

TRMarketplace announces knowledge and actionable insights programme

TRBusiness is delighted to announce a comprehensive webinar and workshop programme during the 2020 TRMarketplace event, offering unparalleled actionable insights and analysis.

In partnership with leading industry research agency m1nd-set, the interactive workshops and webinars will take place throughout **the week-long inaugural industry digital forum, TRMarketplace**, running from 28 September to 2 October.

The knowledge and insights programme will feature exclusive insights from m1nd-set and a host of other experts carrying a number of key themes. The webinars and workshops will include category-specific insights; analysis by market and region; dedicated sessions on cruise, inflight as well as airport retail; plus a number of other pertinent topics to help the industry understand the new realities for travel retail in the post-Covid-19 world.

These will include sessions on the luxury sector, customer engagement, sustainability, design and segment-specific data, to name a few.

Pre-registration for TRMarketplace is now open for retailers, airports, cruise lines, border stores and airlines, who will gain free-of-charge access to the TRMarketplace, which will take place on the dates of the original TFWA Cannes event, 28 September – 2 October.

All interested parties, click below for more information and/or to pre-register.

Among the key components of the comprehensive insights programme, the category insights webinars and workshops will bring together the combined expertise of TRBusiness, m1nd-set and leading retail training organisation, the Institute of International Retail. With TRBusiness acting as host and moderator, m1nd-set will present an in-depth series of category-specific insights regarding pre- and post Covid-19 shopping behaviour, detailing expectations, emotions, needs and intentions among global travellers.

Across 11 separate sessions for each of the major categories, m1nd-set will also provide insights on expected basket size and mix, available budget, interaction with staff and other communication touchpoints as well as shopper reaction to the digitalisation of displays and marketing activations.

As announced, TRMarketplace is available for all categories and will allow each supplier/brand access to a dedicated 'brand hub', where they can showcase their respective product portfolios. Brands can upload all relevant documentation for visitors to browse and download (access restricted).

With a fixed price to exhibit of GBP£4,495 (ex VAT) – for every company regardless of size – TRBusiness and Bluedog Productions believe that this opportunity is accessible to all.

To register your interest to exhibit, click here.

11 Webinars & Interactive Workshops

11 Category specific webinars, followed by interactive workshops	 Perfumes	 Skincare	 Make-up
 Alcohol	 Tobacco	 Toys	 Confectionery
 Fashion & Accessories	 Jewellery & Watches	 Electronics	 Sunglasses

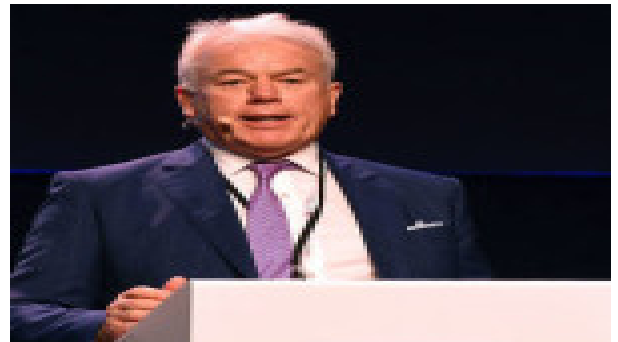


 TRBusiness The leading provider of duty free & travel retail news TRBusiness hosts and moderates each of the 11 webinars (45 min.), followed by interactive workshops (45 min.) between September 28 and October 2, 2020.	 mind-set expert in travel market research mind-set presents category specific insights regarding pre- and post C-19 shopping behaviour (expectations, emotions, needs, intentions, staff interaction, shopping basket, available budget, touch points, digitalization of displays & activations etc.).	 IIR THE INSTITUTE OF INTERNATIONAL RETAIL IIR presents actionable implementations and training guidelines based on the consumer insights to support industry players in each category to successfully open and run the TR/DF shops, grow their business, and to achieve global Travel Retail standards.
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THE INSTITUTE OF INTERNATIONAL RETAIL (IIR) A SPRINGBOARD TO SUCCESS IN THE POST COVID-19 CONTEXT

IIR will present actionable implementations and training guidelines based on the consumer insights to support industry players in each category. IIR's insights will aim to help retailers successfully reopen and run the duty free and travel retail shops, grow their business, and achieve global travel retail standards, while supporting brands with category specific learnings for travel retail marketers and brand ambassadors.

Derek Hughes, Managing Director at IIR (right) welcomed the ground-breaking initiative: "We are delighted to be collaborating with two industry leaders in their respective fields – trade media and consumer insights – and to participate in this global online forum. IIR has been successfully providing key training for the domestic and travel retail industry for several years now and our online learning environment has already proved to be highly effective in delivering quality education programmes.



These webinars will bring together key consumer insights and bespoke learnings on actionable training guidelines in the new post-Covid-19 retail context. We believe this detailed webinar programme will be an essential educational tool for the travel retail industry."

Peter Mohn, Owner and CEO at mind-set added: "We've received immensely positive feedback following the launch of the TRConnect webinar series, in which we are a key partner with TRBusiness. The industry-wide appreciation of our contributions to the IIR has also been extremely encouraging. We have seen a growing appetite for reliable, relevant consumer insights, especially since the Covid-19 outbreak so we are delighted to be partnering with TRBusiness from the outset on this excellent TRMarketplace webinar initiative."

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OPEN TO INDUSTRY ASSOCIATIONS

Nigel Hardy and Janice Hook (left), joint owners and Managing Directors at TRBusiness (left) welcomed the partnership. “Given the huge success of the inaugural TRConnect webinar, the evident appetite for knowledge and data across the industry, especially now with the cancellation of all the industry events for 2020, we know there is an overwhelming interest in what we will be collectively presenting during the week’s webinar programme,” said Hook.

“We are privileged to be working with the industry leader in shopper insights, our close partners at m1nd-set and we are delighted and honoured to welcome the The Institute of International Retail as another key partner of the TRMarketplace forum, added Hardy.

Other components of the TRMarketplace webinar programme will be announced in the near future. For more information on the webinars, please contact Michael@TRBusiness.com.

Companies signing up for the TRMarketplace, brand-owners, buyers or other visitors, will have unlimited complimentary access to the webinars and workshops. Access will only be available to registered delegates.

For information about participating and showcasing products to key buyers from the global duty free and travel retail industry at the TRMarketplace, please contact Nigel Hardy: Nigel@TRBusiness.com, Ben Webb: Ben@TRBusiness.com or Helen Chater: Helen@TRBusiness.com.