

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.



KEYNOTE:

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

Ray Gaul, Vice President research & analytics, Kantar Retail, London UK



KEYNOTE:

09.45 **The store of the future**

Floris Nijdam, Lead-Creative Consultant, 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**

15.30 Koffiepauze @ Retail Plaza

KEYNOTE:

16.00 **The Internationalization of HEMA**

Richard Flint, Director International, HEMA



KEYNOTE:

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

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



17.10 Borrel & Bites



ZAAL: 6

Boot Camps: van 10.30 - 12.30 uur.

BOOTCAMP CUSTOMER EXPERIENCE

VOORZITTER:
Jeroen van Dijken
secretaris, Raad Nederlandse Detailhandel

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
Ankie Straathof
Manager Customer Care & Sales, De Bijenkorf

ZAAL: 4

BOOTCAMP E-COMMERCE

VOORZITTER:
Frénk van der Linden
Dagvoorzitter What's going on in [R]etailing?!

RETAILCASE:
Lieke Luttmere
Director E-Commerce, Intergamma  

EXPERTS:
Jochanan Bax
Owner, Bax-shop.nl
Gareth Thomas
Retail Expert, Zetes
Florent Sabourin
Commerce specialist - Directeur, Smile
Thiemo van Spellen
Chief Commercial Officer, DPD Nederland

ZAAL: 5

BOOTCAMP DIGITAL STRATEGY

VOORZITTER:
Rutger Zonneveld
Industry Head Omnichannel Retail, Google

RETAILCASE:
Gijs van Engelen
Director Omnichannel, Hunkemöller 

EXPERTS:
David Womack
Hoofd strategie, innovatie en design, Cognizant Digital Business Europe
Floris Nijdam
Lead-Creative Consultant, Mirabeau
Ard van Leeuwen
Owner/ Partner, Kega
Jan Hendrik Fleury
manager Innovations & Partnerships, EDM Media
Pepijn Sol
Business Strategy Consultant Mirabeau

ZAAL: 1

BOOTCAMP INSTORE


VOORZITTER:
Albert Top
Challenger, Crossmarks

RETAILCASE:
Bote Galema
Sales & Marketing Director ,Perry sport 

EXPERTS:
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
Philip van den Driessche
Business Development Manager, Dobit


ZAAL: 9

Van passie naar profijt

Joël Ferdinandus
Brancheadviseur, INcrowd, INretail
Marco Ouwerkerk
Owner, Denoism (winnaar retail champions 2016)
Rico Nieuwenhuijse
Owner, Rico moda uomo 

ZAAL: 3

Het succes van Sponsored Products

Jouke Dessens
Head of Operations bol.com Retail Media Groep
Merijn van Kats
Business Developer bol.com Retail Media Groep 

10.30

10.30


12.30 Lunch

Lunch 12.30


13.30

13.30

Greetz: Focus op Subconversies

Bouke Plat
Head of Business Intelligence, Greetz 

Winkelen blijft leuk!

Peter Paul Kleinbussink
CEO, Intratuin 

Transforming marktplaats:

Customer journey teams & predictive intelligence

- > Our transformation to a more customer focused company with self-steering cross-functional teams working on having the biggest impact on objectives and key results.
- > These teams work on simplifying the platform by analyzing user intent and behavior.
- > We predict requests, surface contextual content, speed up interactions and offer enhanced services to our customers.

Jeroen Jonker Roelants
Head of Product, Marktplaats (eBay) 

Is Influencer Marketing a Hype?

In this session IMA will illustrate why influencer marketing is here to stay by discussing its success factors from all perspectives. Explore how brands can use it to achieve key objectives, give insights into various types of influencer marketing strategies, address measurement and share predictions for the future with case examples to support.

Anneke Schogt
Managing Director, IMA 

14.00 Wissel zalen

Wissel zalen 14.00

14.15




14.15

Google AdWords Store Visits: case Lucardi

- > Omnichannel uitdagingen in online marketing
- > Google AdWords Store Visits
- > Eerste resultaten Lucardi
- > Lessons learned
- > Next steps



Rob van Vliet
Team Lead Online Advertising, ISM eCompany 

Sustainable Fashion

Nienke Steen
Senior Consultant Quality, Safety & Sustainability, Modint
Marieke Weemaes
Corporate Responsibility Manager
FNG Group (o.a. Espresso Fashion, Claudia Sträter)   

Bestseller eCommerce's journey towards a customer centric organisation

Salesforce Commerce Cloud and BESTSELLER take us through a modern perspective on what it means to be customer-centric.

Nim Senaratne
Head of Digital Products and Experience, BESTSELLER 
Julie Rousseau
Industry Strategist, Salesforce Commerce Cloud 

14.45 Wissel zalen

Wissel zalen 14.45

15.00

15.00

Digital first, Mobile first

Martijn Cornelissen
Chief Digital Officer, Leapp 

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 

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  

"Clienteling" is the new store

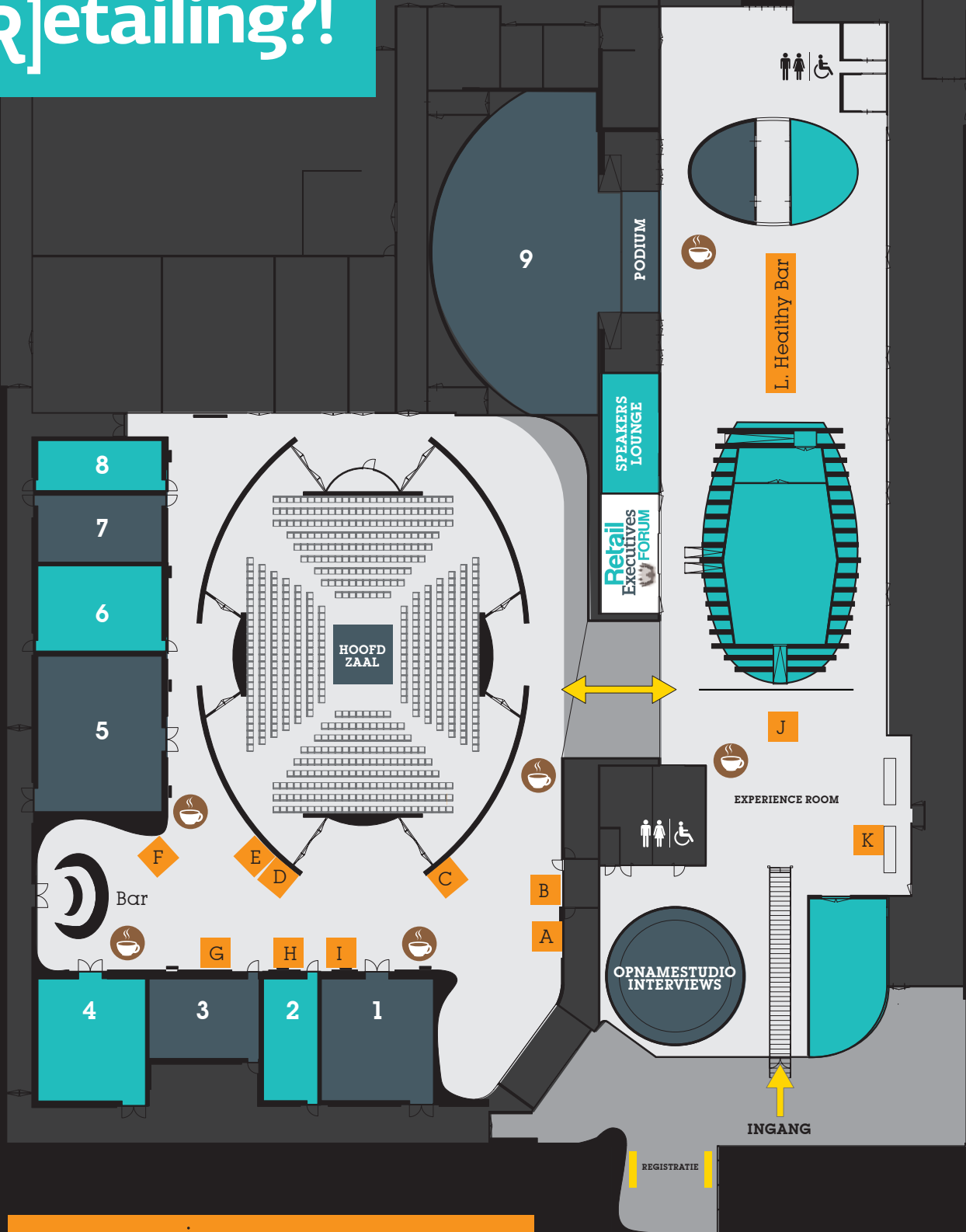
Talk and challenge about the store's role in today's "phygital" world. By showing examples and insights how to transform within retail.

Jeroen Janssen
Manager Customer Experience, Jumbo 

15.30 Koffiepauze

koffiepauze @ retailplaza 15.30

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



- | | | |
|----------------|-------|--------------------------------|
| A. Marktplaats | | G. Genesis Display |
| B. Abecon | | H. Salesforce |
| C. DPD | | I. Giesbers |
| D. Planning IT | | J. Leestafel / Meetingpoint |
| E. Dobit | | K. Mr. Brand |
| F. BigImpact | | L. Healthy bar powered by: DHL |



#WGOIR

PARTNERS 2017

 <p>PLANNING IT Workplace Management Exchange</p>	 <p>greatcircle</p>	 <p>ABN-AMRO</p>
 <p>Hot Item</p>	 <p>blue BIGImpact supersize printing</p>	 <p>KANTAR RETAIL</p>
 <p>Smile OPEN SOURCE SOLUTIONS</p>	 <p>DOBIT solutions</p>	 <p>25 ism company</p>
 <p>OKI PRINT SMART, PRINT OKI</p>	 <p>online Online Software AG</p>	 <p>dpd</p>
 <p>Giesbers Communicatie Groep</p>	 <p>zetes ALWAYS A GOOD ID</p>	 <p>salesforce commerce cloud</p>
 <p>Marktplaats</p>	 <p>MOOD:MEDIA™ 👁️ 🎵 📶 🗣️ ⚙️</p>	 <p>k3retail the new possible</p>
 <p>DHL</p>	 <p>MIRABEAU * A Cognizant Digital Business</p>	 <p>IBM</p>
 <p>ZEBRA</p>	 <p>EDM DIGITAL SOLUTIONS</p>	 <p>GENESIS MANNEQUINS</p>
 <p>kega.</p>	 <p>centric connect.engage.succeed.</p>	 <p>MR. BRAND</p>

DIGITALE SYLLABUS

Vanaf 10 april 2017, 12.00 uur, kunt u de presentaties downloaden via www.retailing.nl
Wachtwoord: **WGoiR17!**