

International EuroShop POP Conference 2011

■ **Organisation:**
EHI Retail Institute GmbH, Spichernstr. 55, 50672 Cologne (Germany)
Phone: +49 (0)221.57993-48/28, Fax: +49 (0)221.57993-45
seminare@ehi.org, www.ehi.org

■ **Dates:**
1 March 2011, 10:00 am - 5:30 pm

■ **Conference language:**
English

■ **Venue:**
Messe Düsseldorf, CCD (Congress Center Düsseldorf Ost)
www.ccd.de

■ **Event pricing:**
€ 590,- (plus 19% VAT) including refreshments, coffee and lunch break.
POPAl- and EHI-members will get a € 100,- off.

Cancellations must be notified 14 days before the beginning of the event (administrative charges: € 50,- plus VAT). In case of subsequent cancellation up to a week prior to the event, half the fee, afterwards and in case of non-appearance the full fee will be charged. Replacement participants may be designated.

■ **Payment conditions:**
Participants from all countries have the possibility to pay by credit card (Visa, MasterCard, American Express) online. Participants from Germany, Austria and Switzerland can also pay by bank transfer upon receipt of the invoice. Payment of the participation fee must be made before the beginning of the event.

■ **Your easy way to register:**
Please use online registration at www.euroshop-pop-conference.com.

■ **Accommodation:**
A limited number of rooms in various price categories is available to the participants in Düsseldorf. Because of the trade fair taking place at the same time, early reservation is advisable.
For reservations please contact: H.U.T. Hotelreservierung und Tagungsmanagement GmbH, Sabrina Tadics, E-Mail: sabrina.tadics@hut-gmbh.net, Phone: +49 221 94714-283

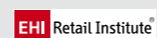
■ **Organisation Team:**
Karin Wunderlich POPAl D-A-CH (content)
Horst Rüter (organisation)
Petra Sieling (information & registration)

- ▶ 1 March 2011
- ▶ Messe Düsseldorf, CCD
Congress Center Düsseldorf Ost
- ▶ www.euroshop-pop-conference.com

EHI Retail Institute GmbH
Konferenzen
Spichernstr. 55
50672 Köln
Germany



POPAl is the trade association of the Marketing at-Retail industry dedicated to serving its more than 2,000 members internationally by promoting, protecting, and advancing the broader interests of Marketing at-Retail through research, education, trade forums and legislative efforts.



EHI is a scientific institute of the retail industry. The 500 members of EHI include international retail companies and their industry associations, manufacturers of consumer and capital goods, and various service providers. We research topics relevant to the future of retailing, organise conferences and working groups, operate our own publishing house, and are partners of Messe Düsseldorf in staging EuroShop, the world's largest capital goods trade fair for the retail industry.





Moderation:
Bert M. Ohnemüller,
 Managing Director,
 neuromerchandising group

Programme

09.30 am | Registration & Coffee

10.00 am | Opening Remarks

Susanne Sorg, President of POPAI D-A-CH
Ulrich Spaan, EHI Retail Institute



On the future of Marketing@Retail
Richard Winter, President POPAI Global, USA

10.30 am | Retail in times of economic recovery



How have retailers weathered the economic storm? As the economy shows signs of recovery, which ways have retailers in the U.S. (and some global retailers) found, not only to survive but also to thrive. This presentation will take a look at different ways in which retailers have responded to the economic crisis and created positive changes to remain relevant to their shoppers.
David Plante, Senior Marketing Manager, Target, USA

11.00 am | Bridging the gap between brands and retail



- CEOs must own the vision, strategy, and voice of the customer
- Design must bring the brand to life across all channels
- Compensation and organisational alignment create collaborative behaviour

James Damian, Formerly Best Buy USA

11.30 am | Coffee break

12.15 am | The next step: sustainability in marketing@Retail



- Understand how leading UK brands & retailers are starting to address the sustainable impact of P-O-P
- See how Unilever UK are working closely with their suppliers to reduce the impact of their P-O-P
- Watch a live demo of the only sustainable design calculator developed specifically for P-O-P



Nick Widdowson, Merchandising Manager, Unilever UK
Phil Day, Business Manager, POPAI UK & Ireland

12.45 am | How sustainable design consideration drives value throughout the MAR supply chain



Barrows will share and showcase some very relevant & selected examples of how much impact sustainable design can have throughout the MAR supply chain & process. Highlighting how much impact can be made by focusing brand, retailer, shopper & solution provider on a common goal: to reduce the impact of MAR on the environment.
Lucien d'Avice, CEO, Barrows, South Africa

01.15 pm | Lunch break

02.15 pm | POP advertising display power in Central Europe



What is the optimal placement of a POP display from the viewpoint of its sales potential? What attributes of POP floor displays lead to the successful sale of the products displayed in them? The answers to these and many other questions related to the optimisation of displays in retail come from the results of the currently prepared POPAI CE research, called "POP Advertising Display Power".
Daniel Jesensky, President, POPAI Central Europe

03.00 pm | Digital Signage: NetContact REWE



Telekom Deutschland GmbH and REWE Group have started operating an advertising network, called „NetContact“. The Digital Signage/Out of Home Media unit started to equip REWE markets with screens on which news, infotainment and advertising are shown. Telekom Deutschland will present first results of the largest ever digital signage rollout in food retailing in Germany.
Ralf Schliephake, Director of Product and Marketing Management, Deutsche Telekom OoHMedia, Germany

03.30 pm | Coffee break

04.15 pm | MARI – in-store evaluation coming of age



- Theory and practice of learning from the MARI in-store research project in the UK – understand how shoppers shop
- New findings on the research in Asda-Walmart and Co-op in 2010



Nick Widdowson, Merchandising Manager, Unilever UK
Martin Kingdon, Partner, Sheridan Consulting, UK

04.45 pm | Shopper in-sight



- The shopper's decision cycle; from buying intention to purchase decision
- How to use shopper insights into shopper marketing strategies
- How can advertisers influence shopper behaviour pre-store and in-store?
- Multiple examples from research projects, illustrated by eye-tracking videos
- Future influencers: social networks and the newest digital media

Bram Nauta, General Manager POPAI Benelux

05:30 pm | End of conference



General Registration Form* International EuroShop POP Conference 2011

your easy way to register:
www.euroshop-pop-conference.com

1 March 2011

CCD East/Fairground Düsseldorf

* Registration is binding and subject to acceptance of the conditions. Subject to programme alterations.

My company is a member of the **EHI Retail Institute**
 My company is a member of **POPAI**

I will attend the evening programme: yes no

Please charge my credit card:

VISA Mastercard American Express

Credit Card No.:

Expiry Date: / / CVV Code: _____

Cardholder's name:



Signature

Date

Surname: _____
 First name: _____
 Company: _____
 Job title: _____
 Street: _____
 City: _____
 Country: _____
 Phone: _____
 E-Mail: _____



Signature

Date