

Futures Melbourne 2017

16 Nov | The Glasshouse
wgsn.com

Agenda

The Future Consumer

Thanks to
our partners

coloro
The Color Code

northraine

ARTS
THREAD

DANN
EVENT HIRE

Harry
the hirer.

PlanetRetail RNG >

WGSN

08:00 Check-in and refreshments

09:00 Chairman's Session: Welcome from Lisa Ramsay, Regional Director, APAC

09:10 "The Meaning Economy" by Lorna Hall, Head of WGSN Insight

We've reached a tipping point. By next year, there will be more connected devices than humans. Enter "The Meaning Economy." In this enlightening keynote, Lorna Hall, Head of WGSN Insight, will explore how we connect with each other and create meaning for ourselves in a world where our lives are mediated by technology. From how we identify ourselves to the causes we choose to support, Lorna will cover how consumers are evolving in their approach to the key themes of the day and what it means for the brands of tomorrow.

09:50 "The Amazon Effect" by Jack O'Leary, Analyst, PlanetRetail RNG

With only weeks until Amazon's official Australia launch, do you have a strategy in place to combat the global technology and retail giant? How will Amazon's entrance transform customer expectations and reshape the existing retail landscape? How will your business be impacted? Jack O'Leary is flying over from Bowwston to dissect the real impact Amazon will have on the Australian scene. With extensive experience in helping global retailers and brands both work with and compete against Amazon, Jack will offer insights on where to play and how to win.

10:30 Networking & Refreshments

10:50 "The Future of Living Experience" by Gemma Riberti, Senior Editor, Design & Product Development

In the age of anxiety, we don't just crave to have new experiences, but new emotions. Walking through six emotions – joy, calm, curiosity, belonging, comfort and discomfort, Gemma will show how innovative brands are creating experiences that heighten their consumer's state of mind.

11:30 "The Future of Connecting" by Jason Juma-Ross, APAC Head of Tech & Telecom Strategy, Facebook

10 years after the birth of the smartphone, the power of mobile to change lives and build businesses is only 1% done. Over the next ten years we will see more opportunities to connect with customers in rich, immersive and highly meaningful ways using virtual and augmented reality technologies. In his keynote, Jason will talk about Facebook's roadmap for these technologies and highlight some early commercial applications. He will then go on to outline the next steps on the path to bringing a billion people into VR.

12:10 "The Future of Mobility" by Stephen Lester, Managing Director, Nissan Australia

What happens when the future arrives faster than we expected? This is exactly the case when it comes to mobility. In this session, Stephen will discuss trends in mobility, why it's important to all of us, how design elevates our experience of reality and why the journey needs to be as enjoyable as the destination.

12:35 Arts Thread Award Presentation

12:40 Lunch

13:45 "The Future of Wellness" by Greer Hughes, Consultant Director, WGSN Mindset APAC

The global wellness market has exploded to produce an industry encompassing everything from fashion and food to interiors and technology. Understanding where this trend has come from is key to predicting where it is going next – a question that many are looking to answer. Providing context to the wellness movement, Greer will identify how the trend is evolving and where it is heading through the lens of changing consumer preferences. Most importantly, the presentation will look to understand the implications these changes for brands and businesses, to be able to anticipate relevant Wellness areas to take advantage of in the future.

14:25 "5 mins with Sad Yoga" by Alysha Bingham, Founder, Sad Yoga

14:30 "The Future of Influencer Marketing" panel discussion joined by Anthony Svirsakis, CEO, TRIBE, Jess & Stef Dadon, How Two Live, Marija Sukan, Brand Communications, Retail Zoo

Savvy retailers are increasingly tapping social influencers to help promote their brands. How can brands unleash the power of these influencers? How will their role evolve in the next five years. This session offers a 360° view on what the trend will evolve to from the perspective of an influencer agency, a blogger and a retail brand.

15:10 "Winning with color – the intelligence and psychology behind color trends" by Ann-Kristin Kassler, Head of Color and Trend Advisory, Coloro

Where does millennial pink come from? Why is red perceived differently in the east over the west? The insight into the psychology and understanding of color is relevant in all sectors and essential for everyone working with color. Winning with color will use color intelligence to demonstrate the importance of color selection for your brand and visual identity. By understanding how the human eye interprets color and then how culture and demographics transcend even this, new brand Coloro introduces a simple and comprehensive way of analyzing your color selections using a 9-segment view to ensure you are selecting the right hues for your target consumer.

15:30 Networking & Refreshments

15:45 "The Future of Work" by Balder Tol, General Manager, WeWork Australia

By closely monitoring people's shifting priorities and attitudes towards work and life, WeWork spotted the opportunity and created co-working spaces. Within a few years, they became a global powerhouse with more than 130,000 members across 163 offices in 52 cities. In his presentation, Balder will share WeWork's learnings and observations on emerging work trends and reveal secrets of their space design that accommodate these changes. He will also provide tips on building a strong community that helps you sell your brand.

16:25 "The Future Brand" by Lorna Hall, Head of WGSN Insight

With rising expectations and new platforms, how can you, as a brand, cut through the noise and connect with your consumer. Lorna will look at the new rules for brands to live by to in the meaning economy and profile some of the most successful campaigns of the last year, curated from around the world.

17:05 Chairman's closing comments – Lisa Ramsay, Regional Director, APAC

17:10 - 19:00 Drinks and canapé networking session