

## Webinar: How In-Store Positioning helps optimize Merchandising to increase sales

Since we had to postpone our sxConnect due to the coronavirus, we are bringing selected sxConnect topics to you through a series of webinars. In our first webinar we will be showcasing: **SIRL – “Search In Real Life” In-Store Positioning Technology.**

Get to know the most precise BLE based in-store positioning technology on the market, experience real-time shopper data insights in the SIRL dashboard and meet a live customer.

**Join us on the 19<sup>th</sup> of March from 3:00 – 3:50 PM CET.**

### Agenda

- Introduction including Live Demonstration
- Interview with Michael Penner, Director of Retail and Technology, Fairway
- Public Q&A

[Click here to register](#)



**Michael Wang**  
Co-Founder & CEO  
SIRL



**Michael Penner**  
Director of Retail and Technology  
Fairway Market



**Joanna Hanussek**  
Head of Sales and Marketing  
Strategix CFT