

Workshop „Methods of Future Studies and Trend Analysis“

Background

Complexity and dynamic interactions are growing in importance, innovation- and product-lifecycles are getting shorter. This makes it increasingly difficult to plan actions on the long term. Extrapolating from the status quo has become too error prone. Future Studies and Trend Analysis develop integrated cross-cutting perspectives, i.e. interactions between future developments in various sectors are considered.

But how to go about such a task? Which methods are there, in what contexts can they be applied? How can future studies and trend analysis be integrated into business and product strategies?

Aim

The aim is to familiarise participants with the area of Trend Analysis and Future Studies and to point towards possible ways of integrating these methods in their daily work. To put it short: Which methods are there? When and how may they be applied?

Realisation

The workshop takes place as a one-day in-house seminar.

The Programme:

9.00-10.15	Future Studies: concept, development, actors, themes and methods
10.15-11.00	Future Studies – Trend Analysis – Strategy Development: Integrating research and the business context
11.00- 11.15	Break
11.15–12.15	Important sources in Future Studies and Trend Analysis
12.15-13.30	Lunch Break
13.30- 15.00	The Delphi method – a practical example
15.00-15:15	Coffee Break
15:15-16:15	Scenarios – a practical example
16:15-17:00	Developing outlooks in groups – future workshops, future conferences, lead user workshops

Costs

For a one-day seminar (in the client's premises): 3 400,- €

This includes overhead costs, briefing, preparation, and evaluation but excludes any additional expenses (travel costs etc.) and VAT.