THE GENERATIONS

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

## RAF Club, Piccadilly, London

21st November 2024: 1000-1530 hours

# Agenda

**MORNING**

**1000 Welcome from AURA**

*Tom Kerr*

**1005 *State of the Generations: a view from both sides of the Atlantic***

**Buzzback**

*How are recent events affecting young and old, and their mental health and wellbeing?*

*Laura Mucha, Executive Director*

*Jenny Lindsay, Senior Director, Global Growth (Europe)*

**1030 *Beyond the screen: The multifaceted world of Gen Alpha***

**Magenta**

*Coco Raven, Senior Research Executive*

*Eve Robertson, Research Director*

**1100 Break for Coffee**

**1130 *What’s so different about Gen X (born 1965-1980) and Millennials (born 1981-1996)?***

**The Nursery Research & Planning**

*Pauline McGowan, Director*

*Lucy Foylan, Account Director*

**1200 *Understanding the needs of the ageing consumer***

**The Big Window**

*Lisa Edgar, Chief Executive Officer*

**1230 *The use of documentary photography and audio recordings to make concise but engaging outputs that convey the lived experience***

**Related Stories**

*Barry Clark, Related Stories*

**1300 Buffet in the Churchill Bar**

**AFTERNOON**

**1400**

***Britain’s New Parents: A Deep Dive into the Changing Landscape as Gen Z Steps into Parenthood***

**Hush Research & Strategy**

*Stephanie Holland, Founder*

**1430 *Hosted Debate: the case for and against research into the generations***

**“This house believes that generational cohorts are good for research”**

**Blue Corner – the case for the motion**

*Oliver Sweet,* ***IPSOS****, Head of Ethnography*

*Chloe Combi, Author, Speaker, Futurist*

**Red Corner – the case against the motion**

*Lucy Davison,* ***Keen as Mustard****, Founder*

*Danny Russell, Insight Guru, Strategist, NED (and Ex Chair of AURA)*

**1530 Close**