

Discovering trends, building the future

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Co-creators:



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The role of trends in innovation, growth and the construction of the future

May 20, 2021
9.15-18.30 h.

Sala BBK (Bilbao) + Online (streaming)

Free online attendance upon registration > [here](#)

Free on-site attendance at Sala BBK > [here](#)
(Available on April 30th)

Event in sign language. Simultaneous translation.

#bbktrendsforum21
bbk.eus/bbktrendsforum

bbk Trends Forum

In collaboration with:



Livia Fioretti
Trendwatching

Lourdes Rodriguez
Independent Trends Consultant

Els Dragt
Studio Elsewhere

Louise Byg Kongsholm
Scandinavian Trend Institute

Gema Requena
Nethunting

Luca Morena
NextAtlas

Hanne Lindholt Caspersen
TRENDONE

Geraldine Wharry
Trend Atelier

Emma Chiu
Wunderman Thompson Intelligence

Program

Thursday, May 20, 2021
Face-to-face + Online, 9.15 to 18.30

8.45 Opening of the room - Accreditations

9.15 Presentation of the Trends Forum 2021.

9.30 "The Power of Communities: How to identify (truly!) global trends", by **Livia Fioretti**, Head of Global Insight Network, Trendwatching

10.15 "Understanding the present to navigate the futures", by **Lourdes Rodriguez**, Senior Trends Researcher & Analyst, Independent Consultant

11.00 "Wake up your inner trendwatcher", by **Els Dragt**, Independent Trend Researcher & Trainer, Studio Elsewhere

11.45 Break.

12.00 "Trends in a post-covid world", by **Louise Byg Kongsholm**, Owner, CEO and Trend Consultant, Pej Gruppen - Scandinavian Trend Institute

12.45 "Nethunting trends to impact, trends with a positive focus and impact", by **Gema Requena**, Founder, catalyst of knowledge and talent, Nethunting

13.30 Break.

15.00 "This trend does not exist (yet)", by **Luca Morena**, PhD, Founder & CEO, Nextatlas

15.45 "The human (and planetary) touch in trends and innovation", by **Hanne Lindholt Caspersen**, Senior Innovation Advisor, TRENDONE

16.30 Break.

16.45 "Future insights for purpose led brands", by **Geraldine Wharry**, Fashion futurist, educator and designer. Founder of Trend Atelier.

17.30 "Into the metaverse: digital trends shaping the future", by **Emma Chiu**, Global Director, Wunderman Thompson Intelligence

18.15 Conclusions and closure

18.30 End of the event

Livia Fioretti
9.30 h.



Lourdes Rodriguez
10.15 h.



Els Dragt
11.00 h.



Louise Byg Kongsholm
12.00 h.



Gema Requena
12.45 h.

bbk Trends Forum



Luca Morena
15.00 h.



Hanne Caspersen
15.45 h.

Geraldine Wharry
16.45 h.



Emma Chiu
18.30 h.

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