

Savant e-Commerce Amsterdam

Stores of the future: Integrating instore as part of the omnichannel experience

ANDAZ AMSTERDAM, PRINSENGRACHT
Tuesday 27th June 2017

Speakers

- Glenn Abell, Vice President, Head of LEGO Retail, EMEA, **LEGO**
- Maria Bobrowska, Senior European Commercial Manager Mobile, **TUI Group**
- Pim van der Feltz ,Country Director, **Google**
- Robert Ilijason, Founder, **Naraffar**
- Corinne Avelines, Global Head of Digital & eCommerce, **AkzoNobel**
- Lluís Martínez Ribes, Professor, **ESADE**
- Antonis Argyros, Chief Executive Officer, **liateR**
- Moritz Corbelin, Head of E-Commerce Strategy, **Otto Group**
- Daniel Krantz, Head of Mobile Lab, **Otto Group**
- Lars Lockefer, Mobile Tech Lead, **Picnic**
- Peter Burggraaff, Associate Director, **The Boston Consulting Group**

Pre conference focus day:

Stores of the future: Integrating instore as part of the omnichannel experience

8:15	Registration & Coffee for all Speakers, Delegates and Sponsors
9:00	Opening Remarks from Savant Events & Chairperson's Welcome
9:05	<p>What does the future hold for retail? What does the shopping experience of 2020 look like?</p> <ul style="list-style-type: none"> ● How will new models such as Amazon Go change in store? ● Which new technologies will take off to offer the joined up omnichannel experience? ● How will mobile evolve to be the 'glue' that links all communications together? <p>Peter Burggraaff, Associate Director, The Boston Consulting Group</p>
	Integrating Offline and Online
9:15	<p>Inspirational Keynote from Otto Group: How are new technologies like IOT, AI and conversational commerce revolutionising online retailers?</p> <ul style="list-style-type: none"> ● Thoughts on how connected devices, AI and conversational commerce will change online retailing ● How to manage, analyse and act on the reams of data pouring in from all of the connected devices? ● How AI can help online stores achieve a personalised customer experience

	Moritz Corbelin, Head of E-Commerce Strategy, Otto Group
9:45	Inspiration Keynote from LEGO: In-store experience, elevating your brand at retail and engaging the shopper throughout the path to purchase Glenn Abell, Vice President, Head of LEGO Retail, EMEA, LEGO
10:15	Refreshment & Networking Break & Speed Networking Session <i>Speed Networking is an efficient, face-to-face professional networking model similar to "speed dating" that enables participants to make new contacts through one-on-one focused conversations lasting between 2-4 minutes. Speed networking helps you forge new connections during the event.</i> <i>These are informal, fun and highly effective introduction sessions giving you a maximum exposure to a large number of conference participants in the shortest time!</i> <i>60 Minute networking session = 2 Minutes per meeting 25 new connections & 25 potential business opportunities!</i>
11:15	Learn how to create a customer centric store of the future Technologies are crucial for any retail model, including omnichannel. But customers are not purchasing machines, they are human-beings. From neuroscience we know that sales are driven by imagination. In this session we are going to share some science-based methods to use semiotics and the sensory dimension in a sound and effective way. Lluís Martínez Ribes, Professor, ESADE
11:45	PANEL: Mobile commerce and contextual shopping, reaching your customers at all times <ul style="list-style-type: none"> ● Developing a mobile first strategy using the mobile to integrate offline and online ● Integrating mobile with instore technology such as beacons to ensure an omnichannel experience ● Facilitating contextual shopping through identifying customers locations ● Facilitating purchase within the mobile app / website Chair: Peter Burggraaff, Associate Director, The Boston Consulting Group Pim van der Feltz, Country Director, Google Daniel Krantz, Head of Mobile Lab, Otto Group Lars Lockefefer, Mobile Tech Lead, Picnic Maria Bobrowska, Senior European Commercial Manager, Mobile, TUI Group
12:30	Lunch & Networking Break for all Delegates
	Creating an Interwoven Customer Experience
14:00	Customer Centricity Lab "Don't torture me!" Learn how to create a customer centric store Did you know that 85 to 95% of the decisions we take are not conscious decisions? Don't miss this interactive, engaging and fun workshop with one of the leading neuromarketing scientists to get a more holistic view for your omnichannel strategy. In this session you will discuss some of the more unusual questions: How to create a pleasant shopping experience for the customer by applying the latest neuromarketing tools. How to design a shop experience that pleases the human brain and becomes part of the customer's life?

	Lluís Martínez Ribes, Professor, ESADE
16:00	Refreshment & Networking Break
	Mobile & Instore Tech Delivering a Joined Up Experience
16:30	<p>The unmanned store in Sweden and the future of unmanned retailing <i>Naraffar is the shop that never closes and has no staff. People living in this town in eastern Sweden can now shop any time of day at the country's first unmanned grocery store.</i></p> <ul style="list-style-type: none"> ● Outlining the idea, how it was created and lessons learned ● The uptick in interest for unmanned retailing the last year ● Unmanned and mobile solutions ● New technology instore ● Where will retailing end up the next 5-10 years? <p>Robert Ilijason, Founder, Naraffar</p>
17:00	<p>Delivering a mobile strategy that integrates with an omnichannel proposition</p> <ul style="list-style-type: none"> ● Expanding mobile penetration and customer reach with mobile apps ● Integrating mobile with other innovative digital solutions within the hotel brand ● Ensuring a customer-centric approach to app design to ease and improve customer's experience <p>Maria Bobrowska, Senior European Commercial Manager, Mobile, TUI Group</p>
17:30	<p>PANEL: Examining how AR & VR can enhance brand awareness, customer engagement, and product discovery</p> <ul style="list-style-type: none"> ● AR and VR what are the different applications, is VR more interesting for retail? ● What opportunities does AR offer for experiencing products, how does this impact marketing strategies? ● Impact of AR on customer browsing and inspiration ● Managing the implementation challenges and operational costs of AR ● Thinking beyond the virtual show room, how could AR transform retail business models? <p>Chair: Peter Burggraaff, Associate Director, The Boston Consulting Group Antonis Argyros, Chief Executive Officer, liateR Corinne Avelines, Global Head of Digital & eCommerce, AkzoNobel</p>
18:15	End of Focus Day