



# THE BUSINESS OF AGEING

TURNING SILVER INTO GOLD

WEDNESDAY MARCH 9TH 2011 - ROYAL HOSPITAL KILMAINHAM



## Ireland's 2nd Annual Business of Ageing Conference

### Who's Speaking

- **George Magnus**, Senior Economic Advisor UBS International Investment Bank and author of "The Age of Ageing"
- **Dick Stroud**, Founder and CEO of 20plus30, Author of The 50-Plus Market
- **Gerard O'Neill** - Amarach Consulting and **Orlaith Blaney**, MD McCann Erickson – Presenting findings from the National Consumer Survey on older people.

Ireland's first Business of Ageing Conference in March 2010 sold out. It was attended by over 300 business leaders, seeking to learn how their companies could better understand and respond to the changing needs of the fastest growing global market - the older consumer.

Building on the success of that event, the 2nd conference will delve deeper into the practicalities of targeting the 50+ market. Leading world specialists and managers from companies with a strong track record in this market will address key questions: Who are the older consumers?; How to segment this enormous global market? What do they want? How do we communicate with them? How do we design for them?

While Ireland is currently experiencing its toughest economic turmoil ever, companies are looking to the future. The 50+ market is not just the fastest growing market globally, it remains largely untapped and poorly understood. Despite its relative wealth.

In Ireland alone, those over 65 have an accumulated wealth of €6.6bn and across Europe their wealth and revenues exceeds €3tr. Those over 55 account for 75% and 80% of wealth in the EU and US respectively. By 2050, the 60+ population will double accounting for over 20% of the world's population.

The line-up of speakers this year is very strong. The structured approach we take to enabling delegates network, as they did last year, guarantees a highly useful and really interesting day.

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