





Agenda

9.00-9.50	REGISTRATION
9.50-10.00	OPENING THE CONFERENCE. INTRODUCTION.
10.00-10.30	 <p>Invidis consulting</p> <p><i>Florian Rotberg</i></p> <p>Managing director</p> <p>"Turning Stores Into Stories – Digitally enabled Customer Journey"</p>
10.30-11.00	 <p>Microsoft</p> <p><i>Andrey Pachikin</i></p> <p>Business Development Director</p> <p>"The future of retail: how new Digital Signage technologies will change the way of shopping"</p>
11.00-11.30	 <p>Russ Outdoor</p> <p><i>Dmitry Gribkov</i></p> <p>Director of marketing and sales department</p> <p>"Digital Out-of-Home: new tools for advertising campaigns"</p>
11.30-12.00	 <p>Benetton</p> <p><i>Giovanni Flore</i></p> <p>Benetton Digital Signage Project manager</p> <p>"The Benetton store as the Place of Limitless Experiences"</p>

12.00-12.30	<p style="text-align: center;">Panel discussion</p> <p style="text-align: center;">"Digital Signage in Russian reality"</p>
12.30-13.00	COFFEE-BREAK
13.00-13.30	<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p>DigiSky Group</p> <p><i>Vladimir Kozlov</i></p> <p>CEO</p> <p>"Content concept for Digital Signage"</p> </div> </div>
13.30-14.00	<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p>Ikea centres Russia</p> <p><i>Anna Buzulukova</i></p> <p>Internal communications specialist</p> </div> </div> <div style="display: flex; align-items: center; margin-top: 20px;">  <div style="margin-left: 20px;"> <p><i>Nikolay Nedelchuk</i></p> <p>Commercial projects coordinator</p> <p>"Co-worker's TV IKEA Centres Russia"</p> </div> </div>
14.00-14.30	<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p>LG Electronics, Kidzania</p> <p><i>Nikolay Alae</i></p> <p><i>Vyacheslav Kuteev</i></p> </div> </div> <div style="display: flex; align-items: center; margin-top: 20px;">  <div style="margin-left: 20px;"> <p>"Digital Signage – New methods.innovations for your business."</p> </div> </div>

14.30-15.00	<div></div> <div>TASHIR media <i>Sergey Orekhov</i> Executive director "Digital Signage in modern shopping mall"</div>
15.00-15.30	<div></div> <div>Xplace <i>Emil Zagirov</i> International Sales manager "Electronic shelf labels. Experience and purpose of implementation"</div>
15.30-17.00	LOTTERY, COMMUNICATION IN DEMO-ZONE

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