About LaFutura

Why do we exist?

The core value of LaFutura is uniting and connecting people of the trend industry.

By creating a forum, we give a voice to the trend industry in order to be understood, recognized and trusted. We wish to bridge the gap between information and innovations, today’s trends and tomorrow’s opportunities. Our aim is to set standards. We are a movement to shape the future.

What we do

LaFutura joins the forces of trend spotters, futurists and innovators to create a pool of future knowledge.

Curiosity is our main characteristic. We believe in coopetition – cooperation and competition – sharing insights and we embrace the diversity within our industry. We are open to anyone who wished to build a road to the future and is willing to contribute to the GTA knowledge platform.

Who we are

LaFutura is the global network of experts in the field of future trends and innovation.

Future is a place in time, that can be discovered and explored. We are a go-to source for everyone who needs orientation on how to conduct and apply state-of-the-art future-oriented research as well as its translation into new opportunities and ultimately innovation.
The local event

ITN stands for Industry Trend Networking and is a community of corporate innovation leaders, who are facilitating an ongoing exchange on selected trend and innovation topics. This exclusive network was created to connect experienced innovators from large companies to share knowledge on trends, best practices and innovation approaches.

Three local meeting per year are planned in each location.
The global event

LaFutura is “not yet another conference”. Nowadays there are too many conferences where participants just sit, listen and absorb all day long. We at LaFutura believe we need to reinvent the conference of the future by letting people think, create and do.

LaFutura is an international conference which brings trend researchers from corporates and agencies together to discuss and work on current developments in order to shape the future.

Who can participate?

- Ticket Holders
- Corporate Members
- LaFutura Ambassadors
When and where?

22nd and 23rd of October 2018
in Shanghai!

« NEW YORK MIGHT BE THE CITY THAT NEVER SLEEPS, SHANGHAI DOESN’T EVEN SIT DOWN »

(PATRICIA MARX)

After a very successful global event in Dubai, our Trend Network LaFutura is already looking ahead into the bright Future. Our eye has fallen on Shanghai, one of the biggest cities of the Republic of China, a city that never sits down. Shanghai is not only the finance center of the World, but it also has the World’s busiest container port.

The vibrant heart of an impressive country, a heart that has more than once been called “World’s most happening City”.

It is exactly that, what triggered our Global Collective of likeminded experts to land our annual gathering in an innovation breathing place on this World we haven’t been before. We cordially invite all global future thinkers and trend spotters to be part of this innovative get together, so we can take the next step in creating the Future together.
LaFutura Network | Membership Fees

The Global Trend Network is not just about being a member in one more network or association. We want to build an active network of engaged members, collaboration and future thinking.

The Membership

The membership fee of 4,000 EUR includes the following benefits:

- 2 LaFutura Tickets
- 2 invited guests for ITN Meetings
- Exchange with active agencies

PDMA Membership included

Every LaFutura Global Trend Network member is also a member of the worldwide Product Development and Management Association (PDMA). The PDMA acts worldwide and we as LaFutura have access to their member list, their events and publications. Being a member in the PDMA means extending the network and business opportunities.
LaFutura Network | Membership Benefits

Client Gateway

We use a closed ideation and communication platform to communicate, collaborate and publish. All members of the LaFutura network have access to that digital hub and thereby they can publish new studies, requests, project cases and offers directly to each member. With that tool we bring the right people together to make business, projects or just ideas.

LaFutura Membership in your communication

Your membership in the La Futura Global Trend Network is also a sign of your engagement in the trend- and future-industry. Each member can use the membership and our logo for the internal or external communication and marketing. Show your customers and partners your membership!

Special price for the annual event

For our members a ticket is included or available for a special rate (depending on the location). In addition to that, participants with a team membership in the LaFutura Global Trend Network can order up to 4 more tickets for a reduced price.

Co-offices from members to members

How cool would it be to have the possibility to use office spaces, meeting rooms or just a good coffee in different cities around the globe? The LaFutura Global Trend Network is offering that for all members. Like airbnb the members offer this kind of co-working peer to peer. So if you are in Hamburg, Vienna or Singapore just contact the member there to be hosted. We like the idea of having face-to-face contact, to learn from each other and to collaborate.
Contact Details
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