

CEC "Imperia" Business Programme



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September 24, 2019

Pavilion 2, Blue Hall

Programme of the 17th Russian Trade Forum for Children's Goods Suppliers*

11:00—12:30 Analytical session

LOOKING FROM ABOVE: WHAT PICTURE OF THE MARKET IS BEING DRAWN BY THE DIGITAL GENERATION OF CHILDREN, PARENTS, RETAIL PLAYERS AND THE STATE?

Key points:

- Ten most important facts about modern children and their parents that cannot be ignored by children's goods suppliers
- Development of sales channels for children's goods: indicators of children's chains, hypermarkets, online stores and sales through social networks
- If children are having fun, it's worth knowing what they are doing. Where and how do children learn about what's trending? The main platforms for advertising children's goods
- Superheroes of sales: top 10 licensed characters which increase the demand for children's goods
- Indicators of children's goods online stores in the top of the Russian Internet: the best selling categories, dynamics in terms of sales and average checks

13:00—14:00 Special performance

EVERYTHING ABOUT PROMOTION IN THE CHILDREN'S GOODS MARKET: INDESTRUCTIBLE MARKETING STRATEGIES, NEW INSTRUMENTS AND SHTICKS, PRACTICAL EXAMPLES

15:00—16:30 Retail session

BRIEFING WITH RETAIL CHAINS, ONLINE STORES AND MARKETPLACES ON PURCHASING AND ROTATION OF CHILDREN'S GOODS ASSORTMENT

Key points:

- *Tumbleweed* in response to your letter to a retail chain: the main reasons why commercial proposals get into trash or do not even reach a purchaser
- Under what conditions can a retail chain purchase goods 20% more expensive than its competitors?
- How to solve the paradox in the retail chain: new products and sales history at the same time?
- What categories of children's goods will increase their share in the retail chains assortment in 2020? Which categories are the most rotated?

- The basic principles of product grid optimisation that the supplier needs to know. How not to become a candidate for disappearing from the shelves?
- "We cooperate with everyone! You set the prices yourself!" and other benefits of partnership with marketplaces. But what's the catch?
- How to increase sales of children's goods in the retailer's online store? First-hand tips

17:00—18:00 Special performance

HOW DO SUPPLIERS OF CHILDREN'S GOODS INCREASE THE REVENUE THROUGH CONSUMER JOURNEY MAPS?

Pavilion 2, Hall 1

Licensing Marketplace Programme

12:00—14:00 Brand session from ABKR stars

CHILDREN'S GOODS BRANDING 2.0: WHAT SHOULD A MANUFACTURER KNOW TO WIN CHILDREN'S HEARTS?

14:15—17:00 Brand workshop by Trout & Partners

A WAY FROM TRADEMARK TO BRAND: COMPETITIVE POSITIONING STRATEGIES

September 25, 2019

Pavilion 2, Blue Hall

Programme of the 17th Russian Trade Forum for Children's Goods Suppliers*

10:30—12:00 Round tables

THREE MAIN ISSUES AT THREE STAGES OF WORKING WITH A RETAIL CHAIN: HOW TO REACH THE SHELF, HOW TO BE SOLD FROM THE SHELF, HOW TO COOPERATE PROFITABLY?

— Round table No.1

To hit the mark with a commercial proposal: how to get a clear shot in the unclosed assortment tasks?

— Round table No.2

Promo as a guide to the customer's basket: how to coordinate with the retail chain a promo which is cost effective for the supplier?

— Round table No.3

Methods of increasing prices in retail chains in the face of growing costs of production

Congress Center, Press Hall

Programme of the 17th Russian Trade Forum for Children's Goods Suppliers*

10:00—11:00 Focus session

FMCG RETAIL MARKET 2019-2020: HOW ARE RETAIL CHAINS AND THEIR REQUESTS CHANGING IN RESPONSE TO CUSTOMER NEEDS?

Key points:

- Influential trends in the preferences of the trendsetter in the retail market: for which products and trading formats does generation Y vote with their wallet?
- Search query of retail chains: which categories do retailers actively search for today?
- Dynamics of online sales by category and online shopping behavior in the field of FMCG
- Online stores of large retail chains: what food/non-food products can reach the virtual shelf even though they are not represented on the offline shelf?
- Urgent questions to retail chains about contesting fines, higher purchase prices, unplanned promotions

11:30—13:00 Case session

CASE No.1: NEW PRODUCT LAUNCH IN A RETAIL CHAIN: HOW TO BREAK THROUGH THE WALL OF THE PURCHASER'S OBJECTIONS?

CASE No.2: COLLABORATION WITH A GROWING ONLINE CHANNEL: HOW TO USE ALL FEATURES OF THE ONLINE PLATFORM TO SELL YOUR GOODS?

CASE No.3: ALGORITHM OF ENTERING RETAIL CHAIN BASED ON REAL-TIME SHELF ANALYSIS

Congress Center, SkyLight Hall

Programme of the Conference of Manufacturers and Retailers "Private Label Brand 2020"

10:00—11:00 Analytical session:

PLB IN DETAILS: FRESH ANALYTICS ABOUT PLB MARKET DEVELOPMENT IN 2020

Key points:

- Analysis of the PLB development in food and non-food categories: children's goods, groceries, meat and dairy, confectionery products, personal hygiene products, etc.
- Strategies of Russian retail chains in the context of global PLB trends
- NEW: how can a manufacturer of PLB food and non-food categories make profit in the HoReCa sector in 2020?
- Strategic changes in the behavior of PLB buyers in 2019: the black list of goods that bring only losses to manufacturers and retail chains
- Results of research of new PLB products released on the Russian market in 2018-2019
- Competitive market analysis of PLB manufacturers in food, non-food, DIY segments

11:30—13:00 Matchmaking session:

STRAIGHT TALK ABOUT SPECIFICS OF WORKING WITH PLB. INTRODUCTION AND DISCUSSION

Key points:

- Analysis of the basic mistakes on drawing up a commercial proposal for a PLB purchaser
- Effective ways to beat off the most hardest objections of a PLB purchaser

Pavilion 2, Hall 1

3rd Russian Forum on the Market of Licensed Goods for Children

12:00—17:00 Plenary session:

EMOTIONS INTO MONEY: HOW TO CONVERT THE GROWING TREND OF MEDIA CONSUMPTION INTO YOUR COMPANY'S SUCCESS?

Pavilion Forum, Southern Hall

13:00—17:00 Purchasing Centre for Retail Chains™: Children's Goods

DIRECT NEGOTIATIONS WITH RETAIL PURCHASERS

Pavilion Forum, Western Hall

14:00—18:00 Purchasing Centre for Retail Chains™: FMCG

DIRECT NEGOTIATIONS WITH RETAIL PURCHASERS

Pavilion Forum, Western Hall

14:00—18:00 Purchasing Centre for Retail Chains™: PLB

DIRECT NEGOTIATIONS WITH RETAIL PURCHASERS

September 26, 2019

Pavilion 2, Hall 1

Programme of the Russian Conference of Retailers "A Winning Formula for a Store for Children"*

11:00—12:00 Strategic session

DEMAND IS NOT A GAME: HOW TO DEFEAT RIVALS IN THE FIGHT FOR CUSTOMERS

Key points:

- Dynamics of sales channels development in the children's goods market. Which formats are growing and which ones are losing popularity?
- Not like everyone else: how to determine your positioning strategy and tune away from competitors?
- The best concepts for a children's store: choosing what's best for your retail outlets
- What designs of a store sign, shop window and entrance group will increase the incoming flow of customers in 2019? Trends, ideas, rules
- A shopping mall or street retail? Determining the outlet's potential
- Keeping up with the times: how to modernise a children's store without large investments?

12:20—13:30 **Focus session**

I WANT IT ALL: FORMING THE BEST POSSIBLE PRODUCT GRID

Key points:

- Top 5 mistakes in developing the assortment for a children's store, which lead to a loss of profit
- The unbreakable rules of the product grid management: depth of assortment, correlation of price categories, shelf space allocation
- Development of assortment categories of children's goods based on competitor analysis
- Criteria for removing products from the assortment: what to consider in order to optimise the product grid adequately

13:50—14:50 **Focus session**

A BIT OF CAUTION: HOW AND WHERE TO AVOID LOSSES OF PROFIT?

Key points:

- Methods of increasing returns per square meter of a retail store
- Creating a professional light in a children's store: how to turn lighting into the best sales manager?
- Increasing profits of a children's store with the help of traffic analysis and check structure
- New retail technologies. Process automation in children's retail stores

15:30—16:30 **Workshop**

WELCOME BACK: CREATING A RETAIL STORE LOYALTY PROGRAMME

Key points:

- Options of working loyalty programmes for children's stores
- Moving away from promotions: how to replace endless discounts and not lose in sales?
- How to turn an occasional visitor into a regular customer: effective instruments for keeping customers
- Personalisation methods to increase sales of children's goods and customer engagement

16:50—18:00 **Internet promotion master class**

HOME COMING: SYSTEM OF PROMOTION AND SALES OF CHILDREN'S GOODS ON THE INTERNET

Key points:

- Startup of an online store: how to make a customer choose your online store among thousands of similar ones?
- How to avoid unnecessary expenses?
- What needs to be considered in order to effectively conduct an advertising campaign for a children's store on social networks? Determining the budget and promotion methods
- Connecting online and offline sales channels: how to get maximum profit?

Pavilion 2, Hall 1

Master Class of Ekaterina Bogacheva on a Perfect Store for Children: Four Pillars of Sales*

11:00—12:00 **Pillar 1. NON-FINANCIAL MOTIVATION: HOW TO TRANSFORM STORE PERSONNEL TO A DREAM TEAM WITHOUT COST?**

Key points:

- The gap between what science knows and what business does: why do material incentives reduce labor productivity. What to do?
- How can you increase employee engagement without increasing salaries? New ideas appropriate for small companies
- What actions improve employee productivity, and what actions increase employee loyalty
- Recruitment teams and their motivators. Generation Y and Z: how to motivate them?

12:30—13:30 **Pillar 2. MARKETING SYSTEM FOR CHILDREN'S GOODS STORE: HOW TO ATTRACT AND KEEP A CUSTOMER**

Key points:

- If your customer is a 25-35 year old mother with an average income, you don't know anything about your customers. Unconventional and accurate methods of studying the target audience
- How does a consumer choose a store to buy children's goods? How to make the buying process enjoyable for parents and children so that they come back to you again?
- Applying the principles of neuromarketing in a children's goods store. Neuromarketing price tags and promotional materials inside the trading floor, which give the sales growth of 5-17%
- Cases of converted stores Before and After. What exactly led to an increase in sales of more than 200%?

14:30—16:00 **Pillar 3. ASSORTMENT POLICY AS A STRATEGY FOR INCREASING RETAIL SALES**

Key points:

- How to form an assortment in order to gain a competitive advantage over federal retail chains?
- ABC analysis and optimisation of the children's goods assortment. The principles of developing the top 100 products that form the backbone of your product grid
- How to avoid price competition with large retail chains?
- How to make a customer think that you have low prices, keeping a margin of 100%?
- Seasonality factor in the children's goods assortment: how to use the 20/80 rule?

16:30—17:30 **Pillar 4. GOLDEN MERCHANDISING INSTRUMENTS:
HOW TO INCREASE CUSTOMERS TRAFFIC AND AVERAGE
CHECK?**

Key points:

— *The right window and facade decoration, which will not let customers pass by your store*

— *Planning and equipment: how to make your store work at 100%?*

— *The rule of breaking long lines, the visibility of the goods movement, the line of a favorable impression and another 20+ rules of visual merchandising of children's goods that increase sales*

— *Zonal location of product groups. Rules for placing goods on shelves. Examples of effective display of children's clothing, toys, stationery*

— *The main incentive to buy more: coming in to buy socks but approaching the checkout counter with a full basket. How to place children's goods for effective mutual promotion?*

— *The color scheme of the trading floor and its impact on adult and children audiences*

17:30—18:00 **PARTICIPANTS' PHOTOS AND PLANOGRAMS
ANALYSIS**

***Subject to change**