

Wednesday, March 19, 2008

Issues in Marketing Forum: 'It's Not Easy Being Green'

It is clear that some societal movements have had a profound impact on consumers and their behavior in the marketplace, while other initially seemingly meaningful movements have quietly faded into the background. Predicting the future of movements that initially create considerable public interest, as well as substantial initial business backing, pose a significant challenge for businesses. How can a business tell what movement is going to become a long-lived trend and which will fade away? This year's Issues in Marketing Forum, themed "It's Not Easy Being Green: Lessons from Emerging Consumer Trends," will address these areas. The forum will be held on Friday, April 4 in the Oakland Center.

"It's Not Easy Being Green: Lessons from Emerging Consumer Trends" will provide insights into how businesses should respond to the uncertainty of societal movements by bringing together nine real world perspectives --- business people, academics, and government representatives who will share their experiences of how businesses should evaluate and subsequently respond to major environmental, social, and geo-political movements that are reshaping or have the potential to reshape the nature of consumer demand. Find out if consumers really support and are willing to pay for what they say they want for their society. Hear about the successes and challenges businesses have had in trying to meet society's emerging needs. And, gain some insight into what the future holds for sustainable movements that will impact businesses.

This Forum, developed by the Marketing Faculty at Oakland University's School of Business Administration, brings together business, academic and government leaders, who through examples and debate, will help businesses to better understand how and when to best address emerging societal trends.

Topics that will be covered at the forum include:

- Recognizing meaningful trends as opposed to flavor-of-the month happenings.
- How you can take the hysteria out of an issue and develop a rational view.
- Information versus advocacy: research that can help or hinder.
- Creating a marketing mix for periods of uncertainty.
- Case studies of company / government responses:
 - Trends that persist versus fads and fashion.
 - Getting suppliers to support your firm's response in a positive manner
 - Trends that "morph" into regulations vs. product development
 - Plus, lessons learned from responding to societal movements.
- Should firms lead change or follow trends?
- Do firms have any social obligation to provide alternatives for consumers when the potential financial performance of such alternatives is uncertain or goes against the interest of the firm?
- And, learn what the experts believe the future holds for meaningful sustainable consumer movements.

The cost to attend this public forum is \$35 for early registration or \$45 at the door. The event is free to OU faculty and staff. To register, visit the online registration form. A [forum overview](#), [forum program](#) and [speaker bios](#) are available from the [Issues in Marketing Forum](#) Web site.

SUMMARY

It is clear that some societal movements have had a profound impact on consumers and their behavior in the marketplace, while other initially seemingly meaningful movements have quietly faded into the background. Predicting the future of movements that initially create considerable public interest, as well as substantial initial business backing, pose a significant challenge for businesses. This year's Issues in Marketing Forum, themed "It's Not Easy Being Green: Lessons from Emerging Consumer Trends," will address these areas. The forum will be held on Friday, April 4 in the Oakland Center.

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