

APRIL 25TH, RIGA

RETAIL REWIRED:

A MASTERCLASS IN RETAIL & CONSUMER CULTURE AND THE STRATEGIC IMPLICATIONS



WITH



World Renowned
Consumer
& Shopper Behaviouralist

RETAIL REWIRED: A MASTERCLASS IN RETAIL & CONSUMER CULTURE AND THE STRATEGIC IMPLICATIONS WITH KEN HUGHES - WORLD'S LEADING CONSUMER & SHOPPER BEHAVIOURALIST

25.04.2018, start at 10:00, in English (available translation in Latvian).

Riga Port Authority
Conference Centre,
Kalpaka street 12, Rīga,
Latvia

Tickets: bezrindas.lv

- Standard fee: EUR 298 (April, 2018);
- On site tickets 3 days before the event: EUR 398;
- Volume discount for 5 and more participants from one company, EUR 50 on each ticket.
- ECR Baltic members entitled to one free pass!

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Please see agenda,
next page ->

This is possibly the most exciting time to ever work in retail. Technology is exploding new channels, from direct delivery, subscription services, or click & collect. The shoppers themselves have undergone significant societal and cultural shifts. The Always On, I Want It Now shopper demands agility, flexibility and an experience. We have retailers investing heavily in new ways of doing business, challenging business models, fuelling innovation. Artificial Intelligence and the Sharing Economy both look set to challenge the very foundations of consumerism and how we shop in the future.

So what does that mean for your brand or business? Well lets find out during this energetic session looking at where retail is going, how we got here and what the future consumer demands.

If you don't like change, trust me, you're going to like irrelevance a whole lot less!

Key learnings from this masterclass:

- The Retail game has changed. The Shopper is now at the centre, not the brands, not the store, not the retail operation. It is time we built an industry around what and how shoppers want to be satisfied
- Innovation has to be the cornerstone of surviving retail disruption. We need to learn to be more agile and flexible to cope with the current technological and consumer disruption as well as the changes to come
- Retail and Shopper are no longer static predictable things. To survive beyond 2020, brands and businesses need to challenge their current business models and look to the consumer to future proof the business

www.kenhughes.info @KenHughesIE Info_latviski

AGENDA:

25.04.2018 start at 10:00, Kalpaka str. 12, Riga, Latvia.

10:00 - 10:30 Registration and welcome coffee

10:30 - 11:00 Opening by ECR Baltic and main sponsor presentation



11:00 - 11:15 Intro for Baltic retail trends by Anda Daliņa, Senior Retailer Services Executive, Latvia Nielsen

11:15 - 12:00 Retail Digital Strategy masterclass with Ken Hughes

- The Changing World & Consumer Implications
- The 6 Consumer Generations
- Consumer Value over Enabling Technology
- Sociological Consumer Value Shifts
- The Always On Consumer

12:00 - 13:00 Lunch break

13:00 - 14:30 Retail Digital Strategy, continued...

- The Instant Consumer
- Hyper-Personalisation
- Contextual Retail Communication
- Authenticity, Peer to Peer and Story Telling
- Experiential Retail

14:30 - 14:50 Coffee break

14:50 - 16:20 Retail Digital Strategy, continued...

- Emotive Engagement
- Surprise & Delight
- A Possible Future: Implications for Retail Branding and Operations

16:30 Wrap up and questions

Who should attend?

Sectors: FMCG, DIY and Hardware, Electronics, Pharmacy, Foodservice, Furniture, Bookstore, Household, Apparently for both brand owners and retailers and also for companies providing services related to CX (Customer Experience), Experiential Marketing, CRM, Personalisation (strategy or software), Social media Marketing, Others.

Areas: CX, Customer Care, Marketing teams (including Trade Marketing and Shopper Marketing), Sales departments, New Business and business development. It can be a good training also for CEOs of SMEs.

About Ken Hughes - Leading Consumer, Shopper Behaviouralist, Playologist & Keynote Speaker galvenais runātājs (keynote speaker)

As Europe's leading Consumer and Shopper Behaviouralist, Ken Hughes blends his vast expertise in consumer psychology, social anthropology, behavioural economics and neuromarketing to answer the question to which he has dedicated most of his career: Why do shoppers buy and how can we make them buy more?

While his boutique consumer insight organisation, Glacier Consulting, began life as a market research agency, he soon identified his key area of interest was people, not markets. How humans express their desires and expectations through how and what we buy has become his sole focus, resulting in his agency advising a global client base of some of the world's biggest brands - Unilever, 3M, IKEA, Coca-Cola, AXA and Heineken to name a few.

Ken is acknowledged as one of the most respected thought leaders on Shopper Marketing and Shopper Centricity, Omnichannel & Digital Strategy alongside Retail Futurology. He is a part-time professor in consumer behaviour and a board member & strategic advisor to many organisations on the future of consumerism and shopper trends.

His latest [TEDx talk](#) also showcases his unique approach as a Playologist, motivating individuals and his corporate clients to unleash their creativity and innovation through a blend of discovery, fun, play, mischief and risk.

Voted best speaker at most conferences he has the honour of being invited to attend, it is for his international career as a keynote speaker he is most famous.

His keynote speeches deliver thought disrupting and inspiring content in a captivating and highly energetic manner, all served with a generous helping of Irish wit.?

Testimonials on the next page or:

www.kenhughes.info/testimonials/

Media:

www.kenhughes.info/medianew/

TESTIMONIALS:

"Ken Hughes led a Shopper Masterclass for 40 Unilever consumer, customer & shopper marketing managers in Europe for me. The Masterclass was highly inspirational but at the same time practical enough for managers to bring back to their daily jobs. Feedback was very positive and people spontaneously came to me to thank me for the master class saying they had not experienced such an inspirational and engaging workshop for a long time. If you want to have an inspiring and leading edge thinker on shopper marketing, Ken Hughes is your man, but be prepared to leave his workshop thinking different about shopper marketing than ever before!"

GUIDO HAGENAARS, GLOBAL SHOPPER & MARKETING DIRECTOR, UNILEVER

"Ken speaking at our annual Digital Summit was the highlight of our event; he managed to engage and inspire our organisation around the changes we need to make in order to stay relevant to the worlds of our guests. His ability to understand the dynamic world of retail and digital fused with real world insight will help guide our **future digital** vision"

SIMON CUNNINGHAM, COO - MARKETING, VALUE RETAIL

"Ken's true talent is the tailoring of his content to our audiences. We have invited him to speak at several different Red Bull events, and his content is always uniquely tailored to that audience and event theme and 'on the money' with our hot topics. He challenges each of us to think outside of the box, and is both an educational and inspirational presenter. His keynotes not only posed some tough questions about the future shape of our industry but he also linked this to the emerging consumer forces evident today. He is as entertaining, and engaging as he is challenging and not to be missed"

BRIAN KUZ, GLOBAL HEAD OF TRADE MARKETING AND INSIGHTS, RED BULL

VIDEO --> <http://www.kenhughes.info/videos/>

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[Info in English](#)



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