Retail Forum 2016

Date	**14. 4. 2016, 9:00 - 13:30**
Location	**Hilton Prague, Pobřežní 1, Prague**
Price	**1 000 Kč**

Come and listen to inspiring speakers with different views on retail market developments

The quest for online presence won't let traditional brick-and-mortar stores come to rest. In turn, those already big in e-commerce are coming to realise that they cannot do without a chain of traditional retail outlets.

Ladislav Blažek, founder of the Blažek fashion brand and **Tomáš Havryluk**, vice-chair of the board of directors of Alza.cz will talk about different entrepreneurial approaches. **Michal Macourek** will speak on the path of BENU pharmacies towards e-commerce. Representing KPMG Czech Republic, **Tomáš Potměšil** will introduce you to the world of customer experience management, **David Slánský** will present a successful case study predicting the turnover of retail outlets while using data analytics and **Martin Hrdlík** of KPMG Legal will discuss the effects of the amendment to the Act on Significant Market Power.

Participation in the conference costs CZK 1 000. Proceeds from participation fees will go to a charity voted on by the participants of the conference.

Payment information: Please remit CZK 1 000 (incl. VAT) by 11 April 2016 to bank account 40040904/2700, with your company's identification number as the payment id number. Under 'message to the recipient' please mention the name of your company and 2016RF as the event code. We will forward an invoice/tax document to you shortly after the conference.

Don't wait to register, the event's capacity has been limited to 100 participants.

Please note that the language of the conference will be Czech, with the possibility of simultaneous interpretation into English. Along with your registration, please note whether you will require interpretation services.

Agenda

14. 4. 2016

9:00–9:10	**Opening speech**	Martina Štegová – KPMG Czech Republic
9:10–9:30	**Keynote**	Ladislav Blažek – Blažek Praha
9:30–9:50	**DNA Customer Experience**	Tomáš Potměšil – KPMG Czech Republic
9:50–10:10	**Pharmacies on the Internet**	Michal Macourek – BENU pharmacy chain
10:10–10:40	**Panel discussion**	Ladislav Blažek, Tomáš Potměšil, Michal Macourek
10:40–11:00	**Coffee break**	
11:00–11:20	**Significant Market Power**	Martin Hrdlík – KPMG Legal
11:20–11:40	**Keynote**	Tomáš Havryluk – Alza.cz
11:40–12:00	**Data Analytics in Retail**	David Slánský – KPMG Czech Republic
12:00–12:30	**Panel discussion**	Tomáš Havryluk, David Slánský, Martin Hrdlík
12:30–13:30	**Lunch and networking**	