

THE : FUTURE : LABORATORY : TREND : BRIEFING



The Future Laboratory says :

The 2012 Australian Trend Briefings will provide you with future-focused insights and valuable toolkits to help you and your business navigate through The Transformation Age. Through case study brands delivering Revivalist offers, we'll help you get ready for the 'data bump', and for those of you in retail, The Tomorrow Store provides a global overview of what is hot and what is driving retail.

Trends showcase :

The Future Laboratory's Australian Trend Briefings will cover four distinct topics focusing on different aspects of the consumer and brand landscape. The defining trends for 2012 are The Transformation Age, Revivalism, The Personal Information Economy and The Tomorrow Store. Each trend will be supported by comprehensive quantitative and qualitative evidence alongside an animated presentation illustrated by high-impact visuals and case studies sourced from around the globe. Here is a brief look into the four trends that will be presented in February:

The Transformation Age :

The decade's first revolution is marked by a bold consumer shift from passive acceptance to affirmative, anarchic collaboration. Disruption is the new mantra from consumers, and dissonance their new way to market. This trend presentation examines the tools, techniques and 'unlearning habits' that brands and businesses will need to acquire to survive in The Transformation Economy.

Revivalism :

A nostalgic yearning for all things past and comforting is the consumer's antidote to recession anxiety. Folk themes, folklore, folk fashions and the re-appearance of furniture and products with a quasi-nostalgic theme are all becoming more prominent. But beyond the rose-tinted glasses is the rise of tribes and rituals based on nationalism, insularity and neo-conservative values. This presentation examines the rise of brands, products and services that respond to this trend by offering fixed values, single-flag beliefs and a kith-and-kin simplicity.

The Personal Information Economy :

Online there are few places we can hide. From Facebook to Google, from Foursquare to Bing, our thoughts, words and product purchases are anticipated, regulated and controlled. Search engines offer results based on our previous tastes, while hidden cookies, algorithms and embedded spyware dig further into our personal lives to anticipate our tastes and drive our choices. Used wisely, brands and consumers can benefit technology that cuts back the clutter and alters the range of lifestyle products that target us. But used covertly, these hidden persuaders can curtail choice, limit thinking and invade our privacy in ways we have only just begun to understand and fight against.

The Tomorrow Store :

As the age of intimacy continues apace, we look at how bricks-and-mortar retailers are challenging the immediacy and increased personalisation of the online offer, with a new battery of techniques designed to put the theatre back into retail. We profile and explore second-generation gametailing, do-tailing and edu-tailing, the rise of maker's theatre, ExtraOrdinary marketing, pop-around (instead of pop-up), and the push towards experiential branding in which consumers become actors, sales teams, producers, directors and fellow performers. As this section indicates, when the going gets tough, the tough get creative, collaborative and counter-intuitive.

Event details :

Melbourne

Wednesday 15 February 2012

9:00am–12:30pm

8:00am: Registration and light breakfast

Cinema 2

Australian Centre for the Moving Image

Federation Square

Melbourne

Sydney

Monday 20 February 2012

9:00am–12:30pm

8:00am: Registration and light breakfast

Domain Theatre

Art Gallery of New South Wales

Art Gallery Road

The Domain 2000

Sydney

Tickets :

Tickets for The Future Laboratory's 2012 Australian Trend Briefings are strictly limited and sell out in advance. Those attending the events will also receive a printed summary of all trends presented.

Tickets are priced at \$395 (inclusive of GST)

A booking fee of \$12.20 applies

A 10% discount is offered for group bookings of six or more tickets. To receive this discount, please call 1300 GET TIX (438 849)

To book your tickets for Melbourne online, please click [here](#):

To book your tickets for Sydney online, please click [here](#):

For additional information, please contact:

Celica Austria

celica@rightanglestudio.com.au

+61 3 9417 0003