

# Retail Digital Signage Expo 2017 Conference Overview

Mon 8 <sup>th</sup> May	RDSE CONFERENCE - In association with INTEL	Tue 9 <sup>th</sup> May	RDSE CONFERENCE - In association with INTEL
10:20-10:25	<p>Chair's Intro and welcome:</p> <p>Branwell Johnson, Head of Content, <b>PROPELLER</b></p>	10:20-10:25	<p>Chair's Intro and welcome:</p> <p>Branwell Johnson, Head of Content, <b>PROPELLER</b></p>
10:25-10:55	<p>KEYNOTE: HOW ICA GRUPPE, THE LEADING FOOD RETAIL IN SWEDEN, ROLLED OUT 6000 SCREENS IN 500 STORES</p> <p>Fredrik Holmvik, Chief ICA Media, <b>ICA GRUPPE SWEDEN</b></p>	10:25-10:55	<p>KEYNOTE: THE VALUE OF IMPLEMENTING INTERACTIVE DIGITAL SIGNAGE SOLUTIONS IN RETAIL ENVIRONMENTS</p> <p>Richard Corps, Managing Director Ads Reality, part of <b>GAME DIGITAL</b></p> <p>Christie Rice, Global Digital Signage &amp; Interactive Kiosk Segment Director, Internet of Things Group, <b>INTEL CORPORATION</b></p>
11:10-11:40	<p>WORKSHOP: TURNING DATA INTO DOLLARS - GETTING THE MOST INSIGHTS OUT OF RETAIL ANALYTICS</p> <p>Florian Rotberg, MD &amp; Owner, <b>INVIDIS CONSULTING</b></p> <p>Stewart Caddick, Managing Director, <b>RCD DUBAI</b></p>	11:10-11:40	<p>LESSONS LEARNT FROM LAUNCHING THE BIGGEST DIGITAL SCREEN IN DIXON'S FLAGSHIP STORE</p> <p>Kash Ghedia, Head of Technology, <b>DIXONS CARPHONE</b></p>

<p><b>11:55-12:25</b></p>	<p>WORKSHOP: ANALYTICS FOR OFFLINE RETAILERS AND HOW TO LEVERAGE OFFLINE TO ONLINE OPPORTUNITIES</p> <p>Jaume Portell, CEO, <b>BEABLOO</b></p>	<p><b>11:55-12:25</b></p>	<p>WORKSHOP: USING AUDIENCE DATA TO OPTIMISE YOUR DIGITAL IN-STORE STRATEGY</p> <p>Adrian Exton, Regional Manager, <b>QUIVIDI</b></p>
<p><b>12:40-13:10</b></p>	<p>WORKSHOP: USING AUDIENCE DATA TO OPTIMISE YOUR DIGITAL IN-STORE STRATEGY</p> <p>Adrian Exton, Regional Manager, <b>QUIVIDI</b></p>	<p><b>12:40-13:10</b></p>	<p>WORKSHOP DIGITAL SIGNAGE- LESS DOWNTIME, LOWER EXPENSES, MORE VALUE THROUGH REMOTE MANAGEMENT</p> <p>Tim Deutschmann, Sales Manager, Computing Solutions, <b>LITTLEBIT TECHNOLOGY</b></p>
<p><b>13:10-14:00</b></p>	<p>LUNCH BREAK</p>	<p><b>13:10-14:00</b></p>	<p>LUNCH BREAK</p>
<p><b>14:00-14:30</b></p>	<p>WORKSHOP DIGITAL SIGNAGE- LESS DOWNTIME, LOWER EXPENSES, MORE VALUE THROUGH REMOTE MANAGEMENT</p> <p>Tim Deutschmann, Sales Manager, Computing Solutions, <b>LITTLEBIT TECHNOLOGY</b></p>	<p><b>14:00-14:30</b></p>	<p>WORKSHOP: ANALYTICS FOR OFFLINE RETAILERS AND HOW TO LEVERAGE ONLINE TO OFFLINE OPPORTUNITIES</p> <p>Jaume Portell, CEO, <b>BEABLOO</b></p>
<p><b>14:45-15:15</b></p>	<p>TRANSPORT FOR LONDON'S USE OF DIGITAL SCREENS TO DEVELOP A WORLD CLASS ADVERTISING ESTATE</p> <p>John Pizzamiglio, Lead for Advertising Strategy, <b>TRANSPORT FOR LONDON</b></p>	<p><b>14:45-15:15</b></p>	<p>EVERYTHING YOU NEED TO KNOW ABOUT GOOGLE'S IMPLEMENTATION IN DIGITAL SIGNAGE</p> <p>Peter Critchley, Managing Director, <b>BEAVER GROUP</b></p> <p>Mark Grady, EMEA Lead, <b>GOOGLE</b></p>

<p><b>15:30-16:00</b></p>	<p>HOW DFS USED DIGITAL SIGNAGE TO MAXIMISE STORE SPACE</p> <p>Russell Harte, Group Technology Director, <b>DFS</b></p>	<p><b>15:30-16:00</b></p>	<p>WORKSHOP: TOP OF DIGITAL SIGNAGE – BEST PRACTICE RETAIL DIGITAL SIGNAGE</p> <p>Florian Rotberg, MD &amp; Owner, INVIDIS CONSULTING</p> <p>Stewart Caddick, Managing Director, <b>RCD DUBAI</b></p>
<p><b>END OF CONFERENCE</b></p>			