

# **sx**Connect 2020

19 March 2020, at 10AM – 6PM

Soho House Berlin

***Brick-and-Mortar 3.0: Are you going to thrive or survive?***

Online shopping has fundamentally changed the rules of retail. But, one rule that will never change is that the customer always comes first. Traditional brick-and-mortar stores provide unique opportunities to excite and provide real experiences that deepen the customer's relationship and loyalty. Hear how innovation leaders are engaging AI, IoT and Cloud to provide value to their customers.

**Don't miss our annual customer conference and we are looking forward to seeing you!**



**Yours father-daughter duo Jan and Joanna Hanussek**

## Agenda

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09.30 - 10.00 Registration

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10.00 - 10.20 **Welcome and Opening**

Jan Hanussek, CEO and Founder, Strategix CFT

10.20 - 10.50 **Keynote: Automatization in the Purchasing Experience**

Ales Drabek, Chief Digital Officer, Conrad

10.50 - 11.15 **Don't Feed the Bin: How Reducing Food Waste Helps Fighting Against Climate Change and Cuts Costs.**

Alexander Hell, Senior Sustainability Manager, REWE International

11.15 - 12:00 **Panel: The Impact of AI in Retail**

Moderated by Prof. Dr. Stephan Rueschen, Professor for Retail, DHBW

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12.00 - 13.00 Lunch

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13.00 - 13.25 **The Value of Agile Merchandising and using Transferable Demand**

Julian Miller, Head of Category Planning Industry, Symphony RetailAI

13.25 - 13.55 **The New Planogram Compliance**

Jan Hanussek, CEO and Founder at Strategix CFT

13.55 - 14.20 **How AI eliminates ineffective promotions, optimized category spend and improves forecast accuracy**

Jonathan Tye-Walker, Client Director, Symphony RetailAI

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14.20 - 14.50 Coffee Break

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14.50 - 15.15 **Mobile First - Customer First!**

Claudia Studtmann, Head of Sales Retail, Facebook

15.15 - 15.40 **Re-define Brick-n-Mortar, How to use your Stores for Efficient Fulfilment and Last Mile**

Chris Conway, Chief Digital Officer at COOP UK

15.40 - 16.05 **Real World ROI Case Study of Indoor Positioning**

George Zoitias, CEO, Westside Market

16.05 - 16.15 Summary & Closing

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16.15 - 17.30 Mix & Mingle

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