

frontlinepanels

Frontline Panels are a critical component of The Futures Lab's unique approach to futures projects.

We have conducted over 70 Frontline Panels worldwide, covering topics as diverse as the future of transportation; the future of the home; the future of the music industry, the future of direct marketing and the future of media and its impact upon society.

What are they and why are they important?

The Frontline Panel consists of an eclectic group of 8 - 10 leading future-thinkers, from a variety of industries and or disciplines. The panelists provide our discussion with balanced, innovative, unconventional input for future development.

A Frontline Panel is not an expert panel, but a panel of experts.

The Panel is run more like a forum-style workshop than an ideation

session or focus group. Our panels have been described by participants as 'conversations about the future' - far more stimulating than the typical brainstorming session. This is evident in the output that we realize.

Frontline Panels allow us to open new gateways and explore ideas. They are about hijacking unexpected signals and breakthrough ideas rather than the sort of incremental thinking often associated with more typical expert panels.



It should come of no surprise that our panels provide us with an array of start points for the development of paradigm-shifting

concepts. They yield unique perspectives and insights that are otherwise unlikely to evolve.

Who are the participants?

Our panelists are drawn from diverse backgrounds, depending upon the assignment in hand. They have included a leading designer of spacecraft, the world's foremost authority on future materials, acclaimed writers, social scientists, filmmakers, renowned artists and musicians, TV personalities, top business people, cutting-edge games and motion graphic designers, product developers, specialists in future robotics and human machine interfaces, university professors, retail experts, scientists, philosophers and just plain street savvy geniuses. They have one thing in common - they are future-centric revolutionary thinkers. Focusing and distilling their combined insights and energy is both our challenge and specialty.



Where are the panels held?

We choose to host our panels in inspirational, creative venues such as art galleries, photographic studios, futuristic buildings and hip clubs. Our panelists and locations are out of the ordinary, and it goes without saying that so too are our discussions.

How can you benefit from a panel?

Frontline Panels are an integral part of all future projects conducted by The Futures Lab. We also offer our panels as a standalone offering, an ideal option for those operating on a tight schedule or budget.

To learn more about Frontline Panels and the other services provided by The Futures Lab, please feel free to contact us:



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