

## Ambiente Academy

Hall 9.1, Stand D90

[ambiente.messefrankfurt.com/academy](http://ambiente.messefrankfurt.com/academy)

	<i>Friday</i> 8. 2. 2019	<i>Saturday</i> 9. 2. 2019	<i>Sunday</i> 10. 2. 2019	<i>Monday</i> 11. 2. 2019	<i>Tuesday</i> 12. 2. 2019
11.30 – 12.00	<b>Ambiente Trends 2019</b> Annetta Palmisano Stilbüro bora.herke.palmisano	<b>Ambiente Trends 2019</b> Annetta Palmisano Stilbüro bora.herke.palmisano	<b>Ambiente Trends 2019</b> Annetta Palmisano Stilbüro bora.herke.palmisano	<b>Ambiente Trends 2019</b> Annetta Palmisano Stilbüro bora.herke.palmisano	<b>Ambiente Trends 2019</b> Annetta Palmisano Stilbüro bora.herke.palmisano
12.15 – 12.45	<b>How to create Brand Lovers – digital marketing as success factor</b> Nikolai Gruschwitz Waketo GmbH Founder and Managing Director	<b>What (digital) retail should do – recommendations for action by an e-commerce pioneer</b> Q&A session with <b>Sascha Tapken</b> Ferdinand Holzmann Verlag Editor-in-Chief and Project Manager möbel kultur und küchenprofi  <b>Frank Levita</b> Fissler GmbH Head of E-Commerce National	<b>Big ideas in small places – strong concepts for spatial richness</b> Javier Guzmán Benito Zoooco Estudio Architect and owner	<b>The store as the most important point of contact – today and tomorrow</b> Martin Gaber JosDeVries StudioMÜ GmbH Partner/Senior Consultant	<b>Digital transformation – efficient solutions in retail business</b> Alexander Fatseas Waketo GmbH Head of Digitalisation
13.00 – 13.30	<b>Experience per square metre: success formula for high-street retail</b> Karen Klessinger dan pearlman Group Creative Director and member of the Management Board	<b>The future of retail – Omnichannel Retailing in the digital world</b> Antony Welfare ORACLE Corporation UK Ltd. Innovation Strategy Director, author of "The Retail Handbook"	<b>Retail and social media – does it work?</b> Beatrix Gutmann Karstadt Warenhäuser Social Media Marketing Manager	<b>How Amazon saved our department store – the success story of a restructuring</b> Sibylle and Tobias Schuhmacher InnKaufhaus Schuhmacher KG Owners and Managing Directors	<b>Channel whatever – the customer journey in the DIY segment</b> Gero Becker IFH/ECC Köln Senior Project Manager Focusing on customer journey benchmarking
13.45 – 14.15	<b>The future of retail – Omnichannel Retailing in the digital world</b> Antony Welfare ORACLE Corporation UK Ltd. Innovation Strategy Director, author of "The Retail Handbook"	<b>Conversational commerce, chatbots and voice assistants – the new touchpoints in retail</b> Antonia Ermacora chatShopper GmbH CEO and Co-Founder	<b>The future of influencer marketing – opportunities and possibilities for the high-street retail trade</b> Q&A session with <b>Stefan Suchanek</b> Agentur RaumKunst Founder and Managing Director  <b>Maria Astor alias Masha</b> Influencer and lifestyle blogger	<b>Customer Experience 4.0 – the human and machine factor</b> Roxanna Noll Zukunftsinstitut Workshop GmbH Project Manager and Design Thinker	<b>Influencer marketing – practical information and tips</b> Q&A session with <b>Stefan Suchanek</b> Agentur RaumKunst Founder and Managing Director  <b>Marlis Jahnke</b> INPROMO GmbH Managing Partner, Founder of the HashtagLove influencer marketing platform and author of "Influencer Marketing"
14.30 – 15.00	<b>Ambiente Trends 2019</b> Annetta Palmisano Stilbüro bora.herke.palmisano	<b>Ambiente Trends 2019</b> Annetta Palmisano Stilbüro bora.herke.palmisano	<b>Ambiente Trends 2019</b> Annetta Palmisano Stilbüro bora.herke.palmisano	<b>Ambiente Trends 2019</b> Annetta Palmisano Stilbüro bora.herke.palmisano	<b>Ambiente Trends 2019</b> Annetta Palmisano Stilbüro bora.herke.palmisano

Lectures in German and English. Simultaneous translation.

Subject to change. As of: 15.10.2018