

BUSINESS PROGRAMME OF THE EXHIBITIONS HALL 9 HALL OF BUSINESS EVENTS

SEPTEMBER 10

DAY OF DESIGN

DAY OF DESIGN FROM ARCHDIALOG AND THE UNION OF DESIGNERS AND ARCHITECTS

- 12.00–12.40** **10 life hacks for rapid transformation of space. Secrets of a decorator**
Speaker: Elena Stroganova, designer
- 12.40–13.20** **Interior photo session. How should the designer, photographer and stylist interact**
Speaker: Valentina Khrebtova, Interior photographer
- 13.20–14.20** **Round table. New technologies in retail. How to create good-selling design**
Speakers: Tatyana Tsimbalistova, Yulia Matveenko, designers
- 14.20–15.00** **Rules of lighting the sales area**
Speaker: Aleksandr Maslennikov, lighting designer
- 15.00–15.40** **Ecology in the interior. How to furnish a stylish and “healthy” home**
Speaker: Tamara Sharushinskaya, designer and architect
- 15.40–16.20** **Trends in home design. Popular colours, textures, furniture of 2020**
Speaker: Olga Pogrebnyak, interior designer
- 16.20–16.50** **Décor looking like a million dollars**
Speaker: Alena Sanaeva, director of SanaevaHome studio
- 16.50–17.20** **Vibrant colours and wallpapers in the toilet and bathroom**
Speaker: Karina Nedeljai, interior designer
- 17.20–18.00** **Touching marketing. How do products with a logo promote the company brand**
Speaker: Anton Vert, VertComm Ltd

SEPTEMBER 11

- 10.30–11.10** **How to sell your product at a higher price than your competitors without taking part in price wars**
Speaker: Evgeniy Danchev, business coach, director of consulting company “Wconsulting”
- 11.10–11.50** **How to ensure product take-off?**
Speaker: Tatiana Sorokina, general director of Unit-Consulting
- 11.50–12.30** **How to develop a B2B sales system**
Speaker: Alexey Ryazantsev, business coach

- 12.30–13.30** **Back to the future: how to stand out on a shelf when all products are the same**
Speakers: Coruna Branding company
Vladlena Kim, Private Label Director at KIMA by Coruna Branding,
Vasily Kim, managing partner at KIMA by Coruna Branding
- 13.30–14.30** **50 layout methods for household goods**
Speaker: Ekaterina Bogacheva, international expert in retail trade and merchandising
- 14.30–15.10** **Main trends of interior design in 2019**
Speaker: Marina Kazakova, interior designer and business coach specialising in personal growth and increase of personal income, founder and director of "Prima-Design"
- 15.10–16.00** **10 original design ideas for your interior made from Leroy Merlin products**
Speaker: Olga Ugur, architect and interior designer
- 16.00–18.00** **Announcement of results and awarding of participants of the Contest "The best design and layout in a home goods store"**. Discussions and expert recommendations on the example of winners of the Contest on shop window design and layout of household goods

SEPTEMBER 12

- 10.30–11.15** **How to find niches for new products and test novelties**
Speaker: Alexey Bugaev, director of "Znak-marketing" agency
- 11.15–12.00** **Design for solving the customer's business problems**
Speakers: Fyodor Smekhov, co-founder of vosq design studio
Stepan Pyanykh, co-founder of vosq design studio
- 12.00–14.00** **HOUSEHOLD RUSSIA AWARD-2019 Contest. Presentation of novelties.**
Announcement of results and awarding of winners of the 3rd International contest in the sphere of household goods HouseHold Russia Award-2019



BUSINESS PROGRAMME OF THE EXHIBITIONS HALL 10 "SUPPLIER-BUYER" HALL

SEPTEMBER 10

DAY OF PRIVATE LABEL

- 10.00–18.00** **PURCHASING CENTRE FOR RETAIL CHAINSTM**
Organisers: Imperia Forum, Mayer Corporate Group
- 11.00–13.00** **CASE SESSION: 10 STEPS TO SUCCESSFUL NEGOTIATIONS WITH THE PRIVATE LABEL DIVISION OF A RETAIL CHAINE**
Why do retail chains make tougher demands on private label manufacturers than on regular suppliers? The answer is obvious: a retail chain cannot risk its name which will be printed on the product packaging. That is why one should prepare for negotiations on private label production twice as thoroughly. How to avoid mistakes and conduct the right dialogue with representatives of private label divisions of retail chains – you will find out at the special practical seminar.
- 11.00–12.00** **Key topics (part 1):**
- 6 typical mistakes during negotiations on private label production. When will you most likely be refused?
 - 3 criteria for choosing retail chains which you should conduct negotiations with in the first place.
 - Card up one's sleeve. Additional arguments which increase the possibility of a positive decision of a retail chain
 - Example of a successful case from a manufacturer: how does a company producing labels for retail chains work
 - How to introduce private label to regions and start making profit?
- Speaker: Sergey Lishchuk, specialist and practitioner with an over 25-year working experience in the FMCG industry, including over 10 years on the position "Marketing and sales director". Practicing marketer and independent consultant, author of educational case and training sessions*
- 12.00–12.15** **Coffee break, scheduling of meeting with retail chains**
- 12.15–13.00** **Key topics (part 2):**
- Setting the goals for participation in the Purchasing Centre for Retail Chains. What tasks can actually be solved in 10 minutes and 3 hours?
 - How to structure the right offer on private label production. What arguments are important for a retail chain? What should one begin with? What should be emphasized?
 - What actions should be taken after taking part in the Purchasing Centre for Retail ChainsTM to get the most from the latest negotiations?
- Speaker: Dmitry Leonov, consultant and business coach, general director, Leonov Consulting. More than 25 years of practical experience in the sphere of sales and negotiations with retail chains*
- 14.00–17.00** **DIRECT NEGOTIATIONS WITH RETAIL CHAIN BUYERS**

SEPTEMBER 11

DAY OF REGIONAL RETAIL

- 10.30–17.00** **CONFERENCE FOR STORE MANAGERS**
"SALES IN A STORE: STRATEGY AND TACTICS. 7 CHECKLISTS FOR IMPLEMENTATION"
- Organisers: Retail.ru, Mayer Corporate Group**
- Part 1** **SALES TRENDS IN THE SPHERE OF HOUSEHOLD GOODS: ANALYSIS AND PRATICE**
- 10:30–10:50** **Customer's route. What the store manager does not see**
Speaker: Natalia Marova, head of Retail.ru
- 10:50–11:10** **Trends of 2019–2020 in sales of household goods. What research says**
Speaker: Maria Yashenkova, CEO of Bright Consulting
- 11:10–11:25** **Sector of household goods in the sales system of DIY stores**
Speaker: Valentina Filatova, product range director at "Kenguru" company
- 11:25–11:40** **Development of the household sector in a regional trade network**
Speaker: Lyudmila Karnyushkina, head of the division of marketing and product range management at "Evropa" trade network
- 11:40–12:10** **Technologies of kitchenware sales at points of sales. 7 key tools of Effective sales**
Speaker: Amina Gayfullina, development director at "Kukmorsky Metalware Factory" JSC, KUKMARATM
- Part 2** **"SALES IN A STORE: STRATEGY AND TACTICS. 7 CHECKLISTS FOR IMPLEMENTATION"**
- 13:00–13:30** **Mistakes in price positioning of a store. How does it influence sales?**
Speaker: Yulia Dmitrieva, head of JD.Expert – marketing agency of breakthrough business solutions. Marketer, analyst, business development consultant. Specialisation of the agency – Central Asian countries
- 13:30–14:15** **How to work without discounts? How to find the solution with the help of category management?**
Speaker: Ekaterina Buzukova, independent consultant in product range management, business coach
- 14:15–14:45** **Workshop: "Sales at the counter – a gold mine"**
Speaker: Alexey Fatov, business coach in B2c sales, head of education centre for trade networks "Mir"
- 14:45–15:15** **How to become irreplaceable for the customer? Development of extra services with the help of shop assistants**
Speaker: Elena Stolyarskaya, head of the "School of customer service" project
- 16:00–16:45** **Management of sales quality: how to increase sales sixteenfold**
Speaker: Asya Barysheva, partner of the project "Systematic sales"
- 16:45–17:15** **How to increase the efficiency of a store**
Speaker: Natalia Novoselova, head of consulting group "Super-Roznitsa"
- 17:15–18:00** **Loyalty programmes. How to use the tools of your automatization system and return your customers?**
Speaker: Elena Naumchik, member of Customer Strategy Network – international professional association of specialists in the sphere of customer service and loyalty programmes. Co-founder of the Association of customer loyalty and client centricity

SEPTEMBER 12

- 10.30–11.30** **How to sell more in retail – through communication**
Speaker: Alexey Babushkin, leading expert in networking, business coach
- 11.30–12.30** **Major psychologic triggers that increase visitor-to-customer conversion rate**
Speaker: Alexey Mironov, director of management consulting projects, business coach
- 12.30–13.30** **Catch him if you can. Technologies of the right customer acquisition**
Speaker: Irina Krechetova, business coach
- 13.30–14.30** **Positioning and “packaging” in business. How to be customer-friendly**
Speaker: Stanislav Pokryshkin, general director of “KOSATKA MARKETING” agency