

## Future Vision Workshops 2020

# 2020

## The Final Countdown What's next?

### Emerging trends between social emergencies and personal recognition

The COVID-19 pandemic has produced a permanent emergency scenario: Collective Responsibility, Ethical Courage, Generation Z & Y, Artificial Intelligence, Global Proximity. The 2020 research, training and consultancy package will present the tool box to define the values and strategies of the coming years based on the principles of 4 paradigms: Serve & Share, Trust & Truth, Smart & Sustainable, Deep & Deal.

### Agenda 2020

**June 25**

**Aesthetics**

The **Aesthetic Trends**, regenerated through Ethics Paradigm **Smart & Sustainable**

**September 10**

**Consumption**

The **Consumption Trends**, for important rewards Paradigm **Serve & Share**

**October 8**

**Communication**

The **Communication Trends**, to be measured through influencing Paradigm **Trust & Truth**

**November 26**

**Retail**

The **Retail Trends**, to be re-imagined in a Pro Mix dimension Paradigm **Deep & Deal**

Future Vision Workshops 2020

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## What's next?

Thursday, September 10th 2020

### Consumption

**Info**

www.futureconceptlab.com  
info@futureconceptlab.com  
+39 0229510015

#### DAY SUMMARY

#### MORNING

9.30 - 9.45

##### Introduction to the workshop day

By Linda Gobbi, FCL

9.45 - 10.15

##### The breath of consumption A.C. (After Covid)

By Francesco Morace, FCL

10.15 - 10.45

##### The future of large scale consumption

by Luigi Rubinelli, Director of RetailWatch.it

10.45 - 11.15

**TREND** **Deep Living**

Living the consumer experience for a new quality of life

By Sabrina Donzelli, FCL

11.15 - 11.45

##### Break

11.45 - 12.15

**TREND** **Body Breath**

The body's breath as a measure of the right rhythm in consumption

By Luisa Aschiero, FCL

12.15 - 12.45

##### Questions and discussion

12.45 - 14.30

##### Lunch break

#### AFTERNOON

14.30 - 15.00

**TREND** **UpRight Good**

The recognition of mutual and shared values in consumption

By Isabella Guaitoli, FCL

15.00 - 15.30

##### GenZ and Millennials between Ethics and Consumption

By Linda Gobbi e Isabella Guaitoli, FCL

15.30 - 16.00

**PARADIGM** **Serve & Share**

By Francesco Morace

16.00 - 16.30

##### Responsabili. Come civilizzare il mercato.

Dialogue with Stefano Zamagni, Professor of Political Economy at the Università di Bologna

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**HOW TO PARTICIPATE****1****Corporate package**

Participation to all three Future Vision Workshops in the series + the digital material from the earlier.  
Micro-consultancy/ad hoc training activities with a strategic intervention by FCL, decided with the Company.

Euro 10.000 + VAT\*\*

Other forms of participation will be agreed with the company.

**2****First participation of one person**

to a single workshop\*

Euro 1.500 + VAT\*\*

note

**REGISTRATION FORM**

Name and surname

Company

Current position

Address

City

VAT number

Telephone

Fax

Email

**1**  Corporate package of all four workshops**2**  The first participation of one person only to a single workshop

\*\* To be paid by money transfer or check upon registration to:  
BANCO BPM - FILIALE 00667  
IBAN IT02G0503401738000000015086