

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.

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



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, October 13th 2009

True Storytelling. The decline of post-modern communication.

Tell stories. But only true stories.

- 9.30 – 9.50 Through "Exploration", the presentation of the 10 Communication trends will highlight new narrative nuclei, values and languages in relation to 10 sectors of life and consumption.
Introduction by Francesco Morace
- 9.50 – 10.15 **CrossingScapes:** pass through places and intergrate paths
- 10.15 – 10.40 **Identities Bloom:** nourish the multiplicity of the experience
- 10.40 – 11.05 **Blending Stories:** narrate taste and cook stories
- 11.05 – 11.20 *Coffee Break*
- 11.20 – 11.45 **Quick Feature:** offer fast solutions for daily life
- 11.45 – 12.10 **Interiors Tales:** play out ones domestic fairytale
- 12.10 – 12.35 **Visionary Paths:** trace new directions for the future economy
- 12.35 – 13.00 **Nomad Chronicles:** built a mobile existence
- 13.00 – 14.00 *Lunch*
- 14.00 – 14.25 **Elsewhere Settings:** imagine new visions and projects
- 14.25 – 16.00 **Lab Story Hachette**
The evolution of Psychologies in tune with the new woman's values
Michela Alpi, *Marketing Manager Psychologies*
Lucia Rappazzo, *Director Psychologies*
Anna Zanardi, *Scientific Director Psychologies*
Sara Fedrizzi, *Responsible Studies and Market research*
Laura Giovannozzi, *Advertising Director Psychologies*
- 16.00 – 16.15 *Tea Break*
- 16.15 – 16.40 **Timeless Muses:** exalt the different dimensions of beauty
- 16.40 – 17.05 **Shape Fiction:** tales of the body between science and science fiction
- 17.05 – 17.30 The map of Consumption Trends and Future orientation.
Strategic Conclusions by Future Concept Lab

Sharing Retail. The alliance between companies and the consum-author.

Rethink exchange. But also the price.

- 9.30 – 9.50 Sharing as relation, as affinity and as the regeneration of experiences to be lived together for a new market vision: a reality brought into focus in the 10 Retail Trends.
Introduction by Francesco Morace
- 9.50 – 10.15 **Culture-in-Motion:** cultural exploration and the discovery of new realities
- 10.15 – 10.40 **Snack Experiences:** to offer an experience as a cultural connection
- 10.40 – 11.05 **Green Passions:** the sharing of the natural
- 11.05 – 11.20 *Coffee Break*
- 11.20 – 11.45 **Essential Values:** the home as a value in large-scale retail
- 11.45 – 12.10 **Smart Intentions:** services that give added value to the territory
- 12.10 – 12.35 **Free Bounties:** the spirit of the gift as a shared energy
- 12.35 – 13.00 **Selective Spots:** new luxury that connects
- 13.00 – 14.00 *Lunch*
- 14.00 – 14.25 **Cheerful Surprises:** the pleasure of small details
- 14.25 – 16.00 **Lab Story Coin**
The transformation of Coin into a «shared piazza»
- 16.00 – 16.15 *Tea Break*
- 16.15 – 16.40 **Gorgeous Occasions:** targeted services in order to feel unique
- 16.40 – 17.05 **Keep-in-touch Landmarks:** the city as a lab for shared practices
- 17.05 – 17.30 The Map of Consumption Trends and Future orientation.
Strategic Conclusions by Future Concept Lab

How to participate

1. The registration fee for the participation of up to 10 people to the workshop-days of 13th October and 1st December is of 9.000 Euro + VAT.
The fee also includes a CD and the full written report that is going to be distributed to all the participants.

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