

The last ten years have been marked as an age of great changes.
Instead today we assist to a **change of era**.

So What?

Proposes the strategies to compete, setting new priorities and generating innovative concepts

The 2009 workshop edition, held in Milan at the Litta Theatre, will be dedicated to the new strategies in the areas of design, marketing, communication and distribution in order to face the new challenges of the coming years. Drawing from Future Concept Lab's consolidated resources and experiences, the workshops will suggest strategic changes for enterprises and the new priorities of marketing. Over the course of the four days (**28th April, 3rd June, 13th October, 1st December**), Future Concept Lab will present the following scenarios, trends and targets with concrete applications and case studies, following the logics of a «role playing game».

- 7 project scenarios in order to face globalisation;
- 10 generational targets that illustrate the profiles of Conum-Authors;
 - 4 values that have the power to orientate global behaviour;
- 10 market sectors (including the home, body-care, health, clothing, food, technology and services) to refine a knowledge specific to each single area.

A range of business case studies, called Lab Stories, will show concrete applications of trends and scenarios, presenting the story of some companies (Deborah, Ferrero, Hachette and Coin) which, through joint laboratories with FCL, have applied the research tools that we will be presented during the day. The main Idea behind the seminars is that role playing game is connected to Social Innovation and Design Thinking, which considers people as the authors of creative enterprises. «I am the protagonist», «I am the product», «I am the media», are not simply slogans but the new religion which the world of marketing needs to embrace in order to face future challenges.

The 10 key sectors, needed to help fine tuning specific know-how, are called Landscapes, intended as the playing grounds where the game takes place. The new Landscapes that will be explored are:

- City Landscape [city & environment]
- Taste Landscape [food & beverage]
- Leisure Landscape [tourism, entertainment & cultural products]
- Beauty Landscape [personal care & health care]
- Living Landscape [home & furnishings]
- Wealth Landscape [financial services & social security]
- Techno Landscape [media & technology]
- Mobility Landscape [car & transport]
- Style Landscape [fashion & accessories]
- Body Landscape [sport & wellness]



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-day of 1st December is of 5.000 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 greater understanding of the true intentions of this new training experience, there is the possibility to participate as an «observer» to this single workshop, at the cost of 1.500 Euro + VAT per person.

Registration form

Name and Surname

Company

Current Position

Address

City

VAT

Telephone

Fax

e-mail

- Group attendance at the workshop-day of 1st December (point 1)
- Individual attendance at the workshop-day of 1st December (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