

# EIC2020

## RETAIL 3.0+

The Experience Industry Challenge 2020 is a collaborative event for retail professionals to work together with the main objective to overcome the current challenges of the retail industry and take their business to the level of Retail 3.0+.

## EVENT PROGRAM



**FRIDAY, APRIL 24TH, 2020**

**FULL PROGRAM: 8:30 - 20:00**

Please note that we reserve the right to update the program before the event, and the exact location will be announced shortly.

- 8:30** Registration is open. Breakfast is available.
- 9:15** Moving to the event room.
- 9:30 - 9:45** Introduction to EIC2020 by **Klaus Sommer Paulsen**
- 9:45 - 10:15.** Presentation of retail industry statistics and the latest trends in customer experience
- 10:15 - 10:45** Presentation by the founder of the European Centre for Experience and Transformation Economy and leading European expert in Experience Economy – **Albert Boswijk**
- 10:45 - 11:30** Presentation by the world-renowned co-author of “The Experience Economy”, the book that introduced multiple industries to the Experience Economy – **Joe Pine**
- 11:30 - 11:45** Revealing of the workshop challenges, objectives and method
- 11:45 - 12:00** Breaking up into pre-designed groups
- 12:00 : 12:30** Initial discussion about challenges and solutions
- 12:30 - 13:15** Lunch break
- 13:15 - 16:15** Workshop (program details to follow)
- 16:15 - 16:30** Break
- 16:30 - 18:00** Groups present their solutions
- 18:00 - 18:30** Conclusions and takeaways
- 18:30 - 20:00** Networking

TICKETS AVAILABLE AT  
[eic2020retail.com](http://eic2020retail.com)

# MEET THE EXPERTS

During the event, you will have the opportunity to get firsthand information and guidance from the leading experts in the Experience Economy – Joe Pine and Albert Boswijk.



## ALBERT BOSWIJK

European leader in Experience Economy, founder and managing director of Albert Boswijk Consultants BV, and co-author and publisher of "Economy of Experiences"



## JOE PINE

Global leader in Experience Economy, co-founder of Strategic Horizons LLP, and co-author of the bestseller "The Experience Economy: Work Is Theater & Every Business a Stage"



If you are a retailer, chances are you're already working on overcoming the challenges of the industry. And the great thing about the Experience Industry Challenge 2020 is that you can take action right away with the support of experts and fellow retailer professionals.

**BE THERE! BE THE CHANGE!**

The event is organised and facilitated by **AdventureLAB** – the award-winning integrated storytelling and experience design studio.

The event and workshop will be moderated by the CEO and founder **Klaus Sommer Paulsen**.

[adventurelab](https://adventurelab.com)



ATTENDANCE PRICE:

€1350

excl. VAT  
where applicable



Participate in a one-day collaborative workshop to identify solutions for the retail challenges you are currently facing.



Learn how to operate within the Experience Economy from the leading experts in the field, Joe Pine and Albert Boswijk.



Get the latest insight into retail industry challenges and first-hand information about in-store customer experience.



Receive a follow-up report which gathers the statistics and outcomes of the workshop, which you can use to improve your business.

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