

# Case Study - Freeths Property Dinners

## The Concept

Engaging the property industry in conversations about the future.



## The Client

Freeths is a top 50 Law Firm in the UK with particular focus on property and retail. It represents many of the biggest names on the high street, including: Hotel Chocolat, Gant, Paul Smith Calvin Klein and Tommy Hilfiger. The firm's mantra is to be 'freethinking', bringing innovative ideas and creative solutions to clients.

# FREETHS



## The Property Dinners

Freeth's wanted to engage clients and prospective clients in a conversation about the future of retail, including questions such as "What's next for the high street"? Freeths worked closely with Applied Futurist Tom to bring property dinners and lunches in cities across the UK. Tom stimulated a wide ranging conversation about the subject, opening with a provocation about key directions for tomorrow's high street, including the impacts of technology changes such as augmented reality and automation, and behavioural changes such as the prioritising of experience over material goods by younger generations.



## The Result

Working with a futurist was the ideal option for a 'freethinking' law firm, fitting perfectly with its brand and ethos. Tom's credibility, expertise and storytelling ability created the platform for wider conversations with clients and the draw for events that helped Freeths to deepen relationships.



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*“Tom has proved to be a huge success at helping Freeths build an awareness of how the future retail industry goes beyond today's realities. His insight, delivery and engagement can only be described as infectious and creates strong interaction and contribution from all our clients and prospective clients at our events. Tom's dual approach to our forums as an expert and a willing consumer as well as a giver of knowledge has proved successful to Freeths and clients alike in all of us shouting Encore”*

Simon King - Business Development Director

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