

RW VIRTUAL RETAIL WORLD - 11TH - 13TH of November

CENTRAL EUROPEAN TIME // 9AM NETHERLANDS, GERMANY

"anytime, anywhere, retail,"

INTRODUCTION

Welcome

The Retail Industry is undergoing a sudden change due to recent unfolding events around COVID-19. We don't yet know if the world will return to

'normal' or if the changes will be long lasting. As a result, this year's RW is adapting to the new world and is being hosted 100% online as a virtual summit.

CHAIRPERSON INTRODUCTION

Dear retail professionals,

Great to have you here, and great to see the level of expertise you bring to the event. We live in the most exciting retail "era" ever. Last week a trend report of 2015 popped up at our experienced office, it went from subscriptions, to the internet of things and the Apple watch as an accelerator for IoT. Retail was almost dead, like so many aspects of the customer journey every year.

Let's pretend it's 2025 today, how different would the world look like? Is it possible to remain relevant if you don't meet today's customers' needs? How does that differ from a brand or from a retailers perspective? And most important, do we focus on the right things?

I look forward to talk to you, enrich discussions and inspire you for three amazing days. With amazing speakers lined up, your presence and a wonderful location this 2020 edition is already a success.

Speak soon!

5 REASONS WHY JOINING RW 2020 WILL DELIVER ROI

- ① **DISCOVER**
how leaders across the globe are accepting and resolving challenges while moving forward aggressively
- ② **LEARN**
and unlearn techniques & tactics you have been doing right and wrong for sustainable success
- ③ **EVALUATE**
which approach will help you create a Human-centric experience and boosts overall sales
- ④ **THINK**
and brainstorm along with other retailer to bring retail stores back to life
- ⑤ **EXPERIENCE**
about next generation technology to enable responsible and revamped retail

KEY TOPICS

- Is your brand ready to think, act, compete & sell like gen z
- Ecommerce: retailers must ensure the digital happiness of a less forgiving consumer
- AI diverse usage potential, looking beyond the hype
- Savvy Retailers: Bricks to Clicks and Clicks to Bricks
- AI goes mainstream
- Big data and Predictive analytics in retail

We have entered the age of deep learning, and with human guidance AI is reaching its true potential in Retail. Now hold on, we are also in the era where customers think, "Why should I choose you? What makes you unique? Do you care for the environment? You say you're the best option on the block? Prove it to me." Is your brand ready for all of it?

JOIN US

SPEAKER COMPANIES

