

## 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**

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## What's next?

Thursday, November 26th 2020

**Retail**

**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

**Introduction and chronogram**

Retail on the frontline.

By Francesco Morace and Luisa Aschiero, FCL

10.15 - 10.45

**The pandemic and large-scale distribution**

By Luigi Rubinelli, RetailWatch

10.45 - 11.45

**TREND P4**

The tension between Proximity, Price, Promotion and Payment.

By Luisa Aschiero and Francesco Morace, FCL

11.15 - 11.45

**Break**

11.45 - 12.30

**The scenario of large-scale distribution and the choices of VeGè**

Testimony of Giorgio Santambrogio, CEO VeGè

12.30 - 13.00

**Questions and comments from the audience**

**AFTERNOON**

14.30 - 15.00

**TREND Precision Purchase**

Accuracy of services and surgical choices.

By Luisa Aschiero and Francesco Morace, FCL

15.00 - 15.30

**TREND Common Genius**

Retail shaped by passions and communities.

By Luisa Aschiero and Francesco Morace, FCL

15.30 - 16.00

**PARADIGM Deep & Deal**

Reconfigure the future through new alliances.

By Linda Gobbi and Francesco Morace, FCL

16.00 - 16.30

**Ensure trust**

The intersected visions of two large insurance groups: The projects Generali Italia Live and Change by Unipol.

Dialogue between Francesco Morace with Marco Oddone, Chief Marketing & Distribution Officer Generali Italia and Fernando Vacarini, Responsabile for the Media Relations of Gruppo Unipol.

16.30 - 17.00

**Questions and conclusions**

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

Webinar participation of up to 10 people.  
Delivery of the 3 previous sessions in digital version  
(full video recording + ppt).  
Micro-consulting/ad hoc training activities with strategic  
intervention by FCL, discussed with the Company.

**Euro 10.000 + VAT\*\***

Other forms of participation will be agreed with the Company.

note

**REGISTRATION FORM**

Name and surname

Company

Current position

Address

City

VAT number

Telephone

Fax

Email

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