# Retail Forum 2019 About Trust

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| Date | **16. 1. 2019, 9:00-13:00 (registrace od 8:30)** |
| Location | **Hauch Gallery, Pobřežní 636/20A, Prague 8-Karlín** |
| Price | **1 200 Kč** |

**The one thing that stands out the most on a company's profit and loss statement is the loss of trust. Be it from your customers, employees or investors, trust is the basic building block of every relationship. In business and in life, only when there is trust between partners, can they achieve something.**

The 4th edition of the inspirational retail conference is about how to gain a customer's trust both online and in brick-and-mortar shops? Is it better to implement a reputation management system or foster a culture of integrity among your employees? Trust – its cultivation, management, loss and recovery – will be the principal theme of the upcoming KPMG Retail Forum. The conference will offer the **perspective of strong brands and family businesses as well as fast growing start-ups**. We will be happy to welcome you.

## Who will take the stage at the conference?

**Jan Klimeš** will show you how to dance in step with the customer and introduce KPMG's study on the **top 100 customer experiences in the Czech Republic.** This year's winner is **Manufaktura**; come and listen to what its managing director **Tomáš Kratochvíl** has to say.

**Antonín Kokeš**, the owner of Antonínovo pekařství and Albi, says that **long-term loyalty is gained through continuous dialogue. Psychologist Eva Höschlová** will follow up on his remarks, presenting the concept of trust as a cornerstone of all relationships, including business relations.

**MALL.cz is coming up with its own method of deferred payment**, which is based on trust. The head of Mall Pay, **Adam Kolesa**, will tell us more about it. **Nikola Pleska from Microsoft** will share insights on how data and advanced analytical possibilities can change customer experience.

Co-founder and CEO of **Liftago Ondřej Krátký** will speak about how the Czech transport app embedded **trust in everything from its software architecture to its approach to the taxi drivers, customers, authorities and its own team**. You will also have the opportunity get know **Miroslav Lizec** from company **MIWA**, whose aim is to **eliminate disposable packaging from its entire process**, starting with production and continuing all the way through the seller to the customer.

You can forward the invitation to your colleagues.

If you have any questions, please contact **akce@kpmg.cz**.

This event is held in czech language.

# Agenda

## 16. 1. 2019

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| 8:30–9:00 | **Registration and breakfast** | |
| 9:00–9:10 | **Opening remarks:** | Martina Štegová, Ondřej Aust |
| 9:10–9:30 | | Jan Klimeš |
| 9:30–9:50 | | Tomáš Kratochvíl |
| 9:50–10:10 | | Antonín Kokeš |
| 10:10–10:30 | | Eva Höschlová |
| 10:30–10:50 | **Panel discussion** | |
| 10:50–11:20 | **Break** | |
| 11:20–11:40 | | Adam Kolesa |
| 11:40–12:00 | | Nikola Pleska |
| 12:00–12:20 | | Ondřej Krátký |
| 12:20–12:40 | | Miroslav Lizec |
| 12:40–13:00 | **Panel discussion** | |
| 13:00–14:00 | **Lunch and networking** | |