



The ECPA “Insights”

The Digital Transformation of Everyday Life: Lessons from consumer worlds for public affairs

24 June 2022, 11.30-13.00

Sponsored by Instinctif Partners



**Hybrid Venue:
Rue du Trône 60, 1050 Brussels and online**

Consumer perceptions and experiences are fundamentally changing. The Covid-19 pandemic has accelerated pre-existing shifts in behaviours and attitudes. In health, for example, we have seen a transformation in how we perceive, experience and access health and well-being. Accompanying this changing consumer health landscape, there has been a revolution in digital technology and associated products and services. This revolution has displaced traditional ways of engagement with information and services. The ways in which companies think about engaging with consumers also applies to policy-makers who have moved from traditional ways of engaging with influencers during that period. This ECPA “Insights” will address the following questions:

- What lessons can we draw from consumer/citizen digital outreach for public affairs campaigners?
- Have policy-makers massively moved to digital engagement?
- What lessons can B-to-B and B-to-C public affairs practitioners draw from the health sector?

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Special Guest

**Dr Mark Thorpe, Board Director, Truth Consulting and Head of Thought Leadership @
Instinctif Partners Group**

Mark has over 25 years experience in strategic insight, 19 of those having been spent as a board director. He has worked with major global companies, including Amazon, Samsung, Nestlé, Philips, Bayer and Coca-Cola, as well as many smaller organisations.

As Head of Thought Leadership at Instinctif Partners, Mark is responsible for ensuring that the wealth of knowledge and intellect in the business is developed and communicated in the right way. He also regularly makes his own thought leadership contributions and is often asked to contribute to foresight events.

Mark has a PhD and is an Honorary Fellow of Royal Holloway (University of London) and the Royal Society of the Arts (RSA). In addition, Mark sits on the editorial board of the *International Journal of Market Research* and was elected as a *Fellow of the Market Research Society (in 2020) in recognition of his “outstanding contribution to the Market Research industry”*.