



**HOW CAN YOU BEST TUNE YOUR
EXHIBITION/EVENT TO THE NEEDS
OF GENERATION X AND Y?**

**INSPIRING
PEOPLE**

HOW CAN YOU MAKE YOUR EXHIBITION / EVENT FUTURE-PROOF?

We believe in the power of connecting. While bringing people together remains the essence of every exhibition and event, people and their preferences change over the years. Visitors to today's exhibitions and events are mainly from Generation X and, increasingly, from Generation Y. How can you best align your event with these groups?

Together with Trendsactive and Ruigrok | NetPanel, we have compiled for you a selection of the very latest insights regarding Generation X & Y. These are based on qualitative research and sociocultural trend analysis. Using this research, TrendsActive explains what these insights mean for the event business. The various points are illustrated via a series of concepts that are sure to spark your creative strategic thinking!

So be inspired by this report and if you'd like to discuss the future of exhibitions and events further, Amsterdam RAI would love to be your sparring partner.

Yvonne Nassar (y.nassar@rai.nl)
Head of Marketing & Innovation
RAI Convention Centre

Marieke Visser (m.visser@rai.nl)
Director of Marketing & National Exhibitions
RAI Exhibitions

LET'S START!

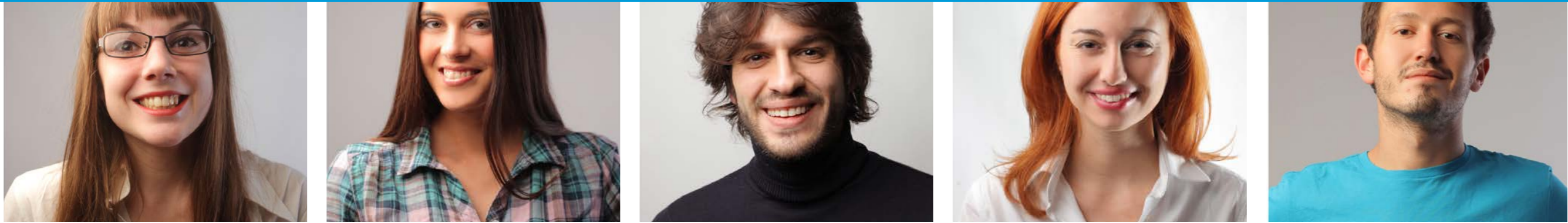
[CLICK HERE](#)
**TO GO DIRECTLY TO
THE INSIGHTS ON
GENERATION Y**
(20-35 YEAR OLDS)

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THE SUMMARY AND
METHODOLOGY**

GENERATION Y

20 - 35 YEAR OLDS

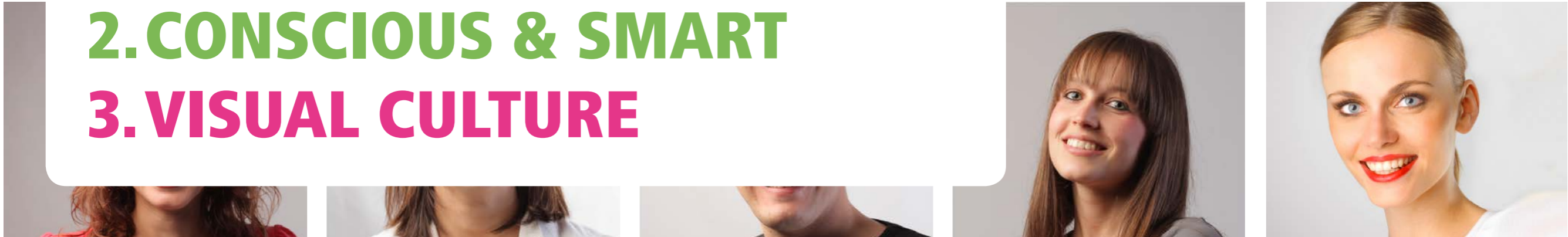


MAIN CHARACTERISTICS

1. ME-CENTRIC

2. CONSCIOUS & SMART

3. VISUAL CULTURE



1. ME-CENTRIC

THIS GENERATION OF 'TROPHY KIDS' IS OVERLY PROTECTED & SPOILED WITH ATTENTION BY BOTH PARENTS AND SCHOOL.

PARENTS HAVE INVOLVED GEN Y-ERS IN FAMILY DECISIONS FROM A YOUNG AGE, MAKING THEM GREAT NEGOTIATORS. "I'LL MAKE SURE I'LL GET MY WAY!"

THE GENERATION GAP WITH PARENTS IS SMALL: THEY CONSIDER THEIR PARENTS FRIENDS.. "WE LISTEN TO THE SAME MUSIC!"



ME-CENTRIC EXAMPLES



ME-CENTRIC BEHAVIOUR OF GENERATION Y IS CAUSING QUITE SOME CHALLENGES FOR HR DEPARTMENTS. THERE ARE MANY WEBSITES, BOOKS AND CONFERENCES DEDICATED TO THIS TOPIC.



MODERN PARENTS ARE NO LONGER SHOCKED BY LOUD MUSIC, A MOHAWK OR BAGGY TROUSERS. GENERATION Y'S WAY TO REBEL: TATTOOS.



THE ME-CENTRIC ARCHETYPE CAN BE FOUND ABUNDANTLY IN POPULAR CULTURE.

ME-CENTRIC QUOTES

FROM THE QUALITATIVE RESEARCH SESSIONS



'I WANT GREAT FOOD & GOOD WINE AT THE EXHIBITION STANDS, NOT SOMEWHERE FAR AWAY.'

'I DON'T WANT PUSHY EXHIBITORS. BUT WHEN I WANT INFORMATION, I WANT IT RIGHT AWAY!'



'I WANT ACTIVITIES TO BE FUN FOR ME, NOT A SALES TOOL IN DISGUISE.'

'I DON'T LIKE ALL THOSE OLD MEN IN SUITS. I WANT THE EVENT TO BE FOR ME TOO!'

WHAT DOES ME-CENTRIC MEAN FOR YOUR BUSINESS?

MAKE THEM FEEL SPECIAL!

ADVICE 1

**GIVE Y-ERS TAILOR
MADE SERVICE**

ADVICE 2

**GIVE Y-ERS THE
POSSIBILITY
TO CO-CREATE**

ME-CENTRIC IDEAS



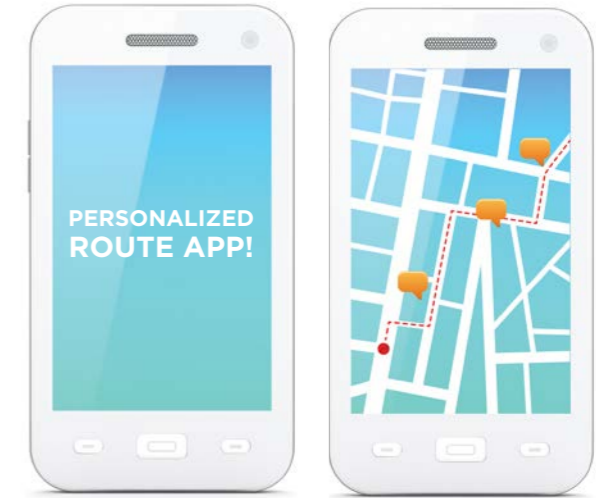
CUSTOM TOURS

Consider guided tours for first-timers. Gen Y visitors aren't very familiar with the exhibition medium. Why not organise guided tours, both on- and offline, that take visitors to the exhibition floor?



QUESTIONS IN ADVANCE

Ensure that Gen Y get what they want, by asking about their expectations in advance (e.g. online). What are you looking for? What do you want to discover? With whom would you like to get in touch? Or give them the opportunity to ask specific questions in advance that they wish to see answered at the event.



PERSONALIZED ROUTE

When you know what your visitors need, you can take it one step further and offer them a custom product. For example an app that creates a walking route at the event, tailored to their needs.

2. CONSCIOUS & SMART

GEN Y-ERS - CHILDREN OF THE NOUGHTIES (2000'S) - ARE VERY CONSCIOUS ABOUT THE STATE OF THE WORLD.

THEY LEARN IN NETWORKS. HAVING KNOWLEDGE & SKILLS ADDS VALUE TO THEIR NETWORKS.

HAVING KNOWLEDGE AND SKILLS IS CONSIDERED COOL.

CONSCIOUS & SMART EXAMPLES



**CONSCIOUS IN GENERATION Y
STYLE ON THE DASHBOARD OF
A FORD FUSION HYBRID: THE
LESS FUEL YOU CONSUME, THE
BIGGER A DIGITAL TREE ON THE
DASHBOARD WILL GROW.**



**THE BOOM OF 'TALENT SHOWS'
THE PAST TEN YEARS HAVE
IMPRINTED THE GEN Y'ERS
WITH THE IDEA THAT THEY HAVE
TO EXCEL IN SOMETHING TO
SUCCEED.**



Hier opent de Universiteit van Nederland

De beste hoogleraren van Nederlandse universiteiten gaan gratis college geven op internet. Hier, om precies te zijn. Vanaf september 2013 zal er iedere avond een inleidend college online komen over het vakgebied van de hoogleraar. Elke dag vijftien minuten, elke week een nieuwe docent. Wil je dat we je op de hoogte houden?

**GREAT EXAMPLES OF A
GENERATION Y WAY OF
LEARNING ARE THE FREE
MOOC'S (MASSIVE OPEN ONLINE
COURSE).**

CONSCIOUS & SMART QUOTES

FROM THE QUALITATIVE RESEARCH SESSIONS



'I LIKE TRADE SHOWS THAT HAVE CONFERENCE ELEMENTS, LIKE SHORT PRESENTATIONS.'

'ALL THOSE FLYERS AND LEAFLETS ON THE FLOOR... WHAT A WASTE!'



'I ALWAYS LOOK AT THE LIST OF EXHIBITORS. I WANT TO KNOW IT'S QUALITY BEFORE I GO.'

WHAT DOES SMART & CONSCIOUS MEAN FOR YOUR BUSINESS?

EMPOWER SMARTNESS & SHOW CONSCIOUSNESS!

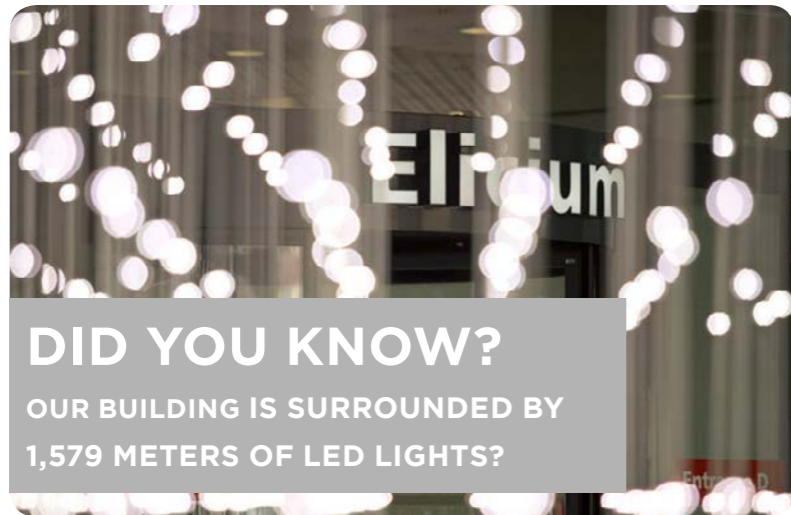
ADVICE 1

**COMMUNICATE YOUR
SUSTAINABLE POLICY
TOWARDS Y-ERS**

ADVICE 2

**GIVE Y-ERS
KNOWLEDGE AND
SKILLS. BEFORE,
DURING & AFTER
THE EVENT**

CONSCIOUS & SMART IDEAS



CLEVER COMMUNICATION

Communication with Gen Y visitors should be focused on smartness. For instance, you can underline the chance for visitors to learn something or get more knowledge. Think about statements in terms of "did you know that...?".



DO IT YOURSELF

Keep in mind that Gen Y visitors don't want to just passively look and listen. They want to do things themselves. Facilitate this via mini-courses or workshops.



QR FLYERS

One way of tapping into the conscious mind of the Gen Y'er is by using less paper. Technology provides new opportunities: digital brochures can be easily distributed with QR codes. Visitors can choose for themselves which folders they wish to download.

3. VISUAL CULTURE

OUR CULTURE IS RAPIDLY BECOMING MORE VISUAL AND ORIENTED ON IMAGES.

THE MAIN DRIVER: THERE ARE SCREENS EVERYWHERE. GEN Y-ERS ARE SOMETIMES REFERRED TO AS SCREENAGERS.

GEN Y-ERS ARE NOT JUST CONSUMERS OF VISUALS, BUT ALSO AVID PRODUCERS.



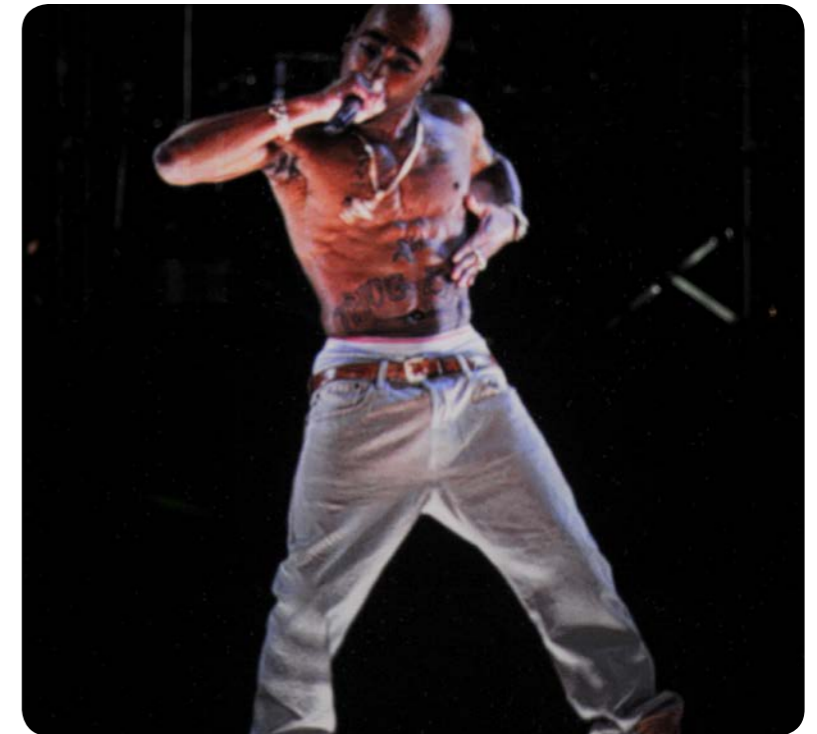
VISUAL CULTURE EXAMPLES



YOUNG Y-ERS PREFER YOUTUBE AS A SEARCH ENGINE OVER GOOGLE (= TOO MUCH TEXT).



'BORING' DATA ARE LIKED MORE AND REMEMBERED BETTER WHEN VISUALIZED INTO INFOGRAPHICS.



AUGMENTED REALITY OFFERS MANY FRESH OPPORTUNITIES FOR BUSINESS. FOR INSTANCE, DURING A MUSIC FESTIVAL IN 2012, A HOLOGRAM OF DECEASED RAPPER TUPAC PERFORMED ON STAGE.

VISUAL CULTURE QUOTES

FROM THE QUALITATIVE RESEARCH SESSIONS



**'ALL THOSE
STANDARDIZED
EXHIBITION STANDS:
BOOOORING!'**



**'I WANT TO HAVE
EXPERIENCES AND NOT
JUST GET INFORMATION!'**

**'I'D LIKE TO
SEE 3D PRESENTATIONS
AND HOLOGRAMS AND
EVERYTHING.'**

WHAT DOES VISUAL CULTURE MEAN FOR YOUR BUSINESS?

FOCUS ON VISUAL MESSAGES & IDENTITY!

ADVICE 1

**BE PLAYFUL AND
INTELLIGENT
WITH YOUR
COMMUNICATION**

ADVICE 2

**THINK IN EXPERIENCES
& EVENTS**

VISUAL CULTURE IDEAS



RECOGNIZABLE IDENTITY

Develop a creative, inspiring and iconic identity. The ideal is to have a corporate visual identity that is so iconic that the event is instantly recognised by one visual element.



EXPLORE NEW TECHNOLOGIES

Create the feeling of a smaller (more personal) exhibition or event by making better use of visual communication through a thorough concept. The use of new technologies could also be useful for a real sensory experience. Use visuals and technologies to 'breathe' a theme 360°.



RECONSIDER THE WORD 'EXHIBITION'

Here is an interesting topic to consider: should we use the word 'exhibition'? Do a Google image search on the word 'exhibition'. What are the results? Open a new window and Google the word 'event.' Now what do you see? The different results illustrate the problem Gen Y has with 'exhibitions'.

RECAP GENERATION Y

CHARACTERISTIC ONE **ME-CENTRIC**

**MAKE THEM
FEEL SPECIAL!**

ADVICE 1

Give Y-ers
tailor made service

ADVICE 2

Give Y-ers the possibility
to co-create

CHARACTERISTIC TWO **CONSCIOUS & SMART**

**EMPOWER
SMARTNESS & SHOW
CONSCIOUSNESS!**

ADVICE 1

Give Y-ers knowledge
and skills. Before, during
& after the event

ADVICE 2

Communicate your
sustainable policy
towards Y-ers

CHARACTERISTIC THREE **VISUAL CULTURE**

**FOCUS ON
VISUAL MESSAGES
& IDENTITY!**

ADVICE 1

Be playful and
intelligent with your
communication

ADVICE 2

Think in experiences
and events

GENERATION X

35 - 50 YEAR OLDS

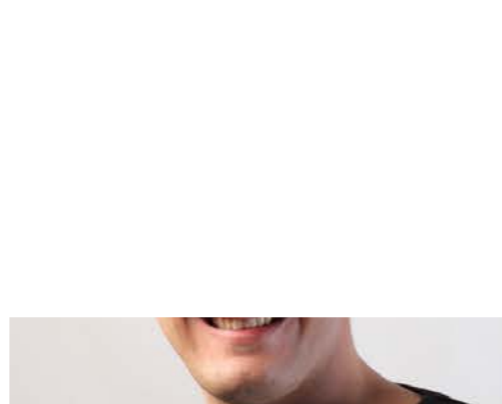
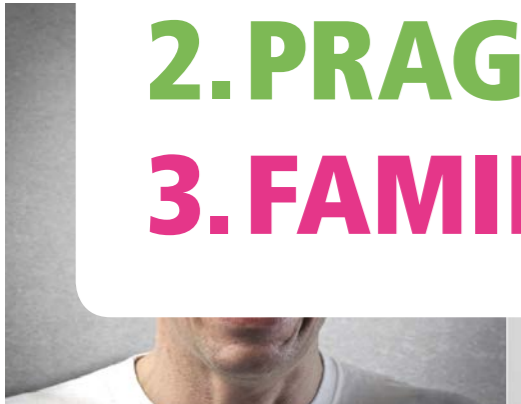


MAIN CHARACTERISTICS

1. CYNICISM

2. PRAGMATISM

3. FAMILY-FOCUS



1. CYNICISM

THEIR 'FORMATIVE YEARS' (BETWEEN THE AGE OF 12-24) WERE ROUGH, BOTH POLITICALLY AND ECONOMICALLY.

GEN X ARE SOMETIMES REFERRED TO AS 'LATCH KEY GENERATION' AS THEY GREW UP WITH BUSY PARENTS WITH A WORKAHOLIC - DIVORCED GENERATION.

GEN X-ERS ARE SKEPTICAL ABOUT MEDIA & MARKETING MESSAGES.



CYNICISM EXAMPLES



GEN X-ERS ARE CYNICAL TOWARDS BABYBOOMERS WHO DOMINATE POPULAR CULTURE AND HOLD THE JOBS (AND MONEY) THEY ASPIRE.



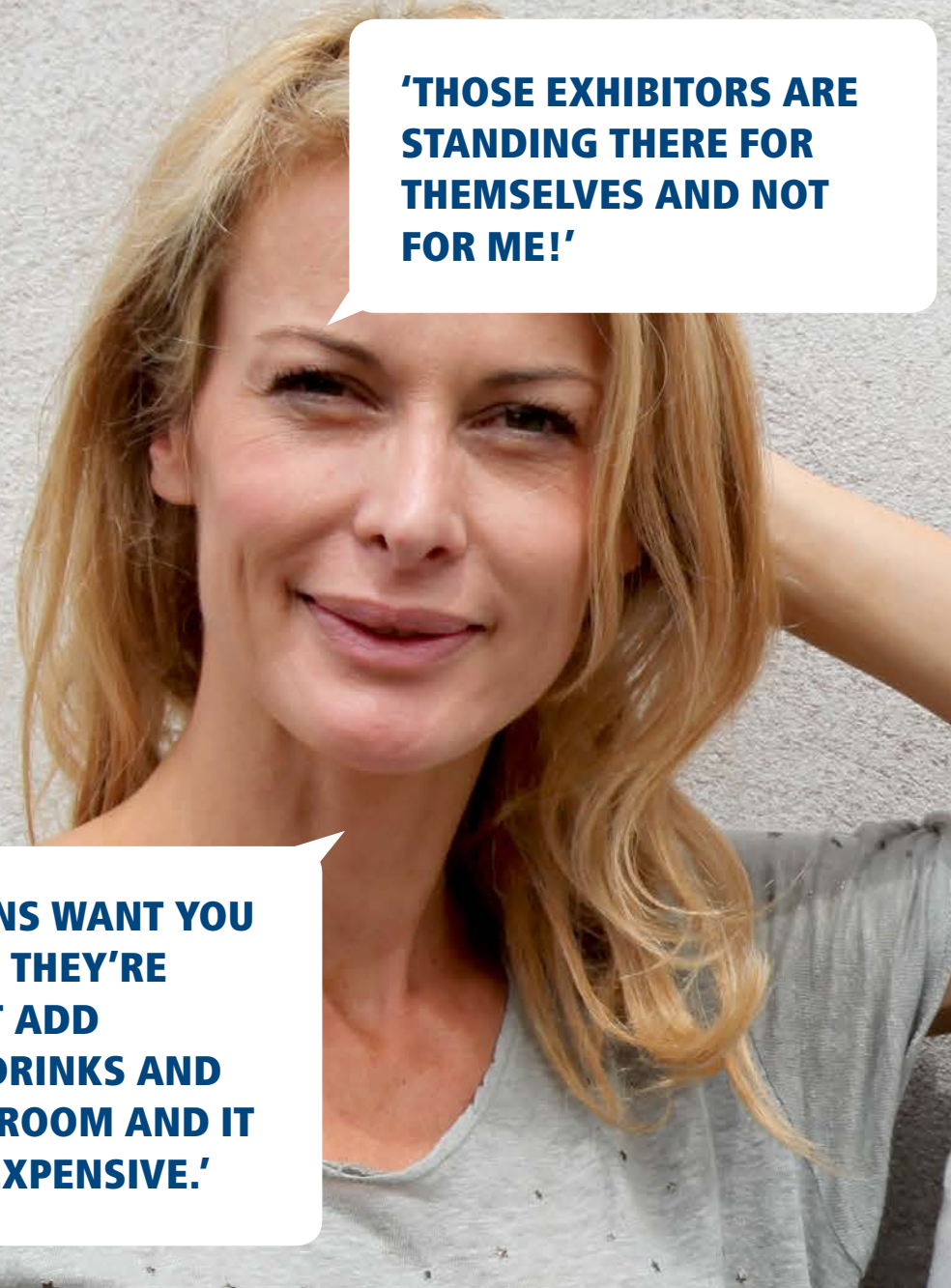
SOUTH PARK & FAMILY GUY ARE EXAMPLES OF POP CULTURE MADE BY GEN X-ERS THAT SHOW THEIR CYNICAL VIEW ON SOCIETY, POLITICS & MEDIA.



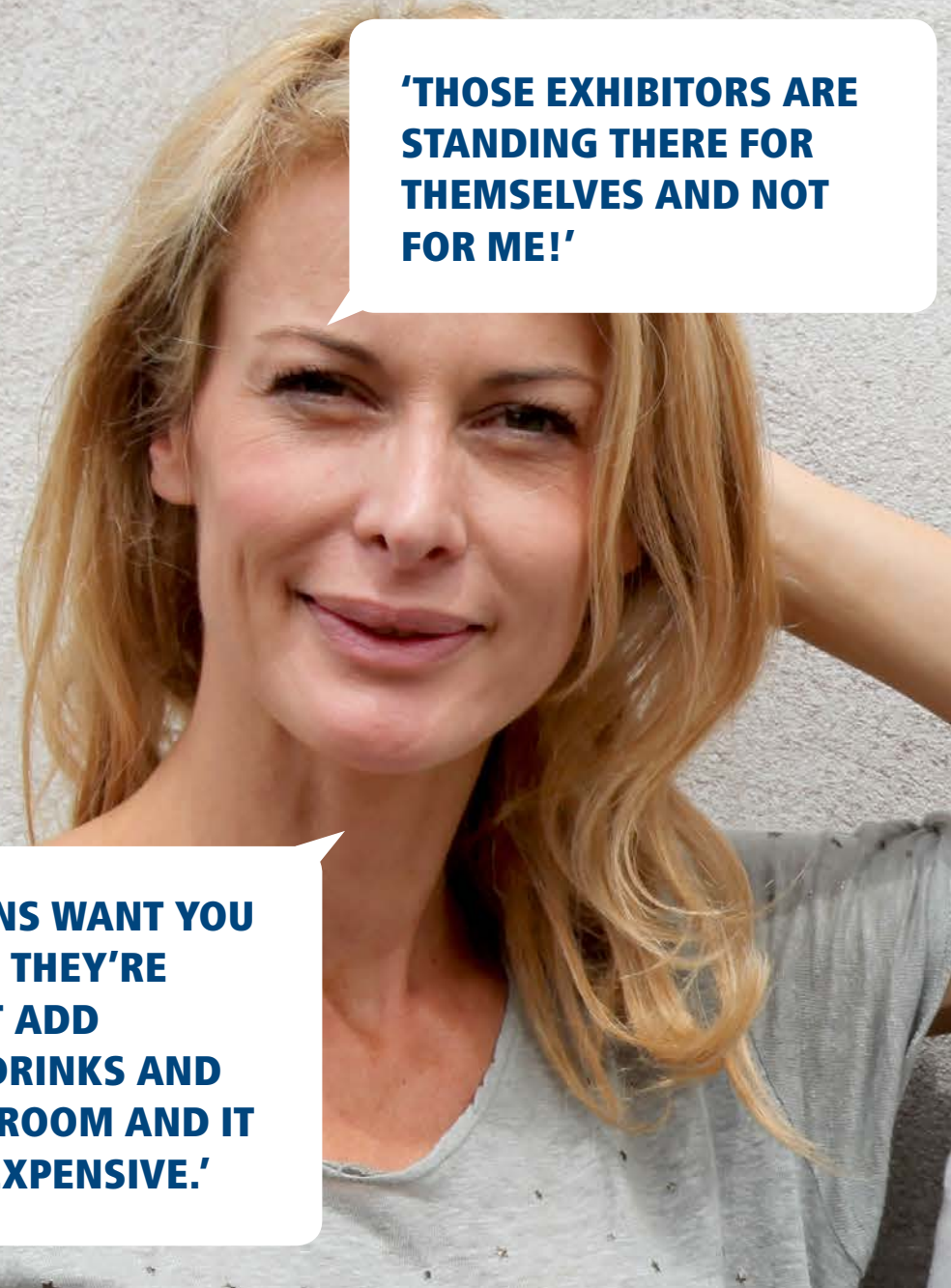
GREAT EXAMPLE OF A TYPICAL GEN X-ER IN BOTH FORM AND CONTENT: JULIAN ASSANGE OF WIKILEAKS.

CYNICISM QUOTES

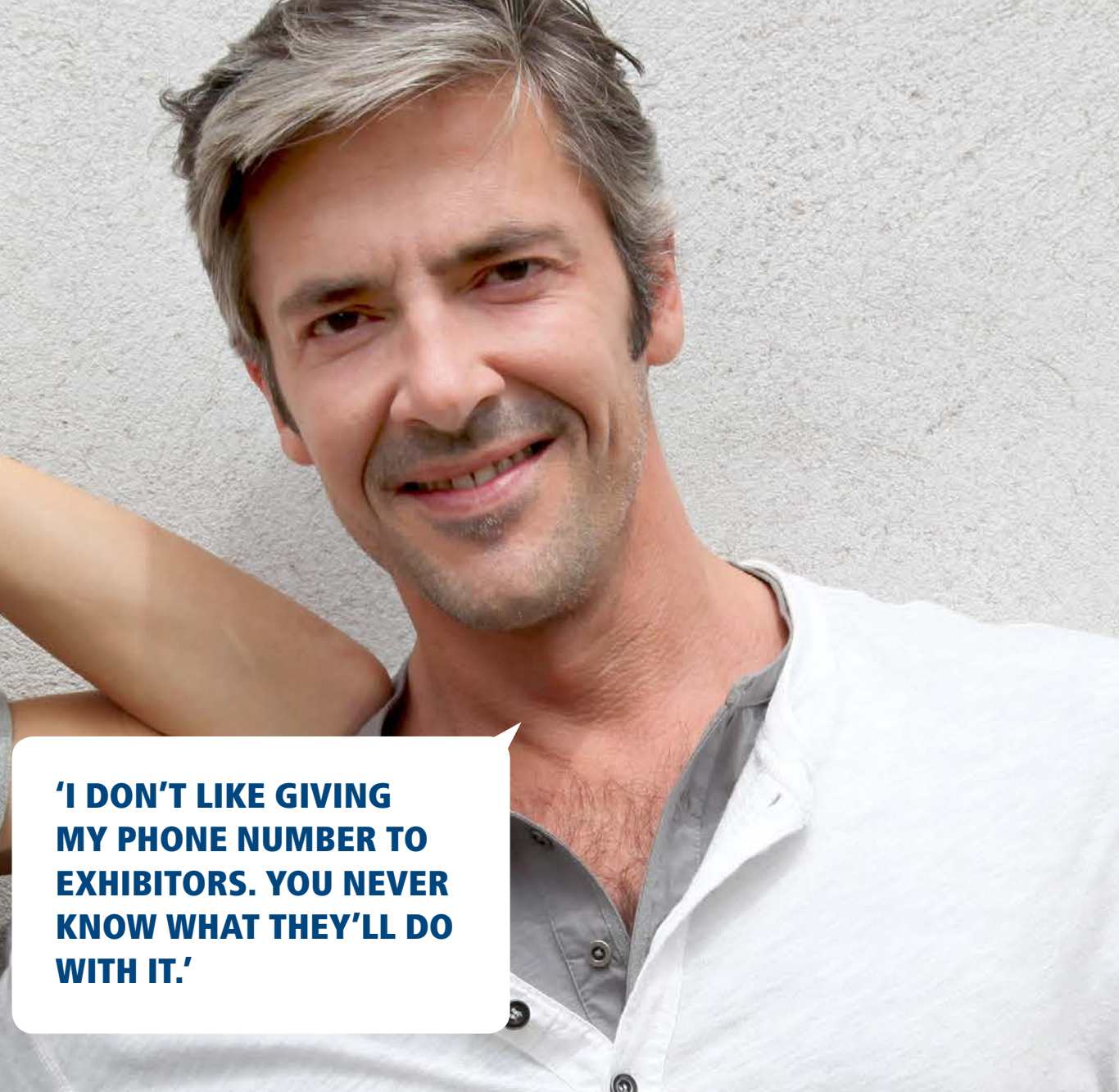
FROM THE QUALITATIVE RESEARCH SESSIONS



**'THOSE EXHIBITORS ARE
STANDING THERE FOR
THEMSELVES AND NOT
FOR ME!'**



**'EXHIBITIONS WANT YOU
TO BELIEVE THEY'RE
CHEAP. BUT ADD
PARKING, DRINKS AND
THE CLOAKROOM AND IT
BECOMES EXPENSIVE.'**



**'I DON'T LIKE GIVING
MY PHONE NUMBER TO
EXHIBITORS. YOU NEVER
KNOW WHAT THEY'LL DO
WITH IT.'**

WHAT DOES CYNICISM MEAN FOR YOUR BUSINESS?

BE TRANSPARENT AND PERSONAL!

ADVICE 1

**PROVIDE
(BRUTALLY HONEST)
TRANSPARENT
INFORMATION WITH
A PERSONAL TOUCH**

ADVICE 2

PLAY WITH CYNICISM

CYNICISM IDEAS



MANAGE EXPECTATIONS

To prevent X-ers from being disappointed after a visit to the event, it is important to show what they can expect. Especially ensure that you don't make promises that you can't keep. One way is by showing previous editions of the event, using film clips, preferred last edition features, and the like.

PLAYFUL COMMUNICATION AND PRODUCTS

Find ways to play with this cynicism (especially with your tone of voice and communication).

COMMUNICATE ON A PERSONAL LEVEL

Communicate on a personal level, not as a big company but on a close and human scale. Who are the real people behind the event, the brand or the stand? You can, for instance, make nametags more personal by adding hobbies, children, and personal likes.

2. PRAGMATISM

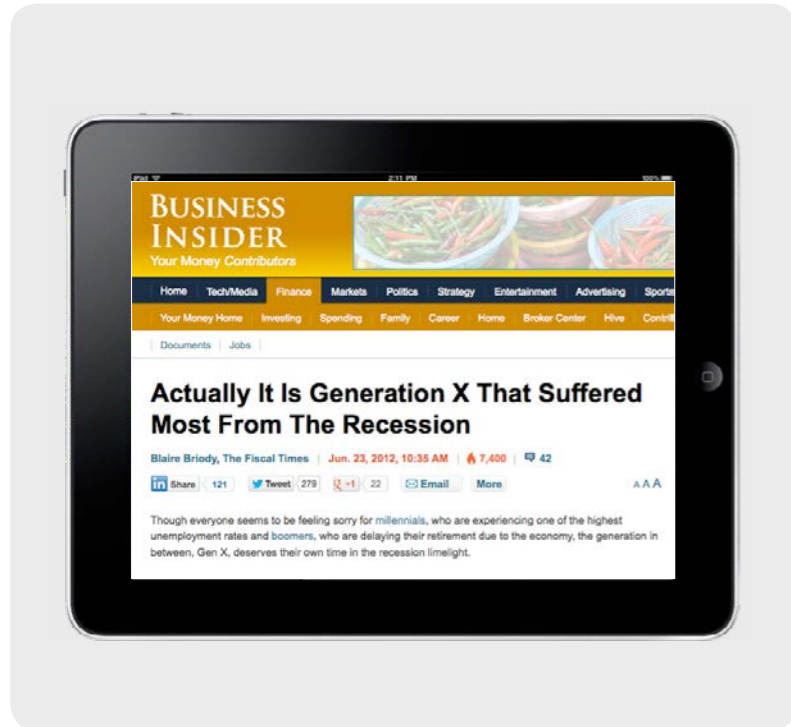
GEN X-ERS HAVE LITTLE LOYALTY TOWARDS BRANDS OR EMPLOYERS. IF THEY CAN GET A BETTER DEAL SOMEWHERE ELSE, THEY WILL PURSUE IT.

THEY PREFER AN INDIVIDUAL APPROACH IN RESPONSE TO MASS CONSUMERISM.

COMPLICATING FACTOR WHEN TARGETING X-ERS: THEY ARE HALF ANALOG / HALF DIGITAL.



PRAGMATISM EXAMPLES



REPORT AFTER REPORT SHOWS THAT GENERATION X SUFFERS FROM THE ECONOMIC RECESSION THE MOST. THIS DRIVES PRAGMATIC BEHAVIOUR.




AN EXAMPLE OF AN INDIVIDUAL APPROACH IS THE LIMITED EDITIONS - GEN X-ERS LOVE THOSE AS A RESPONSE TO AN ERA OF MASS PRODUCTION.



THE PERFECT GEN X PHONE CONTRACT: FREE TO GO WHENEVER THEY WANT.

PRAGMATISM QUOTES

FROM THE QUALITATIVE RESEARCH SESSIONS



'THE FACT THAT PRODUCTS ARE CHEAPER AT AN EXHIBITION MAKES IT A LOT MORE FUN TO ME.'

'I WANT PEOPLE AT TRADE FAIR BOOTHS TO BE KNOWLEDGEABLE PROFESSIONALS.'

'I LIKE GETTING THE INFORMATION I WANT.'

WHAT DOES PRAGMATISM MEAN FOR YOUR BUSINESS?

SHOW PRAGMATIC THINKING!

ADVICE 1

**RATIONALIZE ALL
COSTS &
GIVE SECURITY/
WARRANTY**

ADVICE 2

EXPLAIN YOUR USP'S

PRAGMATISM IDEAS



RATIONAL COMMUNICATION

Put offers and discounts at the heart of your communication. Show how much visitors will be able to save when buying products at the exhibition. Compare exhibition-prices with retail-prices. Guarantee a vast amount of products that are cheaper during the exhibition.

NO SURPRISE TICKETS

To prevent Gen X visitors from buying a ticket and then being unpleasantly surprised by all the additional costs, it's smart to offer an all-inclusive package. This could comprise entrance, parking and/or travel costs, food vouchers and coat check-in.

EXPLAIN YOUR USP'S

For instance: "Always wanted to know how product X works? Come to the exhibition.", "You can't touch or try products when you buy them online.", "Exclusive products.", "The latest trends.", "Be surprised, be inspired, get new ideas.", "The perfect day out."

3. FAMILY FOCUS

**GEN X-ERS ARE 'PROJECT PARENTS':
HYPER FOCUSSED ON THEIR CHILDREN.**

**A HEALTHY WORK/LIFE-BALANCE IS
VERY IMPORTANT TO GEN X-ERS.**

**THE FIRST GENERATION WITH WORKING
MOMS AND CARETAKER DADS:
MERGING OF GENDER ROLES.**



FAMILY FOCUS EXAMPLES



A GLOBAL FISHER PRICE REPORT SHOWED THAT 80% OF PARENTS PRACTICE HOME EDUCATION.



EXAMPLE OF PROJECT PARENTING: SPECIAL CHILDREN'S CELLPHONE WITH GPS-TRACKING AND AN ALARM BUTTON.



MERGING GENDER ROLES ARE VISIBLE IN POLITICS, MARKETING & MEDIA.

FAMILY FOCUS QUOTES

FROM THE QUALITATIVE RESEARCH SESSIONS

'I LIKE CARS AND GADGETS TOO.'

'INSTEAD OF GOING TO AN EXHIBITION, I CAN DO A LOT OF FUN THINGS WITH MY FAMILY.'

WHAT DOES FAMILY FOCUS MEAN FOR YOUR BUSINESS?

UNDERSTAND THAT X-ERS HAVE A FAMILY!

ADVICE 1

**SHOW YOU
UNDERSTAND THEIR
HECTIC PARENTAL
LIFESTYLE**

ADVICE 2

**CATER TO CHANGING
GENDER ROLES**

FAMILY FOCUS IDEAS



EVENT WITH CHILDCARE

Busy Gen X parents want to make the most out of their weekends and bring their children to events or exhibitions. To give parents a few hours of time without their bored children, offer high quality childcare. Preferably with a monitoring system, so the project parents can check up on their little loved ones.



TOTAL FAMILY CARE

Project parents want to spend time with the whole family during the weekend. So offer services for 'the rest of the family' at your event in corporation with partners. Example: dad (or mum) can enjoy a car show for a few hours, while the rest of family can spend time in the proximity of the venue at a museum, a local zoo etc.



ALWAYS CATER TO THE OTHER SEX

Men are increasingly discovering their feminine side and vice versa. Ideally there will always be something to do for the other sex. For example a fathers area at a future mum fair or a women's night at a car show. These can be linked to the content of the event, but can also be just for fun, like a game cave for men.

RECAP GENERATION X

CHARACTERISTIC ONE **CYNICISM**

BE TRANSPARENT & PERSONAL

ADVICE 1

Provide transparent information with a personal touch

ADVICE 2

Play with cynicism to co-create

CHARACTERISTIC TWO **PRAGMATISM**

SHOW PRAGMATIC THINKING

ADVICE 1

Rationalize all costs & give security / warranty

ADVICE 2

Explain your USP's

CHARACTERISTIC THREE **FAMILY FOCUS**

UNDERSTAND THAT X-ERS HAVE A FAMILY

ADVICE 1

Show you understand their hectic parental lifestyle

ADVICE 2

Cater to changing gender roles

SUMMARY & METHODOLOGY

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- 2. SUMMARY X**
- 3. METHODOLOGY**
- 4. RESEARCH PARTNERS**
- 5. BIBLIOGRAPHY**

SUMMARY GENERATION Y

20 - 35 YEAR OLDS

ABOUT

Generation Y are used to **getting exactly what they want**. They are **conscious** about world problems and love to have specific **knowledge & skills** that give them value in their networks. Gen Y'ers are children of a our visual culture and therefore love **everything visual**.

INTERPRETATION

MAKE THEM FEEL SPECIAL!

ADVICE 1

Give Y-ers tailor made service

ADVICE 2

Give Y-ers the possibility to co-create

EMPOWER SMARTNESS & SHOW CONSCIOUSNESS!

ADVICE 1

Give Y-ers knowledge and skills. Before, during & after the event

ADVICE 2

Communicate your sustainable policy towards Y-ers

FOCUS ON VISUAL MESSAGES & IDENTITY!

ADVICE 1

Be playful and intelligent with your communication

ADVICE 2

Think in experiences and events

SUMMARY GENERATION X

35 - 50 YEAR OLDS

ABOUT

Generation X'ers are very **pragmatic** when it comes to making decisions, mainly because they **suffer the most** from the current economic crisis. They are **not loyal** if they can get a better deal somewhere else. They often have a **cynic** world view and are very conscious of media and marketing. Many of them are **project parents**, which describes the over-involvement when it comes to their children.

INTERPRETATION

BE TRANSPARENT & PERSONAL

ADVICE 1

Provide transparent information with a personal touch

ADVICE 2

Play with cynicism to co-create

SHOW PRAGMATIC THINKING

ADVICE 1

Rationalize all costs & give security / warranty

ADVICE 2

Explain your USP's

UNDERSTAND THAT X-ERS HAVE A FAMILY

ADVICE 1

Show you understand their hectic parental lifestyle

ADVICE 2

Cater to changing gender roles

METHODOLOGY

INSIGHTS PHASE

1.

QUALITATIVE RESEARCH

Qualitative research on Dutch visitors of trade shows and consumer exhibitions from the Generation X and Y, based on the main and subquestions of Amsterdam RAI.

Ruigrok NetPanel
ONDERZOEK MET VISIE

INTERPRETATION PHASE

2.

SOCIO-CULTURAL TREND CONNECTION AND ANALYSIS

The main and subquestions of Amsterdam RAI and the qualitative research are matched with TrendsActive's sociocultural trend database.

These insights are interpreted into a strategic framework for Amsterdam RAI.

TRENDSACTIVE
trend interpretation agency

IMPLEMENTATION PHASE

3.

CONCEPTS FOR EXHIBITIONS AND EVENTS

The development and visualization of several ideas and concepts - based on the results of phase 1 and 2.

The development of three tailor-made presentations and a final report for Amsterdam RAI.

TRENDSACTIVE
trend interpretation agency

RESEARCH PARTNERS



‘GREAT RESEARCH, BUT NOW WHAT?’

TRENDS:

TrendsActive researches global consumer behavior from a sociocultural perspective and classifies its research in structured, practical trends.

ACTIVE:

TrendsActive uses its research to develop innovative strategies, marketing campaigns, products and design.

TRENDSACTIVE
trend interpretation agency

For cases, methodology and top notch trends:
WWW.TRENDSACTIVE.COM

RUIGROK | NETPANEL: MARKET RESEARCH WITH VISION

Ruigrok | NetPanel is a full-service research company, certified with the Research Hallmark (based on ISO 20252) and ISO 26362 for access panels. Focus in our work is on Pleasure, Personal and Pragmatic. Pleasure for the client, who can bring the results into practice and pleasure for the participants. Our strategy is personal and pragmatic: focused on close cooperation with our clients, generating actionable results that are suitable for immediate implementation into daily practice. We are an innovative agency and believe in the continuously evolving possibilities of online research. Our expertise is both in online (quantitative) and qualitative research.

Ruigrok  **NetPanel**
ONDERZOEK MET VISIE

Find us at
WWW.RUIGROKNETPANEL.NL

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THANK YOU!

Amsterdam RAI

Europaplein

1078 GZ Amsterdam

P.O. Box 77777

NL 1070 MS Amsterdam

The Netherlands

T +31 (0) 20 549 12 12

E welcome@rai.nl

www.rai.nl

