

Media Release – for Immediate Distribution

Businesses keep their eye on the future at national breakfast seminars

6th June 2012

'The Future Summit – Inspiration for Industry' is a national educational breakfast seminar series organised by the Australian Shop & Office Fitting Industry Association (ASOFIA). The association's upcoming series will feature Morris Miselowski, one of Australia's most in demand business futurists and consultants. Mr Miselowski works with some of Australia's leading companies, as well as state and federal governments.

The Future Summit will tour Australia with events in Melbourne, Adelaide, Perth, Sydney and Brisbane on the 12, 13, 14, 27 and 28 June respectively.

Mr Miselowski believes that the 'death of retail' has been exaggerated. The proposed statistics on online retailing is that even with the most optimistic stats, physical bricks and mortar sales are still going to account for over 80% of all sales within five years. Current stats show that between 80% - 90% of all retail sales are conducted in a bricks and mortar store, therefore confirming that physical shops are not a dying breed. In fact, they will be vital to the future growth and strengthening of the retail industry.

Mr Miselowski emphasised that we are living through an evolutionary phase, in which new elements of customer engagement, purchasing and retailing are emerging.

"The traditional retail place and space has changed, and will continue to do so. There are numerous factors attributing to this, some include the development of new technology, the use and integration of the digital or online world, social media and the use of Mobile Computer (MC) technology.

"The emerging elements will change the way the industry has traditionally done things. The non-traditional, as we see today, will become the mainstream. To succeed in the future, companies need to be open to the idea of this innovation within the industry and start preparing for this shift during this economically challenging time," said Mr Miselowski.

Appealing to CEOs and decision makers from a range of industries, all members of the business community are urged to attend this highly worthwhile event.

Gerard Ryan, CEO of ASOFIA, sees the Future Summit as a chance for business managers and owners to connect with the latest thinking.

"The Future Summit is a terrific opportunity for business people to gain superior insights and solid advice, which will help them navigate their way through this current economic climate and changing environment.

“It is now more important than ever for business owners to take a few hours out of their busy schedules to listen to where the future of the industry lies.

“The Future Summit brings ASOFIA members, and their clients, access to this information quickly and easily. I urge all those connected with the fitout industry to attend,” said Mr Ryan.

Breakfast seminar locations and dates:

- **Melbourne**, 12 June –The Sebel Albert Park Melbourne
- **Adelaide**, 13 June– Glenelg Golf Course
- **Perth**, 14 June–Burswood Entertainment Complex
- **Sydney**, 27 June – WaterView in Bicentennial Park (Olympic Park)
- **Brisbane**, 28 June–The Pavilion, Function & Conference Centre (Breakfast Creek)

All above mentioned seminars start at 7:30am.

Tickets are \$75 each and group discounts are available.

Tickets can be purchased via the Events Calendar on www.asofia.com.au.

Limited sponsorship opportunities still available, contact ASOFIA National Office on 02 4342 5505 for more information.

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Information on Morris Miselowski

Your eye on the Future and Australia’s “real world” Business Futurist. Morris Miselowski knows that the next ten years will see the equivalent of 100 years of change. He knows that in 2020, 60% of the workforce will be doing jobs that don’t yet exist, in industries that haven’t been created. He knows that all the change will come through people, not technology.

As a successful entrepreneur who spends every day immersed in the future, Morris has the kind of real-life business experience that helps him understand the possibilities for every client – no matter how complex – and translate them into simple, practical, actionable, profitable insights they can use immediately.

His presentations are audio-visual feasts; always accessible, always exciting, always thought-provoking and always customised to the audience.

They highlight his uncanny ability to decipher misconceptions, provide anthropological foresight and shift mindsets in a way that inspires organisations in every industry to get out of their comfort zones and

embrace the infinite opportunities the future offers - before their competitors do.

NOTES TO EDITORS

1. ASOFIA is the official association of shop and office fitting professionals and has over 450 member companies
2. Interviews with ASOFIA CEO, Gerard Ryan are available
3. Interviews with Business Futurist, Morris Miselowski are available
4. Morris Miselowski's blog: <http://youreyeonthefuture.wordpress.com/?s=retail>
5. ASOFIA Website: www.asofia.com.au
6. ASOFIA Facebook page: www.facebook.com/ASOFIANational
7. Morris Miselowski website: <http://www.morrisyoureyeonthefuture.com/index.html>

Images



The Future Summit logo



Morris Miselowski, Business Futurist, will be speaking at The Future Summit

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