

29 August 2011



The future of business foreseen at breakfast seminar

The national educational event, 'The Future Summit – Inspiration for Industry' has successfully launched this week in Brisbane and Sydney.

Key note speaker Foresight Strategist Steve Tighe provided his insights into societal change and what that means for consumer behaviour and the business community.

An initiative of the Australian Shop and Office Fitting Industry Association (ASOFIA), this inaugural event will tour the rest of Australia during August and September.

Steve Tighe explained the affect differing value systems' have on the way we live our lives and its implications and opportunities for a myriad of businesses.

"The rise of materialistic values has had the greatest impact on social change in Australia over the past 30 years.

"The impact of these values is evident in the philosophy of growth is good, and bigger is better, which we can see in the size of our houses and wardrobes, and the busy-ness of our lifestyles today.

"And like every industry, Shop and Office fitting has been heavily influenced by the rise of materialism.

"But just as materialistic values have risen, they can surely decline, the question is what's next," said Steve Tighe.

The Future Summit provided vital perspectives on what businesses could do to approach the future with greater confidence, whilst giving attendees a welcomed opportunity to network and meet core industry suppliers.

Steve Atoa, Director of Sydney City Demolition, found The Future Summit in Sydney provided him with information and a framework for thinking that is vital for his business.

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“Steve Tighe delivered an excellent presentation which provided me with intelligent and sound direction for my company.”

This series of breakfast seminars are quickly becoming a “must see” business event as they make their way around the nation.

Breakfast seminar locations and dates still available:

- Perth, 31 August - South of Perth Yacht Club, Applecross
- Adelaide, 1 September -Glenelg Golf Club, Novar Gardens
- Melbourne, 13 September - Melbourne Exhibition Centre (on floor of Retail 2011 tradeshow), South Wharf

Tickets are \$70 each and group discounts are available. Tickets can be purchased via www.asofia.com.au.

Images: Steve Tighe



The Future Summit logo



Notes to Editors:

1. ASOFIA is the official association of shop and office fitting professionals and has 450 company members.
2. Interviews with ASOFIA CEO, Gerard Ryan are available
3. Included images are available for your use.

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