

RETHINK RETAIL'S MUST SEE LINEUP FOR SHOPTALK EUROPE 2023

Kick off your Shoptalk Europe 2023 week by visiting some of the city's most innovative stores. Here are a few of our local favorites:

■ **Hey Shop**

C. del Doctor Dou, 4,
08001 Barcelona, Spain

■ **Solebox**

C/ del Pintor Fortuny, 23,
08001 Barcelona, Spain

■ **Entre Latas**

C/ de Torrijos, 16,
08012 Barcelona, Spain

■ **Desigual Barcelona
Plaze**

Pl. de Catalunya, 9,
08002 Barcelona, Spain

■ **Chandal**

Carrer d'en Tantarantana,
16, 08003 Barcelona,
Spain

■ **Zara**

Pl. de Catalunya, 5,
08002 Barcelona, Spain

MEET US AT



**SHOP
TALK**

**REQUEST AN
ON-SITE
INTERVIEW
[HERE!](#)**

TUESDAY

THE TEAL STAGE

Case Studies: Using Customer Data to Surprise and Delight

The role of data in creating a cohesive and enjoyable customer experience has never been more important. In this session, three brand and retailer executives will share recent initiatives that have leveraged data to create exceptional customer experiences, including how they moved the needle around acquisition, retention, sales and more.

11:00am – 11:40am CEST // 9 May 2023

THE LIME STAGE

Simplifying Online Product Search and Discovery

Shoppers are more inclined to abandon their online shopping journey if they are unable to find the products they want, making seamless search and product discovery an imperative. This session will feature leaders leveraging AI-powered predictive search and product recommendations, computer vision and more to help consumers more easily find the products they desire, recommend suitable substitutes, and surface new, relevant products to increase their basket size.

11:50am – 12:30pm CEST // 9. May 2023

THE YELLOW STAGE

Innovation Strategies to Thrive in Retail's Next Decade

Although challenging economic times may tempt executives to decelerate innovation, that behavior is extremely risky to their long-term success. This session will explore ways retailers and brands approach innovation today, ranging from groundbreaking partnerships to innovation labs to innovation teams within individual business units.

2:35pm – 3:15pm CEST // 9 May 2023

THE TEAL STAGE

Building Unified Retail Experiences

Forward-thinking retailers and brands have started to talk about "unified retail" in place of omnichannel, in order to underscore that distinct, siloed online and offline channels do not align with how people shop or buy. In this session, three senior leaders will speak to how their companies are making the leap beyond omnichannel to unified retail.

3:25pm – 4:05pm CEST // 9. May 2023

WEDNESDAY

THE TERRACOTTA STAGE

Creating Immersive Experiences in Augmented, Mixed and Virtual Realities

While the long-term vision for the metaverse is a 3D, virtual world distinct from our own, it's unlikely that we'll see a bright dividing line between the "real" world and the metaverse. Instead, technologies like mixed and augmented reality will blend digital information and the physical world in exciting new ways. This session will feature presentations from leaders at three companies leveraging new technologies to create groundbreaking experiences. They will share both how they are unlocking short-term metaverse opportunities while keeping an eye on the longer term future.

1:00pm – 1:40pm CEST // 10 May 2023

THE YELLOW STAGE

Groundbreaking Physical Retail Technologies

Unpacking The S Of ESG Within Your Payments and Checkout Strategy

Learn how retailers are responding to ESG demands in 2023 and how this has developed over the last three years of disruption and the current cost of living crisis. Discover what an effective social purpose strategy looks like for a retailer and what organizations are doing in this space, and find out why retailers should approach social purpose within their payments and checkout strategy. Explore how micro-donations enablement fits into businesses' social purpose agenda and its impact on communities, customers, and workforce. Plus, discover how social purpose will evolve over the next three years within retail payments and checkout and what retailers can do to prepare.

1:50pm – 2:30pm CEST // 10 May 2023

THE YELLOW STAGE

Effective Digital Commerce Technologies

JTechnology is making digital shopping more inspirational and immersive, and at the same time more convenient as friction is driven out of the process. Offerings range from 3D and AR solutions that enable the metaverse to social commerce tools that make checkout from these discovery platforms nearly instantaneous. This session will feature technologies that enhance and make the online shopping experience more effective. The Founders/CEOs will briefly present their solutions, then engage in a discussion about opportunities for retailers and brands to improve their digital offerings

4:05pm – 4:45pm CEST // 10 MAY 2023

THE LIME STAGE

Next Generation Automation: Robotics, Checkouts and Beyond

The world of data and AI can be helpful for retailers but simultaneously overwhelming. Companies today have invested a lot in data platforms and analytics but oftentimes are stuck with what to do with the information. This Track Keynote will discuss how one leading retailer is empowering their employees to leverage the full power of their data analytics.

4:55pm – 5:35pm CEST 10 MAY 2023

THURSDAY

THE LIME STAGE

New Grocery Technologies Worth the Hype

With a seemingly never-ending array of technology solutions that promise to solve the grocery industry's challenges, it can be hard to determine which investments to make. In this high-energy panel discussion, three grocery experts will debate the merits of online and in-store grocery technologies, from livestream shopping to the metaverse and aisle-roaming inventory robots to microfulfillment centres. They'll offer their take on technologies providing clear value to grocery shoppers and retailers, and others that should be more cautiously considered.

9:50am – 10:30am CEST 11 MAY 2023

THE TEAL STAGE

New Approaches to Frictionless Payments and Checkout

Retailers and brands are introducing new payments and checkout options to meet heightened consumer expectations for speed and convenience. One-click checkout, the enablement of crypto payments, Buy Now Pay Later and automated checkout are just a handful of new offerings being introduced online and in stores. In this session, industry leaders will discuss how these and other payments and checkout offerings can lead to increased basket sizes, more shopping visits, and ultimately remove friction from the shopping experience.

3:00pm – 3:40pm CEST 11 MAY 2023

