

FutureCast : The State of the Consumer



Content Summary:

Digital technologies have ushered a powerful era of innovation and disruption. An informed and sophisticated consumer is leading today's creative and commercial conversations. This consumer is increasingly looking for comfort and convenience as well as an engaging and meaningful experience when they shop. This need for connectivity presents a powerful opportunity for brands to foster a stronger and more immediate relationship through values and creative engagement. This presentation takes a look at the main sociocultural and innovation developments taking place today and their repercussions on business, design, creative and marketing opportunities.

Date	Time	Venue
27 September 2018	1:30 – 2:20	4.1-K112 Textile Dialogue

Video Introduction Tour

By Roberto Ramos, Senior Vice President, Creativity and Innovation, The Doneger Group

Date	Time	Venue
27 September 2018	11:30 – 11:45	(International Hall) 4.1H–Near Gate 4
	15:00 – 15:15	(Domestic Hall) 6.1H–Near Gate 17
28 September 2018	10:30 – 10:45	(Domestic Hall) 6.1H–Near Gate 17
	11:45 – 12:00	(International Hall) 4.1H–Near Gate 4

(English <> Mandarin Chinese Consecutive Interpretation will be provided)