THE GENERATIONS

## **Generational Insights: exploring the changing consumer landscape**

## RAF Club, Piccadilly, London

21st November 2024: 1000-1530 hours

# Agenda

**1000 Welcome from AURA**

*Tom Kerr*

**1005 Savanta**

***Gen Alpha 101***

*Josephine Hansom, SVP and Youth Practice Lead*

*Dan White, Brand Consultant*

**1030 Magenta**

***Beyond the screen: The multifaceted world of Gen Alpha***

*Coco Raven, Senior Research Executive*

*Eve Robertson, Research Director*

**1100 Break for Coffee**

**1130 The Nursery Research & Planning**

***What’s so different about Gen X (born 1965-1980) and Millennials (born 1981-1996)?***

*Pauline McGowan, Director*

*Lucy Foylan, Account Director*

**1200 The Big Window**

***Understanding the needs of the ageing consumer***

*Lisa Edgar, Chief Executive Officer*

**1230 Related Stories**

***The use of documentary photography and audio recordings to make concise but engaging outputs that convey the lived experience***

*Barry Clark, Related Stories*

**1300 Buffet in the Churchill Bar**

**1400 Hosted Debate: the case for and against research into the generations**

***Keen as Mustard & IPSOS***

*Lucy Davison, Keen as Mustard*

*Oliver Sweet, IPSOS*

**1530 Close**