



MAY 9TH | MILAN, ITALY

# MEETING OF THE MINDS

A ROUNDTABLE ON RETAIL INNOVATION

Lenovo

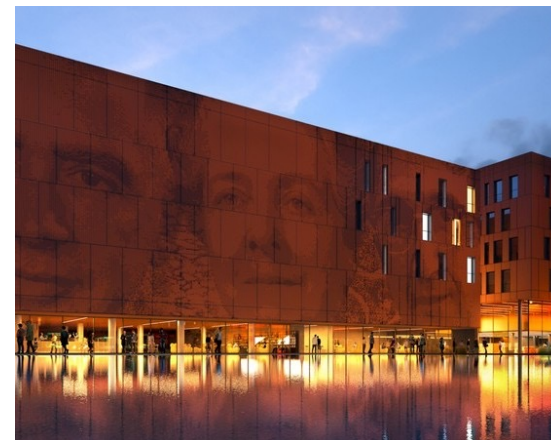
VSBLTY

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by Johnson Controls





## Let's Talk Transformational Retail

Just what is the shape of retail in our post pandemic world? Transformation born of necessity and resillience.

On and offline retail channels are increasingly coming together to redefine the retail experience. With warp-speed integration into new channels how can online retail deliver profitable growth?

Store as a Medium will reshape the in-store experience and unveil new revenue streams for retailers. More powerful brand messages at the moment of truth will transform the retail experience for customers.

A.I and AR: How can retailers make the most of these new tools?

How do you reinvent the store in an Omnichannel world?

What are the true opportunities lying in wait in the Metaverse, or is it merely just another channel?

And what technologies should retailers invest in to transform their businesses and make them fit for purpose and more profitable? The world is changing at a faster pace than ever - how does retail keep ahead of the curve?



Hosted by David Roth  
Chairman of Brand2  
CEO of The Store WPP, EMEA & Asia

## Roundtable Topics

- Transformational Change
- Bricks and Clicks Integration
- Store as a Medium
- What Will the Metaverse Bring?

### Opening Video

Every image in the opening video was generated by **BAV.ISSION**: a blend of AI technology and data science, but not forgetting human word-smith know-how.

# Agenda

Date: May 9

Time: after 17:00 (CET time)

**David Roth** (Moderator)

Global overview on retail word (10 min)

**Massimo Volpe** (CEO-Founder, Retail Hub)

Retail Innovation Trends (10 min)

**Enrico Nosedà** (Cariplo Factory)

Federated Innovation presentation (5 min)

**Jay Hutton** (CEO VSBLTY) VSBLTY Presentation

Store as a Medium (10 mins)

**Alfredo Sassi** (CEO H-Ventures and Vice President ASSORAM)

Retail and Life Sciences (10 mins)

**ROUNDTABLE I 3-4 Experts** (45min) – International View

**ROUNDTABLE II – 3-4 Experts** (45 min) – Italian Focus

Networking and Aperitif (30 min)



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## EVENT GOALS & OBJECTIVES

Foster innovation and collaboration within the retail tech area

Opportunity to expand the network and explore potential partnerships

## TARGET AUDIENCE:

C-level executives and decision-makers from federated innovation members, as well as prospective clients interested in retail innovation

## RSVP:

<https://www.eventbrite.it/e/meeting-of-the-minds-a-roundtable-on-retail-innovation-tickets-616504019117>