

# Future Festival Schedule 2019

## Day 1

- 7:00 AM Registration & Networking Breakfast
- 8:30 AM **Introduction and Jeremy Gutsche Pre-Book Launch:** Get an exclusive first look at New York Times bestselling author Jeremy Gutsche's upcoming book duo, *Create the Future* and *How to Innovate*.
- 10:20 AM Networking & Break
- 11:00 AM Panel Discussion: Futurism
- 11:20 AM **Future-Proofing Work Culture:** Deep-dive the new definition of work/life balance using statistics from Trend Hunter's Innovation Assessment. What does today's consumer – perhaps even your own employees – consider a good corporate culture?
- 11:50 AM Networking Lunch
- 1:00 PM Experiential Trend Safaris
- 5:00 PM Future Party & Tech Demos

## Day 2

- 7:30 AM Networking Breakfast
- 8:30 AM Introduction
- 8:50 AM **Forecasting Micro-Generational Desire:** Generational thinking gets an update through a new approach to segmentation. Deep-dive the Micro-Generations to uncover the answer to what today's consumer truly desires and why.



## Day 2

- 9:50 AM Networking & Break
- 10:30 AM **Rewriting the Rules of Retail:** Inspect the motivations behind consumers' purchasing behaviors and what it means to offer a purposeful retail experience. What can you do to become more customer-centric?
- 11:00 AM **Cracking the Leisure Code:** To learn what consumers really want, look no further than what they do in their free time. Find out what motivates consumer leisure choices and what they mean for your business.
- 11:30 AM Panel Discussion: Making Innovation Happen
- 12:00 PM Networking Lunch
- 1:10 PM **Unpacking Consumer Behaviour:** Learn how opposing trends are competing to shape consumer psychology and behaviour. How is your brand plugging into major cultural shifts?
- 2:10 PM **Marketing in the Crisis of Authenticity:** Explore how marketing has changed to reach an age where traditional tactics no longer exist. What is the best way to capture the attention of a consumer who craves authenticity?
- 2:40 PM **Innovating Through Ritual:** Explore case studies of how the most innovative people productionize out-of-the-box thinking within their teams. Are our imagined orders helping or hurting innovation? How can you create new ones?
- 3:10 PM Networking & Break
- 3:50 PM **The Super Future:** Jeremy Gutsche paints a picture of what the world could become in the more distant future. Drawing on Trend Hunter's insights, he outlines opportunities that could be leveraged for the better of society, our pursuits and the planet.
- 4:20 PM Wine & Cheese + 1:1 Meetings
- 5:00 PM Networking & After Party



## Day 3

- 8:00 AM Networking Breakfast and 1:1 Meetings
- 10:00 AM Workshops: Attendees' choice of How to Disrupt, How to Prototype, How to Persuade or How to Build a Culture of Innovation.
- 12:00 PM Networking Lunch
- 1:00 PM Workshops Continued
- 2:30 PM Networking and 1:1 Meetings

