

What's going on in [R]etailing?!



THE
26th
EDITION

09.00 Main stage: welcome & opening remarks

Dagvoorzitter: [Frénk van der Linden](#), freelance journalist, NTR-radio, KRO/NCRV-televisie en de Volkskrant.
Frénk was de afgelopen jaren regelmatig te gast in De Wereld Draait Door.

KEYNOTE:

09.05 Fact-based retail and shopper insights in a Macro and Digital setting

Ray will talk about the retailer response to the age of Shopper First, where personalized, contextualized, and multiple choice will feature as the means for retailers to satisfy shopper demands. This will lead to a discussion around the role of physical stores and how they need to adapt to better service Phygital shoppers and digital shopping missions.

[Ray Gaul](#), Vice President research & analytics, Kantar Retail, London UK



Ray is responsible for the direction of Kantar Retail's global data that supports all of Kantar Retail Market Insights' retailer forecasting products worldwide.

KEYNOTE:

09.45 The store of the future

Online shoppen heeft het winkelen in de fysieke winkel voorgoed veranderd. Hoe kan je jouw klanten de beste 'in-store service' bieden gebruik makend van innovatieve technologie. En wat zijn de laatste trends in offline winkelen?

[Edgard Beckand](#), Hoofd innovatie Mirabeau

[David Womack](#), Hoofd strategie, innovatie en design Cognizant Digital Business Europe

10.20 Koffiepauze @ Retail Plaza

10.30 Aanvang Boot Camps (zie schema)

Toegankelijk voor Retailers en Fabrikanten van consumentenproducten die zich vooraf voor de Boot Camp hebben ingeschreven.

11.00 Breakout sessies ronde 1

11.45 Breakout sessies ronde 2

12.30 Networking Lunch @ Retail Plaza between

12.15 - 13.30 Retail Executives Forum (by invitation only)

13.30 Breakout sessies ronde 3

14.15 Breakout sessies ronde 4

15.00 Breakout sessies ronde 5



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15.30 Koffiepauze @ Retail Plaza

KEYNOTE:

16.00 The Internationalization of HEMA

Intro: Accelerating international expansion is a key strategic priority for HEMA. The strategy 2016-2018 is focused on further expansion within its existing and successful markets: France, UK, Spain and, since recently, also in Germany. Everywhere HEMA opens, the brand is embraced by customers. HEMA is described as a 'walk-in Pinterest' or an 'IKEA without furniture' and manages to build a strong customer fan base. HEMA does this by remaining true to its core brand principles: good quality, good design; good price. It's colorful products and positive attitude appeals to each generation independent of where they live and whatever their sexual, cultural, religious preference is. HEMA is for everyone! What's next?

Richard Flint, Director International, HEMA



'HEMA could easily become a worldwide brand'

KEYNOTE:

16.30 BRICKS, CLICKS, THE CLOUD AND HYGGE A TRENDSPOTTER'S GUIDE TO WHAT'S NEXT IN RETAIL

Curated collections. Shops within shops that pop up, invent desire and depart. Social shopping and stores as events venues. From the yin of always-on shopping to the yang of shopping by appointment only, from hyper-localization to global offers, from big-box destination shops to unique and buzzworthy specialty shops, from the real world to online, retail is changing faster than the speed of light. This will be a 40-minute travelogue into the near future.

Marian Salzman, Trendspotter & CEO, Havas PR (USA)



Named one of the world's top five trendspotters, Marian is one of the most-awarded female public relations executives in North America. Marian has more than kept up with the rapid evolution of technology and society.

17.20 Borrel & Bites



BOOT CAMPS

Tijdens de Boot Camps duik je 2,5 uur de diepte in met experts en vakgenoten over de laatste ontwikkelingen, mogelijkheden en kansen op het gebied van de verschillende thema's.
De Boot Camps zijn exclusief toegankelijk voor retailers en B-to-C Fabrikanten met een direct verkoopkanaal.
Schrijf je op tijd in want vol=vol!

BOOT CAMP 1

CUSTOMER EXPERIENCE

Voorzitter:
nader bekend te maken

RETAILCASE:

Ankie Straathof

Manager Customer Care & Sales,
De Bijenkorf



EXPERTS:

Bianca van der Woude

Retail Business Consultant,
GreatCircle Business Solutions

Arjan Leest

Commercieel Directeur,
Giesbers Communicatie Groep

Wim van der Stelt

Sales Director Benelux,
Mood Media

BOOT CAMP 2

DIGITAL STRATEGY

Voorzitter: **Rutger Zonneveld**
Industry Head Omnichannel Retail,
Google



EXPERTS:

Expert namens Mirabeau

BOOT CAMP 3

E-COMMERCE

Voorzitter: **Frénk van der Linden**
Dagvoorzitter
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RETAILCASE:

Lieke Luttmmer

Director E-Commerce,
Intergamma



EXPERTS:

Jochanan Bax

Owner,
Bax-shop.nl

Gareth Thomas

Retail Expert,
Zetes

Florent Sabourine

Commerce specialist - Directeur,
Smile

Thiemo van Spellen

Chief Commercial Officer,
DPD Nederland

BOOT CAMP 4

INSTORE

Voorzitter: **Albert Top**
Challenger
Crossmarks

RETAILCASE:

Bote Galema

Sales & Marketing Director
Perry sport



EXPERTS:

Spreker namens

Dobit

Davide Angotta

General Manager Retail,
OKI Europe Ltd

Rudolf Tale-Yazdi

Head of International Business,

Online Software AG

Michel van den Hoven

Sales Director,
K3 Retail

[R] BREAKOUT SESSIONS

Sustainable Fashion

Nienke Steen

Senior Consultant Quality, Safety & Sustainability,
Modint

Marieke Weemaes

Corporate Responsibility Manager
FNG Group
(o.a. Expresso Fashion, Claudia Sträter)



claudia sträter

Greetz: Focus op Subconversies

Bouke Plat

Head of Business Intelligence, Greetz



Brands: the new Retailers Continuation topic session 2016

Host: Jan Kessels, retailadviseur

Tim Ouborg

Managing Director,
Princess Sportsgear & Traveller BV

Ronald van Drunen

Director e-Commerce,
Bugaboo



Digital first, Mobile first

Martijn Cornelissen

Chief Digital Officer,
Leapp



Google AdWords Store Visits: case Lucardi

Rob van Vliet

Team Lead Online Advertising,
ISM eCompany



"Clienteling" is the new store

Jeroen Janssen

Manager Customer Experience,
Jumbo



Shopper Change and the Rise of the New Retail Organisation

Spreker namens Salesforce Commerce Cloud &
Special Guest Retail Speaker



Is Influencer Marketing a Hype?

- How do brands work with influencers
- What do brands want out of influencer marketing?
- Various influencer strategies
- How can we measure the success?
- What is the future of influencer marketing
- Why brands NEED influencer marketing and why they

Anneke Schogt

Managing Director
IMA



Van passie naar profijt

Joël Ferdinandus

Brancheadviseur, INcrowd, INretail

Marco Ouwerkerk

owner, Denoism (winnaar retail champions 2016)

Rico Nieuwenhuijse

owner, Rico moda uomo



Q&A with keynote speaker

Ray Gaul

VP research & analytics,
Kantar Retail (UK)



Transforming marktplaats: Customer journey teams & predictive intelligence

Jeroen Jonker Roelants

Head of Product,
Marktplaats (eBay)



Q&A with keynote speaker

Marian Salzman

Trendspotter & CEO,
Havas PR (USA)



The smarter store: improve the in-store experience

Retailers are re-imagining stores as multi-functional
hubs of retail - from being distribution centers to
driving richer customer experiences.

Erwin van Laethem

CEO,
Van de Velde / Lincherie



fonQ: a story in bits & bytes

Hoe sla je de brug tussen techniek en branding? Waar komt stopping
power en merkbeleving terug in ecommerce. In deze presentatie
neemt fonQ je mee in de ervaringen rondom storytelling en hoe het
bedrijf daarmee inhoud geeft aan emotional commerce.

Jeremiah Albinus

CMO
fonQ



Winkelen blijft leuk!

Peter Paul Kleinbussink

CEO,
Intratuin



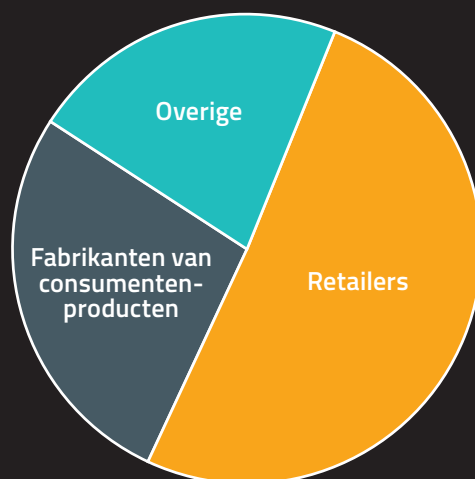
Partners 2017



Afgelopen jaar bezochten meer dan 600 retailprofessionals het grootste strategische retailevent van de Benelux.

Wie ontmoet je?

CEO's, CMO's, COO's, CTO's, CCO's, eCommerce managers, Directors Digital, Brand Managers, Supply Chain Managers, Formule managers, Customer, Intelligence managers en beslissers en beïnvloeders op alle vlakken van Omnichannel Retailing.



Inmiddels hebben o.a. de volgende retailers en B2C fabrikanten zich aangemeld

Action	Fashionchick	JUMBO Supermarkten B.V.	Perry Sport
Agri Retail	Fonq	Karwei	Plus Retail
BCC Elektro- Speciaalzaken b.v.	Forever21 Global BV	KLM	Prénatal Moeder & Kind B.V.
Beate Uhse B.V.	Gamma	Ladress	Prominent
Bijenkorf	GrandVision Benelux	Leapp Group International BV	Rituals
Blokker	Greetz	Leen Bakker	Riviera Maison
Bol.com	Greetz	Lincherie	Shoeby
Bos Group International	HEINEKEN Nederland	Lucardi	Spar Holding BV
Bugaboo	HEMA B.V.	Lush	Supertrash
Capi-Lux services B.V.	Hudson's Bay	Maxeda	Triumph International BV
Claudia Str	Hunkemöller	Miss Etam	Under Armour
Domino's	Ikea	Nespresso Nederland B.V.	van den Assem Schoenen
Duifhuizen BV	Intratuin	Omoda	Vente Exclusive
Dynamo Retail Group	Intersport Twinsport	Only for Men	Vida XL
Expresso	Jack & Jones	Parfumerie Douglas Nederland B.V.	Zeeman

Ben je werkzaam bij een Top 200 retailer of Fabrikant van Consumentenproducten met direct verkoopkanaal op C-level?
Vraag dan je gratis ticket aan via www.retailing.nl

Vragen of hulp nodig?

Neem dan contact op met Suzanne van Kol:
040 - 2 972 797 of s.van.kol@euroforum.nl

€499,-
Voor retailers