

The Future Consumer Experience

WGSN Futures London 2017

08:45 Chairman Session: Welcome from Carla Buzasi, Chief Content Officer, WGSN

08:55 "The Future Consumer" by Lorna Hall, Head of WGSN Insight

Based on our "Future Consumer" research, Lorna will present what consumers will be thinking, feeling and doing in the future. What are the new priorities for future consumers and their profiles?

09:35 "The Future of Connecting" by James Poulter, Global Head of Social – Lego Life, Lego

How are the younger generations learning to browse the world around them? In this session, James will explore what expectation today's kids will have for tomorrow's digital platforms and what this means for your strategy.

10:15 5 mins with Christian Kuhna, Think Tank Futures Trends and Innovations Director, Adidas and Ashley Cao, Founder, Scoots

10:20 - 10:40 Networking & Refreshments

10:40 "The Future of Enjoying" Panel, moderated by Petah Marian, Senior Editor, WGSN Insight and joined by Edward Maslaveckas, CEO, Bud, Phil Campbell, Founder, Kerv and Victor Trokoudes, CEO, Plum

New technologies, concepts and experiences that will capture our imagination and investment. Will consumers of the future see your brand as a time saver or a time waster?

11:05 "The Business Of Fashion : Rewired by Technology" by Simon P Lock, CEO, ORDRE.com

Will new technologies created for the business of fashion be the driving force for consumer engagement and sell through. Is he who holds the digital assets king?

11:20 "The Future of Living" by Lisa White, Head of WGSN Lifestyle & Interiors & The Vision

People are obsessed with 'doing' and are seeking out new ways to travel, eat, meet and generally feel good. Why are future consumers increasingly willing to spend money on experiences rather than products?

12:00 "The Future of Caring" Panel moderated by Ravi Amaratunga Hitchcock, Head of Content, We Are Pi and joined by Lucy Clayton, CEO, Community Clothing, Rob Ramsey, Partnership Leader, Channel 4, Clara Mercer, Communications Director, British Fashion Council, Lauretta Roberts, MD & Editor-In-Chief, The Industry and Donald Schneider, Founder, Donald Schneider Studio

Slogan sweatshirts are no longer enough. With consumers demanding brands to "Do More Good" and be active political voices, can your brand afford to not take a stand?

12:40 5 mins with Daianna Karaian, Founder, Thoughtful

12:45 Lunch

13:45 "The Future of Being: The Age of AI" by Danny Bagge, Executive Partner, IBM Watson

From real-time analysis of shopper emotions to the automation of customer service; artificial intelligence is set to change every aspect of the retail industry. How can you stay ahead?

14:25 "The Future of Being: The Age of AI" Panel, moderated by Petah Marian, Senior Editor, WGSN Insight, joined by Kaustav Bhattacharya, Executive Technology Director, R/GA London, Danny Bagge, Executive Partner, IBM Watson and Bo Hellberg, Executive Creative Director

In a panel with technology providers and retail experts, we will analyse what are the most promising technologies on the horizon. What ethical dilemmas will accompany the mass rise of artificial intelligence?

15:05 "The Future of Learning" by Christian Kuhna, Think Tank Future Trends & Innovations Director, adidas and Abigail Rappoport, CEO, Emoquo

Learning is important for your best people. How can you keep it interesting and enable their creative thinking? With Gen Z now joining the workforce, it is key to be developing your next generation now if you are going to be ready for the transition.

15:45 5 mins with Joshua Coombes, Founder, #DoSomethingforNothing

15:50 Networking & Refreshments

16:10 "The Future of Sharing" Panel moderated by Kerrie Finch, CEO, Finch Factor, joined by Becky Jones, Global Head of Special Projects, Appear Here, Pandora Sykes, Brand Consultant, Stylist and Journalist, Sophia Matveeva, CEO, Style Counsel and Andrew Grill, Global Managing Partner, IBM

The sharing economy will change the way we live, travel and buy. What are the new areas of growth poised to drive it forward?

16:50 "The Brands of Tomorrow" by Andy Payne, Global Chief Creative Officer, Interbrand

Drawing on the themes of the day – connecting, sharing, being, learning, living, and enjoying – Andy Payne will provide insight on how to develop a 'future proof' brand that will capture the attention of tomorrow's consumer.

17:30 Chairman's closing comments - Carla Buzasi, Chief Content Officer, WGSN

17:40 - 19:45 Drinks and canapé networking session

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