

FEDERAL TRADE COMMISSION

PUBLIC HEARINGS ON PROTECTING CONSUMERS IN THE NEXT TECH-ADE NOVEMBER 6 - 8, 2006

FINAL AGENDA

Monday, November 6, 2006

<i>Time</i>	<i>Topic</i>
9:00-9:30am	Welcome and Introduction
9:30-10:30am	Key Changes Predicted in the Next Tech-ade Overview of Demographic Changes New Products - What Will be Different in the Next Ten Years? How Will Marketing and Advertising Morph in the Coming Tech-ade? Security and Privacy Challenges in the Coming Tech-ade
10:30-10:45am	Break and Technology Pavilion

10:45am-12:30pm	<p>The Changing Internet</p> <p>Internet Usage Trends - Through the Demographics Lens</p> <p>Changing Technologies and Applications on the Internet</p> <p>How Businesses are Leveraging the Internet of Today and Plans for Tomorrow</p> <p>Follow the Money - A View from the Venture Capital World</p>
12:30-1:45pm	<p>Lunch (on your own) and Technology Pavilion</p>
1:45-2:45pm	<p>How Will We Communicate in the Next Tech-ade?</p> <p>The Millennials' View: Young Consumers' Perspectives on Changing Communications Technology</p> <p>Communications - Privacy and Security in the Next Tech-ade</p>
2:45-3:00pm	<p>Break and Technology Pavilion</p>
3:00-4:15pm	<p>Social Networking - Trends and Implications for the Future</p> <p>Demonstrations and Discussion of How Social Networking is Evolving</p> <ul style="list-style-type: none"> • Key Features • Trends • Concerns for the Future

4:15-5:30pm	<p>User-generated Content - What Does it Mean for Consumers and Marketers?</p> <p>Introduction</p> <p>Case Study</p> <p>Implications for Consumers and Predictions for the Future</p> <p>Changing Roles - Consumers as Sellers and Producers</p>
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Tuesday, November 7, 2006

<i>Time</i>	<i>Topic</i>
9:00-10:00am	<p>Benefits to Consumers of Living in an Instant Information Culture</p> <p>Case Studies</p> <ul style="list-style-type: none"> • Retail • Shopping for a car • Buying a house <p>How Access to Information on the Internet Affects Consumers' Buying Behavior</p>
10:00-10:30am	Break and Technology Pavilion

10:30am-12:00 noon	<p>Marketing and Advertising in the Next Tech-ade</p> <p>Behavioral Targeting and Other Search Trends</p> <p>Mobile Content and Marketing in the Next Tech-ade</p> <p>The Interactive Future</p>
12:00 noon-1:15pm	<p>Lunch (on your own) and Technology Pavilion</p>
1:15-2:45pm	<p>Computing Power and How it Will be Used in the Marketplace of the Next Tech-ade</p> <p>Impacts of Increased Computing Power on Commerce</p> <ul style="list-style-type: none"> • Artificial Intelligence • Sensor Networks • Data Storage • Persuasion
2:45-3:00pm	<p>Break and Technology Pavilion</p>
3:00-4:30pm	<p>RFID Technology in the Next Tech-ade</p> <p>Smart Home Technology Trends</p> <ul style="list-style-type: none"> • Health and Wellness • Entertainment and Information <p>RFID in Retail: Where is the Technology Heading?</p>
4:30-5:30pm	<p>Convergence and What it Means for the Coming Tech-ade</p> <p>Consumer Experience and the Impact of Convergence</p>

Wednesday, November 8, 2006

<i>Time</i>	
9:00-10:30am	<p>Changes in Payment Devices and Systems</p> <p>Overview</p> <p>New Payment Methods - State of the Art and Predictions</p> <p>Solutions for Protecting Identity: Third-Party Billing, and Fraud Scoring, and other Possible Solutions</p>
10:30-11:00am	<p>Break and Technology Pavilion</p>
11:00am-12:30pm	<p>New Products - New Challenges</p> <p>Digital Content - Access and Security</p> <ul style="list-style-type: none"> • Interoperability • Digital Rights Management • Security Concerns <p>Obsolescence: The Shift from Analog to Digital</p>
12:30-1:45pm	<p>Lunch (on your own) and Technology Pavilion</p>
1:45-3:45pm	<p>Communicating with Consumers in the Next Tech-ade - The Impact of Demographics and Shifting Consumer Attitudes</p> <p>Overview</p> <p>Changing Trusted Sources - What Does it Mean for Consumer Outreach?</p> <p>Privacy - What Does it Mean (to Whom) in the Future</p>
3:45-4:00pm	<p>Break and Technology Pavilion</p>
4:00-5:00pm	<p>How to Make Sense of it All - Consumers' Perspective</p>
5:00-5:30pm	<p>Concluding Remarks</p>