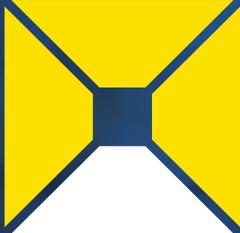


11.11.20 **Live on your screen**

3rd **InStore**  
**MARKETING**  
**CONFERENCE**

**Help your retail business navigate through Covid-19**

The «**3rd InStore Marketing Conference**» will present new proposals / activities developed by retail and consumer products companies in all sectors and which can be implemented **within the store, in order to attract customers and make purchases**....in the shadow of the pandemic COVID-19, where everything is different in the shopping experience.

[www.instoremarketing.gr](http://www.instoremarketing.gr)

**boussias** communications

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 The logo features a stylized yellow envelope icon on the left, followed by the text '3rd InStore MARKETING CONFERENCE'. '3rd' is in a smaller font above 'InStore'. 'MARKETING' is in a large, bold, white font, and 'CONFERENCE' is in a smaller, white font below it.

## The Conference

The shopping behavior and the shopping environment have completely changed since the beginning of 2020! **Where, when** and **how** consumers choose to shop are in the light of the new digital reality and the growing use of digital applications - due to the pandemic - and give the retail store of all industries and brands unlimited sales opportunities, as well as opportunities of creating customer experiences.

**The topics that will be presented in this year's conference are the following:**

■ **Retailtainment – building a more emotionally exciting experience for customers.**

A new global trend of InStore Marketing is Retailtainment, the convergence of leisure and entertainment in retail stores, in order to create a more emotionally exciting customer experience, and to attract them to the physical store.

■ **Phygital Shopping – «Marrying» the relationship between digital commerce and physical stores.**

The digital shopping environment is an increasingly important factor in Retailtainment, as the lines between the virtual world and the real world are constantly blurred. The rise of Phygital (physical plus digital) delivers this combination of digital experiences with physical.

■ **Providing safe(r) experiences - SafeX – providing a sense of security in the shopping experience.**

The feeling of health and safety within the physical store significantly improves the experience as the protection of our health is a key priority. The Covid-19 crisis has accelerated the adoption of technological solutions, such as contactless payment, «Scan & Shop» and «Click'N'Collect».

■ **Omnichannel innovation – creating the sense of a physical store in the digital experience through innovation.**

The evolution of the multi-channel shopping experience will accelerate as retailers invest in experiences that reduce the need for physical interaction and time spent in-store.

■ **AI - artificial intelligence & VR - digital reality AI offers real value.**

By focusing on consumer data retailers, retailers can provide personalized suggestions and improve the shopping experience for their customers. VR bridges the desire for personal service with a reluctance to visit a store.

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# 3rd InStore MARKETING CONFERENCE

## An upgraded conference experience on your screen!

The **3rd virtual InStore Marketing Conference** will offer a comprehensive conference experience for attendees, speakers and sponsors, full of inspiration, good practices, interaction and networking. And all this, on your screen!

- **Presentations from companies** operating abroad and in Greece in instore marketing
- **Live Q&A and chat** with speakers and panelists
- **Speed Networking** between participants
- **One-to-One Sessions** with clients, partners and speakers
- **Virtual Expo Booths**
- **Engagement** with live Polls & Contests

## Speakers:

- International & Greek speakers, representatives of retail & consumer products companies, who present good practices of promotions in retail, achieving increased sales and strengthening the relationship between the brand and the consumer.
- Representatives of shopper marketing & promotion companies, which provide specific tools in the retail service and achieve specific results by utilizing them.
- Representatives of university and research organizations, which publish data for today and tomorrow of promotions in retail.

## Why watch it?

With your participation you will reap multiple benefits and specifically you will have the opportunity to:

- **Meet and discuss** with industry experts the most comprehensive strategies followed in retail.
- **Be informed** about the trends, modern methods and technological tools in in store marketing.
- **Get to know** examples of successful promotions in retail, in Greece and abroad.

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### What will you learn?

- What are the new global trends in retail?
- How do new digital reality and the growing use of digital applications shape the shopping experience?
- How can you improve your customers' experience in your store?
- How a crisis of this magnitude is an opportunity to build or strengthen bonds with your customers?

### Target Audience:

Executives of retail and consumer products companies engaged in marketing, brand activation, trade marketing, shopper marketing, sales, business intelligence, customer relations, loyalty etc.

## PARTICIPATIONS

### Digital Conference Ticket

Digital Conference Ticket Participation fee €190 + 24% VAT.

With every participation you buy, you get one free.

## TERMS OF PARTICIPATION

In order for your participation to be considered valid and for the electronic ticket to be sent to you, you must pay the total cost of participation. • Prices are subject to VAT 24% • Entries must be prepaid • Any cancellations must be notified in writing • For cancellations 7 working days before the conference, 50% of the cost of participation is charged and invoiced • For cancellations up to 3 days before the conference, 100% of the cost of participation is charged and invoiced • Certificate of attendance of the conference is sent electronically to all participants

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