

AUSSEN WIRTSCHAFT ZUKUNFTSREISE ZUKUNFT DES OMNICHANNEL-HANDELS

Sonntag, 22.09.— Dienstag 24.09.2019

PROGRAMM

Ort: AußenwirtschaftsCenter London | 45 Princes Gate (Exhibition Road) | London SW7 2QA
Stand: 24.05.2019 | Änderungen vorbehalten

Dieser Programmentwurf skizziert die inhaltlichen Leitplanken der geplanten Veranstaltung. Die unten angeführten Termine werden angefragt und wir gehen davon aus, dass sie auch stattfinden werden. Sollten einzelne Programmpunkte nicht wie geplant zustande kommen, werden dieselben oder ähnliche Inhalte durch gleichwertige Sprecher abgedeckt.

SONNTAG, 22.09.2019

18.15 **Transfer vom Hotel in die Residenz des Wirtschaftsdelegierten**

18.30 – 21.00 **BEGRÜSSUNG UND PROGRAMMBESPRECHUNG**
Residenz des österreichischen Wirtschaftsdelegierten

MONTAG, 23.09.2019

9.15 **Transfer vom Hotel ins AußenwirtschaftsCenter London**

9.30 – 10.15 **TRENDS IM OMNICHANNEL-HANDEL**
AußenwirtschaftsCenter London
Vortragender: Jack Stratten, Senior Trends Consultant, Insider Trends

In Kooperation mit:



gefördert im Rahmen von



Bundesministerium
Digitalisierung und
Wirtschaftsstandort



einer Förderinitiative des Bundesministeriums für
Digitalisierung
und Wirtschaftsstandort und der Wirtschaftskammer Österreich

INFO: Jack Stratten is an experienced trends speaker, writer and researcher who has worked with Insider Trends since its inception. He has delivered trend presentations and retail safaris to blue-chip brands including Nike, Ikea, BNP Paribas, Marks and Spencer, EE and LVMH.

This presentation will show how online and offline retailing is going to change going forward. It will give a clear framework for how to approach retail, informing the group's observations and thinking for the rest of the session. This presentation will cover:

- The key driver of change within the retail industry, and why the future looks so very different to the present and the past
- The series of new touchpoints placing a digital layer over every part of shoppers' lives
- The role of the traditional retail store in the digitally-enabled future, and why smart spaces are focussing on delivering 'faster' or 'slower' experiences
- Examples of innovative businesses showing how these trends are valid on a global scale
- Some suggestions on how delegates can build their retail ecosystem of the future

10.15 – 10.45

Transfer ins West End

10.45 – 16.00

GEFÜHRTE UND KURATIERTE DURCH DAS WEST END

West End

INFO: On a bespoke, full-day tour of London's leading retail experiences we will guide you through a curated selection of innovative and inspirational retail businesses including:

- Customer service and experience across all channels
- Retail tech on the shop floor
- Connected on and offline retail
- Independent initiatives

A selection of possible stops is detailed below. Many of the stops will cover several of the themes outlined. Throughout the day, depending on availability, we will invite representatives from some of London's most forward-thinking brands to join us. They will provide a variety of additional viewpoints on the future of e-commerce, and effective ways of boosting a business' ROI.

- London's coolest clothing, art and record store. This hidden yet stunning space is situated in the basement of a rundown office block. Although sales are made in the space, the vast majority of the brand's sales come from its e-commerce platform. The space shows how physical spaces can be used to build exclusivity and impact, building buzz and sales for digital platforms. Trends: customer experience; successful omnichannel initiatives; relationships and community; independent initiatives; ecommerce
- A passion brand that combines a store, barbershop, restaurant, event space, online community and paid members' club. This approach enables the brand to demonstrate its genuine love for their topic, building connections with customers through conversations and community, rather than advertising images. Trends: customer experience; relationships and community; independent initiatives

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- The all-digital, omnichannel reinvention of a traditional, catalogue-based shopping concept. The new strategy has fundamentally changed the in-store experience and the relationship between store branches. This new approach has helped the store's sales grow for the first time in around 5 years. This stop highlights new ways to build convenience and great customer service into the shopping journey. We will also explore the company's new range of partnerships that increase footfall. Trends: customer service; customer experience; tech; successful omnichannel initiatives; ecommerce
- This fast-growing restaurant chain and software company serves ultra-personalised, healthy fast food. Customers can pick ingredients to suit their particular diet and personal tastes, whether that is Paleo, low carb, gluten free, vegan or vegetarian. Using the simple digital interface on the in-store iPads or online customers can change the quantities, protein levels and calorie levels of every meal they order. This brand recently raised £3.2m (€3.63) against a target of £1.5m (€1.70) on Crowdcube. Trends: customer service; customer experience; tech; successful omnichannel initiatives; independent initiatives; ecommerce
- The showroom for a brand that primarily sells items online. Its physical products are equipped with NFC chips, which enhance the customer experience by giving them access to personalised recommendations, extensive product information, videos and reviews. The brand has observed that customers spend four times as much if they visit the store and use the NFC system, as opposed to simply shopping online. At the same time, the system gives the brand access to powerful analytics to measure and improve its store performance. Trends: customer service; customer experience; tech; successful omnichannel initiatives; independent initiatives; ecommerce
- The world's first pop-up shopping mall brings different brands together creating an ever-changing retail destination. With a unique leasing system that encourages start-ups, the area is constantly evolving to create a unique and fresh perspective for every visit encouraging more innovative concepts and experimentation from all brands. Its unique mix of retailers includes larger brands to bring credibility and footfall and the smaller brands add browsability. Trends: customer experience; relationships and community; independent initiatives

16.00 – 17.00

Transfer nach Westfield London

17.00 – 19.00

BESUCH DES EINKAUFZENTRUMS WESTFIELD LONDON

Ariel Way, White City, London W12 7GF

Geführte und kuratierte Tour

INFO: With some 150,000m² of sales floor, Westfield London made an immediate impact on the London retail scene when it first opened in 2008. Following the completion of a major expansion programme in 2018, it now spans over 240.000m², making it Europe's largest shopping centre. New openings include:

- The flagship store of a high-end British bicycle brand, including an interactive bike build facility, a live demonstration area, and an electric bike hire service. The store uses digital media screens to provide content for social media, thus spreading its brand beyond the shop itself.
- The global flagship retail store of a car brand whose store openings point to the

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future of car buying, using interactive, digital presentation tools to simplify the car buying process while displaying a much smaller selection of cars than you would find at a typical dealership.

- One of the newest branches of the UK's favourite department store, where a focus on the shopping experience and theatre of retail reveal's the brand's approach to the place of physical retail in an omnichannel environment.
 - A flagship store for a design-led furniture retailer, designed specifically with the habits of online shoppers in mind and to complement the brand's growing digital sales.
 - The new store concept of a traditional tailoring brand, featuring payment tablet-based payments (instead of tills), a lounge area with phone-charging points and social-media friendly changing rooms that allow shoppers to see how they look in a variety of different lighting conditions.
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19.00 – 19.45

Transfer zum Hotel (Abend zur freien Verfügung)

DIENSTAG, 24.09.2019

9.15

Transfer vom Hotel ins AußenwirtschaftsCenter

9.30 – 16.00

E-COMMERCE INNOVATION AND OPTIMISATION WORKSHOP

AußenwirtschaftsCenter London

Workshop mit:

- Cate Trotter, Head of Trends, Insider Trends
- Jack Stratten, Senior Trends Consultant, Insider Trends

Inklusive Mittagessen im AußenwirtschaftsCenter

INFO: Cate Trotter, the founder of Insider Trends, will join Jack Stratten for this one-day workshop. Cate is a sought after retail expert, who delivers public and private presentations to clients including Chanel, Nike, Galeries Lafayette, EE, Johnson & Johnson, Debenhams, Jaguar Land Rover, and Levi's. She has led private sessions with C-level executives and given keynote addresses at industry events in New York, Tokyo, Sydney, Berlin and beyond. Cate was named one of LinkedIn's 12 Top Voices in the UK for 2017 and is regularly quoted by publications such as Forbes. According to iQmetrix, she is one of the Top 20 Global Retail Influencers, and was listed at 26th place in Vend's Top Retail Influencers list.

The workshop will take all the learnings from the presentation, safari observations and discussions and turn them into ideas that could boost your e-commerce strategy.

We'll take a look at the marketing, logistical and conceptual challenges facing online retail and help you devise 1-3 new initiatives to explore further as well as a plan to measure whether they are worth continuing with after a quick trial.

This full-day workshop is designed to be as enjoyable as it is useful. Play and joy often lead to game changing ideas! We will work on exploring the following questions to steer the workshop:

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- What are the biggest opportunities for ecommerce?
 - What are the biggest threats?
 - How should you go about evaluating which tech vendors to work with?
 - Which actions should you put on your roadmap, and how should you identify them?
 - How can offline presence boost online success? Which retailers are really winning in this space?

The key themes will be:

- The Future Customer: Ensuring the client truly understands the customer in new ways
- Relationship: Identifying simple ways for the client to build meaningful and valuable dialogue with its future customers
- Ecosystem: Identifying new channels that customers will use 3-5 years from now, the data they will capture and new interactions and possibilities that will emerge from this
- Experience: Mapping typical customer journeys and making simple, conscious decisions about how to improve them

The day will move between a range of ideation tasks to expand attendees' thinking, before inviting them to identify and refine the ideas with the most potential. The strongest ideas are typically expanded on through a second lens before refining further. We'll host a pitching session when the innovations are developed and each attendee will make a 60-second pitch. The rest of the group will feedback to refine the ideas. The final part of the day will invite the group to identify key actions to move forward with. This ensures that attendees unlock the full value of the workshop in the weeks to come.

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