

4 worlds of happiness

Future Vision Workshops 2023 / Program

RETAIL TRENDS: THE COMMON JOURNEY THAT REWARDS | November 23, 2023

MORNING

- 9.30 – 10.00 **Introduction to the day. From Hebrew *Ashrè*: the happiness of moving decisively towards one's goals.**
By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Deep & Deal paradigm:** phenomena linked to the 2030 Agenda, by Linda Gobbi.
- 10.30 – 11.30 **The 3 retail trends that focus on achieving better life conditions:** ServiShaping, Socialife Labs, Touch Journey.
By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Coffee break**
- 12.00 – 13.00 **Urban regeneration for the cities of the future.** Testimony of Mara Servetto (Architect expert in identities and urban installations), Laura Galimberti (Director Legal Affairs and Corporate Sustainability - Agos) and Paolo Verri, expert in urban development and major events.
- 13.00 – 14.00 **Lunch break**

AFTERNOON

- 14.00 – 15.30 **Purchasing processes across generations.** The experiences and expectations of the various generations in the retail scenario. The ExpoTeens (13-16), i Premium Seekers (50-65), i Family Activists (over 65).
With Linda Gobbi and Isabella Guaitoli.
- 15.30 – 16.15 **Scenario of large-scale distribution** presented by Luigi Rubinelli
- 16.15 – 16.30 **Conclusions and map on Retail trends** by Linda Gobbi and Francesco Morace