Retail Forum 2018

Date	**10. 1. 2018, 9:00-13:00**
Location	**Hauch Gallery, Pobřežní 636/20A, Praha 8-Karlín**
Price	**1 000 Kč**

The future of customer relationships: From opponents to sparring partners

The third edition of the Retail Forum will be dedicated to the **development of customer relationships in the coming years and discussing whether Czech retail can keep up with international trends**. Come to draw new inspiration and share your opinions and experience.

Organizational information:

*If you have any questions about the event, please contact **Adéla Jelínková**.*

*The fee for attending the conference is **CZK 1,000 (including VAT)**. We will donate the proceeds to charity. You will be able to determine the exact purpose for which they will be used by voting at the conference.*

Please pay the attendance fee by 10 January 2018 by crediting account 40040904/2700 (variable symbol: your company´s ID number). In the message to the recipient, please provide your last name, the company´s name and the event code 2018RF. In accordance with the VAT Act, we will issue an invoice (tax document) to you within 15 days of either receipt of payment or the date of the event. Registration is binding. You may cancel your registration no later than five working days before the event; otherwise, you will be charged the registration fee in full.

*If you need to issue an invoice before the conference or before paying a fee, please contact Irena Vortnerova (**ivortnerova@kpmg.cz**).*

Agenda

10. 1. 2018

8:30–9:00	**Registration**	
9:00–9:10	**Intro**	
9:10–9:30	**Results of KPMG's "Shopping Habits and Customer Experience in the Czech Republic" survey**	Karel Růžička
9:30–9:50	**How to get customer experience into a company's DNA**	Tomáš Čupr
9:50–10:20	**Customer touchpoints – the media as the most important intermediary in customer relationships**	Jan Řehák
10:20–10:40	**Panel discussion**	
10:40–11:00	**Coffee break**	
11:00–11:20	**Digital transformation in retail (vision vs. reality)**	Nikola Pleska
11:20–11:40	**Shopping ought to be a holiday**	Roberto Brazzale
11:40–12:00	**Six pillars of customer experience and why Czechs love fair play**	Jan Klimeš
12:00–12:20	**In ten years, will we buy everything in one store? And what can retail do today to avoid such a tomorrow?**	Josef Havelka
12:20–12:40	**Panel discussion**	
12:40–13:40	**Lunch and networking**	