

A MASTERCLASS BY **futurekind**

KRISTEL VANDERLINDEN



MASTERCLASS
CULTURE
*
CODED

HELLO@FUTUREKIND.BE
FUTUREKIND.BE

THE TWO-DAY MASTERCLASS ON CONSUMER SHIFTS, TRENDS & BRAND GROWTH.

VOL. 1 CULTURE D*CODED - WED 21.10.2026 VOL. 2 CULTURE N*CODED - FRI 20.11.2026
12ANTWERP · KATTENDIJKDOK-OOSTKAAI 12, 2000 ANTWERP

MASTERCLASS FUTUREKIND



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**DURING THIS HANDS ON MASTERCLASS,
YOU LEARN HOW TO DISCOVER YOUR
MICRO-COMMUNITIES, BUILD INSIGHTS
AND UNDERSTANDING, CREATE
CULTURAL CAPITAL AND BUSINESS
VALUE FOR THE NEXT DECADE**

**GUIDED BY CULTURAL RESEARCHERS
AND TREND & INSIGHTS STRATEGISTS,
YOU'LL BUILD UNDERSTANDING, YOUR
OWN TREND FRAMEWORK AND EXPLORE
THE BENEFITS OF A NEW BRAND
CULTURE MODEL**

**THE RESULT:
A FUTUREPROOF DIRECTION FOR
YOUR BRAND TO THRIVE TODAY AND
TOMORROW.**

**FOR BRAND BUILDERS
LIMITED TO 50 PARTICIPANTS**

futurekind

**A MUST-DO MASTERCLASS FOR
MARKETERS, STRATEGISTS,
COMMUNICATION SPECIALISTS
AND CREATIVES ... IF YOUR
CONSUMER CHANGES FASTER
THAN YOUR MARKETING PLAN."**



YOUR CONSUMER CHANGED. YOUR PLAYBOOK DIDN'T.

Forget the word “culture” for a second. This is about consumer behaviour and it’s shifting faster than most marketing plans can follow. New communities decide what’s cool before your research does. Younger audiences buy on completely different signals. And the older, affluent consumer, the one with the actual budget, is being quietly forgotten by everyone.

There’s a new consumer code and the brands that grow are the ones that learned to read it first, and to turn that cultural capital into commercial value instead of renting attention.

That’s what Culture *Coded teaches: cracking that new consumer code. The research, trends and insights behind today’s consumer. How to understand microcommunities and use them to reach new target groups, expand your market and create growth.

Why collaborations became a genuine growth driver. And the force most marketing plans still ignore: fandoms OR how the strongest brands build fandoms around themselves, and how to spark that power for your own brand.

We work with cases you actually know: Tout Bien, Average and Zeeman next to Rhode, Burberry and Liquid Death. Why and how the best-in-class brands do it, and how you apply it to bring your own brand forward.

This is not a MASTERCLASS of listening, it’s a CLASS of doing: every keynote feeds a hands-on workshop, so you leave with work done on your brand.



WHY

MASTERCLASS FUTUREKIND
CULTURE
***CODED**

Two days. Three moves.

Every keynote feeds a hands-on workshop.
You leave with work done on your brand.

READ

Consumer shifts: the research, trends and insights behind changing behaviour.

TARGET

New audiences: microcommunities, fandoms and future personas; who carries your brand next?

WRITE

The new playbook: positioning, the Brandlore Codex and collabs as a growth driver.



VOL. 1 : CULTURE D*CODED

WED 21.10.2026

Read the new consumer code

- 09:30** **Opening keynote: The New Consumer Code**
Kristel Vanderlinden
- 10:45** **Trend workshop: decoding microcommunities**
Kristel & Billie Gielen
- 12:30** **Lunch : a cultural treat**
- 14:00** **Vibe coding: build your own trends AI agent**
Rein Meirte- Clusity
- 16:30** **Closing keynote**
by a culture brand trendsetter
- 17:30** **Drinks & network**

VOL. 2 : CULTURE N*CODED

FRI 20.11.2026

Turn it into growth

- 09:30** **Opening keynote: the consumers of 2030**
Kristel Vanderlinden
- 10:45** **Community radar workshop: fans & future persona's**
Kristel & Billie Gielen
- 12:30** **Lunch : a cultural treat**
- 13:30** **Social storytelling**
Aster Breekweg - Club Gewoon
- 14:15** **The Brandlore Codex workshop: build your brand world**
by Kristel & Billie
- 16:30** **Closing Keynote: Brand Culture in history**
Peter van Wijnaerde
- 17:00** **Drinks & networking**

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DELIVERABLES



"Culture *Coded is built like a cultural menu. Over two days we take you through the full card: consumer shifts and microcommunities, a historical dive into how brands became culture, vibe coding your own trends machine, storytelling, a brand-new model - the Brandlore Codex - and the art of collaboration. Each course opens a different door into culture; together they cover the whole map for connoisseurs and novices alike."

KRISTEL VANDERLINDEN - FUTUREKIND

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[03] Your guides

You'll be in great **hands**.



Kristel Vanderlinden
Host - Cultural Strategist & Futurist

Founder of Futurekind and Belgium's first femtech futurist. 30+ years decoding culture, identity and consumer behaviour; author of Evalutie. She connects cultural foresight with real-world brand strategy: sharp, original, actionable.



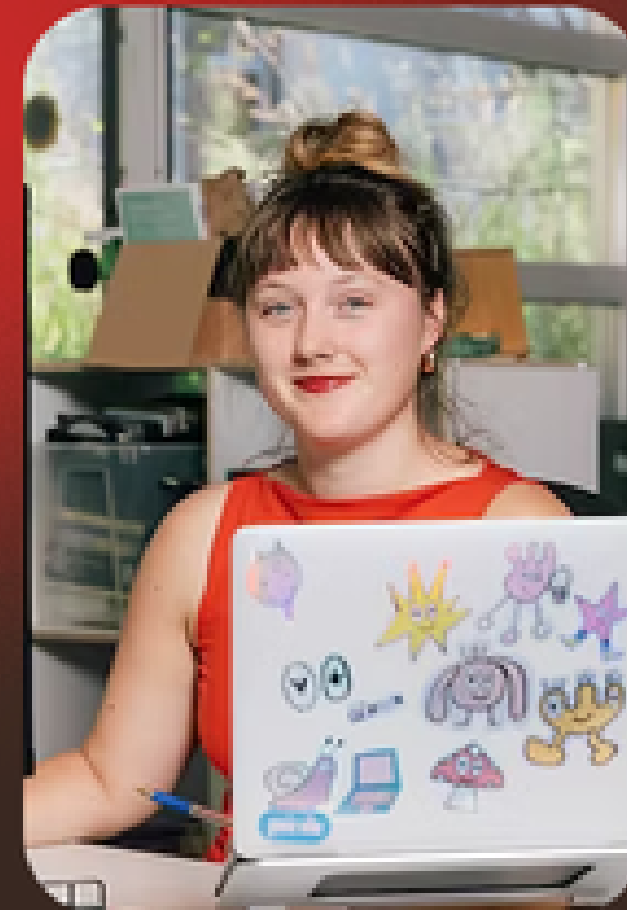
Billie Gielen
Ideation Master - coach

Creative strategist and facilitator known for transforming complex cultural signals into concrete ideas : fast, focused and genuinely fun.



Rein Meirte
Vibe Coding - Tech inclusivity specialist

Tech girl, Forbes 30 under 30 and co-founder of Clusity, the biggest network of women in tech. Teaches you to build your own insights/trends machine. No coding experience needed.



Aster Breekweg
Social Storytelling - Club Gewoon

Social media expert on how culture actually travels through platforms today and how brands can participate with intent instead of noise.



Peter van Wijnaerde
CMO Springbok Group, historical brand expert

Closes the series with the keynote on brand mythology: why the most loved brands are built like lore and how yours can be too.

WHAT YOU LEAVE WITH

- A CONSUMER-SHIFT MAP FOR YOUR CATEGORY
- YOUR OWN INSIGHTS MACHINE, BUILT ON DAY ONE
- A FUTURE PERSONA SET - TARGETING BEYOND DEMOGRAPHICS
- YOUR BRANDLORE CODEX: YOUR BRAND WORLD'S BLUEPRINT
- A COLLAB SHORTLIST WORTH EXPLORING
- THE NEW CONSUMER CODE : CRACKED, USABLE THE NEXT DAY



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The venue

A masterclass about culture deserves a culturally loaded venue. We're at 12ANTWERP - a space to work, show, talk - Kattendijkdok-Oostkaai 12, 2000 Antwerp, in the heart of het Eilandje. Doors open at 08:30; parking and arrival details land in your confirmation mail.

Culture fuel

We take care of you from doors to drinks: coffee and cultural atmosphere from 09:00, a curated lunch that's part of the experience and drinks to close each day.

The language

The masterclass is held in English. Expect a room full of marketers, strategists, founders and creatives from across the Benelux: connoisseurs and novices alike.

Private editions are available in English, Dutch or French."

THE PRACTICALS



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Can't wait to have you in the room.

Questions, ask the futurist herself

Kristel Vanderlinden

Founder Futurekind - your host and guide

Kristel@futurekind.be

+32 475 680679

BOOK: <https://www.futurekind.be/thesessions/masterclass>

Want to join with your whole team?

Or have all of this just for your company? Ask about the private edition.

PRICING

€895 excl. VAT · per day

€1.595 two-day bundle

GROUP RATES

from 2 seats: 10%

from 5 seats: 20%

Pre-register now

FutureKind followers get first access to a special drop price.

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Antwerp
Wed 21.10 & Fri 20.11.2026