

EIC2021

RETAIL 3.0+

The Experience Industry Challenge 2021 Retail 3.0+ 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 23, 2021

FULL PROGRAM: 8:30 - 19:00

Last updated: March 23rd, 2020

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

PART 1 – SPEAKERS SESSION: 9:00 - 12:00

- 8:30 - 9:00** Registration is open. Breakfast is available.
- 9:00 - 9:10** Introduction by **Klaus Sommer Paulsen**
- 9:10 - 9:30** **Klaus Sommer Paulsen**: Beyond Retail 3.0: Trends and innovations shaping the future of the hybrid retail experience by
- 9:30 - 9:50** **Anja Bisgaard Gaede** – The future’s most valuable asset will be emotional data. How can retailers navigate the consumer landscape with the use of emotional data?
- 9:50 - 10:00** Break
- 10:00 - 10:30** **Albert Boswijk**: Retail is a Dialogue: Define a meaningful Experience Value proposition
- 10:30 - 11:30** **Joe Pine** : Retail in Today’s Experience Economy: Win the competition for customer time, attention and money
- 11:30 : 12:00** Panel discussion, Q&A and session wrap-up
- 12:00 - 13:00** Lunch

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PART 2 – WORKSHOP SESSION: 13:00 - 18:00

- 13:00 - 13:30** Workshop program introduction and groups formation
- 13:30 - 16:30** Group work focused on defined retail challenges with the support of the experts from the morning session. **(More details to follow)**
- 16:30 - 17:30** Solution presentations and discussion
- 17:30 - 18:00** Conclusions and takeaways
- 18:00 - 19:00** Networking Café

NOW YOU CAN ALSO ATTEND EIC2020: RETAIL 3.0+ VIRTUALLY!

For anyone who can't travel to Copenhagen this April, we will provide exclusive virtual access to the Speakers Session in the morning.

Page 2 of 2

PRICE:

Only Speakers Session

€800 excl. VAT where applicable

Full Day

€1350 excl. VAT where applicable

Only Speakers Session - Virtual attendance

€250 excl. VAT where applicable

TICKETS:

eic2020retail.eventbrite.com

eic2020retail.com

The event is organised and facilitated by **AdventureLAB** – the award-winning integrated storytelling and experience design studio. The presentations and the workshop will be moderated by **Klaus Sommer Paulsen**. For any questions, send an email to event manager Ecaterina Capatina at ecaterina@adventurelabstudio.com

adventurelab

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