 12.40 – 13.00 **Smart Actions:** back to the future mobility
- 13.00 – 14.00 *Lunch*
- 14.00 – 14.20 **Mindful Layers:** Fashion reveals its virtuous surface
- 14.20 – 14.40 **Bright Health:** an ideal physique thanks to astute recipes
- 14.40 – 16.00 **Lab Story Ferrero**
The experience of advanced training on the theme of virtuous consumption
Cristina Agostinelli, *Commercial Training Partner and Supply Chain Ferrero Group*
- 16.00 – 16.20 *Tea Break*
- 16.20 – 17.00 Brainsharing: space and time for the creative condivision of trends
- 17.00 – 17.30 The Map of Consumption Trends and Future orientation.
Strategic Conclusions by Future Concept Lab

How to participate

1. The subscription to the entire 2009 workshop series is of 16.000 Euro + VAT. It includes participation to all 4 workshop days for a maximum of 10 persons per company, and acquisition of all materials, in both paper and digital formats.
2. For those who wish to gain a better understanding of the true intentions of this new training experience, there is the possibility to participate as an «observer» to a single workshop of the 2009 training series, at the cost of 1.600 Euro + VAT per person.

Registration form

Name and Surname

Company

Current Position

Address

City

VAT

Telephone

Fax

e-mail

- Full-cycle of Future Vision Workshops 2009 (point 1)
- Only one day attendance (point 2)

* To be paid by money transfer or check upon registration to:

Banca Popolare di Milano Ag. 23 – Milano – IBAN IT37 P055 8401 6230 0000 0015 086



Full-cycle of Future Vision Workshop 2009
 – So What? –
 Will be held at **Teatro Litta**,
 Corso Magenta, 24 – Milan

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For bookings and fees please write to: ttraldi@futureconceptlab.com – info@futureconceptlab.com – www.futureconceptlab.com