

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

2020

What's next?

Thursday, October 8th 2020

Communication

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

TREND Civil Servant Brand

The brand at the service of rights.
By Lucia Chrometzka, FCL

10.15 - 11.15

Black Lives Matter

Militant marketing between business and civil rights
Dialogue between Andrea Cabrini (Class and CNBC) and
Francesco Morace who introduce the deferred Convivio
by Class Editori and CNBC with Stefania Spatti
(ClassCNBC), Americus Reed II (Wharton School University
of Pennsylvania) and Oliviero Toscani (Photographer).

11.15 - 11.45

Break

11.45 - 12.30

TREND EXP4

Experience to the fourth power. Expansion, Expression,
Exploration, Experimentation: the new paths of
experience beyond the event.
By Lucia Chrometzka, FCL

12.30 - 13.00

Questions and comments from the audience

13.00 - 14.30

Lunch break

AFTERNOON

14.30 - 15.00

TREND Weaving Voices

From Resonance to Consonance.
By Sabrina Donzelli, FCL

15.00 - 15.40

**Lavazza e ¡Tierra!: Rejuvenation of the brand,
between resonance and consonance**

Dialogue with Eleonora Coffaro, (Brand Promotion
Manager Marketing Department Lavazza) and Patrizia
Gilberti (Head of External Relations and Coordination of
the Master in Integrated Communication Strategies in the
digital age, UPA)

15.40 - 16.00

PARADIGM Trust & Truth

The defeat of opinions and the recovery of facts
By Francesco Morace and Linda Gobbi, FCL

16.00 - 16.30

Return to Utopia

Speech by Roberto Mordacci, Dean of the Faculty of
Philosophy of the Università Vita-Salute San Raffaele in
Milan.

16.30 - 17.00

Questions and conclusions

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HOW TO PARTICIPATE

- 1 Corporate package**
 Participation for 3 FWW days + the digital material of each.
 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