

# International **CITY RETAIL** Experience 2018

Innovative strategies  
for strong midsize cities

## Draft Congress Programme [ICRE2018](#) April 5 2018, De Tamboer Hoogeveen (NL)

- 09:00 – 10:00 Welcome and registration participants
- 10:00 Start of the programme  
Chairman of the day: **Donatello Piras**  
Welcome by **Karel Loohuis, mayor of Hoogeveen**
- During the plenary session: Q&A, voting and comments from the participants
- 10:15 Opening speech **Mona Keijzer, State secretary of Economic Affairs and Henk Brink, Provincial Executive Drenthe, on Dutch 'retaildeals'**  
The Netherlands are leading in Europe when it comes to new ways of revitalizing city retail areas. Retail entrepreneurs and property owners cooperate with all levels of government to form 'Retail Deals' aimed at transforming inner city retail areas. The government of Drenthe is one of the front runners within the Netherlands with such a 'Retail Deal' between all the regional stakeholders.
- 10:40 Interview with **Simon Quin, director & visiting Professor, Institute of Place Management, Manchester Metropolitan University**  
What are the 25 success factors to promote a city center's vitality and viability?  
Simon is a recognized international authority on urban place management with over two decades of experience.
- 10:50 Interview with **Lluis Martinez-Ribes, co-founder at m+f=!(MF marketing catalysts S.L.)**  
Lluis serves game changers to co-shape brain-pleasing brands and purchasing experiences, by using latest generation marketing like neuroscience, digitization, and semiotics. Lluis will be interviewed on how a city can express the "flag" (the promise) by shaping a brain-pleasing city-retail solution customers would like to experience
- 11:00 Coffee and tea break
- 11:30 In the spotlight  
**RetailLink** parade of innovations (**RetailLink** partners)



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11:55 Keynote speech  
**Björn Kuipers, Dutch football referee (FIFA and UEFA elite group referee), also award winning entrepreneur (owner of Jumbo supermarket Oldenzaal).**

12:20 Lunch break

- Food & Drinks
- Exhibition
- Poster Presentations
- Program by VPNG (Vereniging Projectmanagement Nederlandse Gemeenten)

13:45 Parallel sessions round 1:

## **How to create loyalty through consistency**

Boris Suriya, a Global Shaper and participant at the World Economic Forum, Davos

## **Local program**

A specific program will be offered for local retailers (in Dutch)

## **City branding**

By Roger Pride, expert on city branding and positioning (Heavenly Creative Consultancy)

- What is the power of city branding?
- How to establish the identity of your city? Use the test to find out what the next step for your city should be!

## **Tools for compacting and transforming retail areas**

What tools do government and private companies have to revitalize the retail sector in medium-sized cities?

- Practices from the Dutch retail agenda and from other countries

## **25 factors promoting a city center's vitality and viability**

What 25 factors affect the performance of your town and city centres?

- Simon will present High Street UK 2020, a knowledge exchange project. He and his team researched resulting into a top 25. The 25 most important factors range from logical activity hours and visual appearance of the public space to a common vision of stakeholders and cooperation in store development.

## **Urban Space**

How to create an urban space that is inviting and stimulating for people to visit

- Pleasant Places Happy People by Sjoerd Soeters



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- Easy Parking by Guiliano Mingardo
- Urban space & retail by Simone D'Antonio

15:00 Coffee and tea break

15:30 Parallel sessions round 2:

### **Customer experience**

How to use customer experience to survive as a retailer

- How do I survive as a brick & mortar retailer by Rob Weiss
- Customer Experience; emotion, intuition and identity by Tom Kikkert

### **Local program**

A specific programme will be offered for local retailers (in Dutch)

### **City-Retail Marketing Strategy**

How to shape a brain-pleasing city-retail solution, that your customers would like to experience

In this talk by Lluís Martínez-Ribes you will learn from a new approach to envisage and set the basis for your own city concept (DNA). A transformative process for local retail based on the idea of pleasing the consumer's brain

### **Urban Space in transformation**

How to transform and compact your retail area?

- By Janny Rijs (Broekhuis Rijs Advisering), Huib Lubbers Retail Management Consultants (RMC), Alex Tudose (Gradinescu)

16:45 Network drinks

### **NB**

- More information on speakers/sessions will follow
- Check our website [www.icre2018.eu](http://www.icre2018.eu)!
- Congress language: English

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