

	Sunday, March 5	Monday, March 6	Tuesday, March 7	Wednesday, March 8	Thursday, March 9
10:00	POP AI do Brasil - Group Greeting				
10:30	TBA	"Optimized Customer Journeys with Proximity Solutions" Tanja Kruse Brandao, Smart Media Alliance	"How to increase Customer Loyalty by Light Installations" Dr. Christoph Peitz, OSRAM GmbH, Germany	"Future Shopping 2030 +" Dr. Gerd Wolfram, IoT Innovation & Consult, Germany	TBA
11:00	TBA	"Boost your Training Impact with Brain Based Learning" Wouter van der Ley & Maarten de Haan Blue Ocean Company/BLND Academy	"Retail killed the TV Star - Intelligente Omnichannel-Handelswerbung stellt Klassische TV Werbung in Frage." Dr. Klaus Holger Kille, Brand Logistics.NET, Germany	"3D Printing" Sharon Rotschild, Massivit 3D Printing Technologies, Israel	"Instant Product innovating the Retail Experience to entice Shoppers back In-Store" Tat Tran, Roland DG, UK
11:30	"Emotional Shopping: People love People" Frank Rehme, gmvteam GmbH, Germany	"The Integrated Customer Journey comes alive." Michel van Tongere, SVT Branding + Design Group, NL	"The Integration of Shopfitting and P.O.P. Companies." Edward Lee Tchai, Tchai International, NL	"Digitale Transformation in der visuellen Kommunikation" Artur Janiszek & Harald Rettich, Westform GmbH & Co. KG, Germany	"Digital Signage: Your Performance Marketing Offline" Sergey Galeev, Addressity, Russia
12:00	"About SHOP!" Steven Weiss, SHOP! USA, USA	"About SHOP!" Steven Weiss, SHOP! USA, USA	"About SHOP!" Steven Weiss, SHOP! USA, USA	"About SHOP!" Steven Weiss, SHOP! USA, USA	"About SHOP!" Steven Weiss, SHOP! USA, USA
12:15	"LED Display Installations in Retail, meeting the Challenges." Mona Dennewill, Absen GmbH, Germany	"Store of the Future" Frank Quix, Q&A, Netherlands	"Case Study Benefit / International and Global Project" Laurent Vasseur, MEDIA 6, France	"Retail Expansion" Marc Eisenbach, danpearlman, Germany	"Digitization: Will the User forget? What is the Role of Strategy?" André Dahms POPAI DACH e.V., Germany
12:45	TBA Martin Kingdon POPAI Uk & Ireland	"Experience per Squaremeter" Nicole Srock.Stanley, danpearlman, Germany	"Case Study: Mister Spex" Volker Katschinski, danpearlman, Germany	"Value and Risks of innovative Customer Tracking Analysis." Ralf Schienke, Fujitsu Technology Solutions, Germany	"Shopability For Profitability: How to go from data straight to decision making? " Martin Birac, Monolith, Crossmarks bv, NL
13:15	"Sensory Marketing: How to enchant the Customer?" Wojciech Grendziński & Joanna Langer, IMS S.A., Poland	"European POS-Trends" Markus Weißgerber, STI Group, Germany	"Technology and Marketing" Claus Adams, Cheil Germany GmbH, Germany	"Breakthrough in Automated In-Store Product Positioning - The Science behind it!" Nils Hulth, Pricer, France	TBA
13:45	"Holographic Displays" Martin Rupp, HOLOCO GmbH, Germany	"Future Value Networks: Chances, Roles & Rules." Rüdiger Hagedorn, The Consumer Goods Forum, Germany	"GfK Future Buy - Digital Shopping Behaviour across Channels, Markets and Categories" Norrelle Goldring, GfK Australia	"Innovation that leads to the WOW Effect for refrigerated POS Promotions." Sven Danneels, DRU Coolers, Belgium	TBA Martin Kingdon POPAI Uk & Ireland
14:15	"FUTURE CITY – a Sphere of Retail Experience and Digital Communication" Kathrin Mussmann, Future Retail Init, Germany	"Customer Behavior in a digital World" Dalibor Sumiga, Promosapiens, Croatia	"Retail 2020- What needs to be done NOW" Benjamin Brüser, BR-AIN Brüser Architektur & Innovation, Germany	"Is a shopping Crowd a buying Crowd?" Results of a Study with 24/7 Debit Card and wifi Foot Traffic Data Huib Lubbers, Bureau RMC and City Traffic, NL	
14:45	"Psychology & Design - Can one benefit the Other?" Kate Nightingale, Style Psychology Ltd., UK	"Trends and Innovations" Thomas Möcker, SHARP Business Systems, Germany	"Must See Innovations: A Collection of the Best for 2017" Nick Jones, Arc / Leo Burnett, USA	"FUTURE CITY – a Sphere of Retail Experience and Digital Communication" Kathrin Mussmann, Future Retail Init, Germany	
15:15	"Trends and Innovations" Thomas Möcker, SHARP Business Systems, Germany	"TBA" Jann Eicker, Saatchi & Saatchi GmbH, Germany	"Shopper Validated Display" Claudia Rivinius, STI Group, Germany	"Retail Experience New York City" Frank Rehme, gmvteam GmbH, Germany	
15:45	"Virtual Reality for Consumer Research" Wenda Kielstra, Consumatics, NL	"Competitive Intelligence via Crowdsourcing" Dr. Robert Lokaiczkyk, appJobber GmbH, Germany	"Retail Experience New York City" Frank Rehme, gmvteam GmbH, Germany	"TBA" Björn Seele & Axel Ricker, addcube, Germany	
16:30	POP AI / SHOP! Global Awards Winners Announcement	"Emotional Shopping: People love People" Frank Rehme, gmvteam GmbH, Germany	"Open Monitor- revolutionizes known Standards in the Advertising Market - new Benchmarks for Expiry and Quality Controls" Michael Scholtyssek, Global Innovations Germany	"Kim und Alexa in der Handelsfiliale – Wenn Regale sprechen lernen!" Volker Wissmann, Online Software AG, Germany	
17:00	POP AI DACH e.V. Announcement Award Nominations Karin Wunderlich & Susanne Sorg, POPAI DACH E.V. Board	"Need for a Digital and Content Strategy" André Dahms POPAI DACH e.V., Germany	"Challenges for Digital Transformation" André Dahms, POPAI DACH e.V., Germany	TBA Martin Kingdon POPAI Uk & Ireland	