

Stellar speaker lineup at TRMarketplace; more programme details revealed

TRBusiness and Bluedog Productions are encouraging all travel retail and duty free stakeholders to sign up for an unmissable knowledge and insights programme at the industry's inaugural digital forum - TRMarketplace (28 September to 02 October.)



Comprehensive e-learning sessions, organised in partnership with leading travel retail research agency m1nd-set, will run throughout the five-day event and promises unparalleled depth and value, with more than 20 individual sessions and an unrivalled lineup of senior executives from all sections of the industry.

DIVERSE AND RELEVANT AGENDA

In addition to an extensive category-specific webinar series, which will cover all the major duty free and travel retail product categories, the webinar programme will feature sessions on digital and data; the Chinese and Korean markets; the inflight, cruise and ferry retail sectors and exclusive coaching sessions with behavioural change expert Mark Taylor, **as announced** recently,

In addition, TRMarketplace will present the inaugural (*and long-awaited*) Travel Retail Sustainability Forum and a special Travel Retail 2.0 webinar, which will focus on how the future travel retail business and partnership model should evolve.

And that's not all TRBusiness is also delighted to announce that Ramesh Cidambi, Chief Operating Officer at Dubai Duty Free will provide the keynote address during the welcome session on Monday 28 September.

Each webinar will commence with a brief consumer insights overview by research partner m1nd-set. One of the members of the management team – Peter Mohn, Clara Susset, Camila Estrada and Anna Marchesini – will each present up-to-the-minute shopper insights from research undertaken in recent weeks.

The insights will reveal intended shopper behaviours among a global panel of consumers for each category, market or retail channel when international travel resumes.

The category-specific webinars will also feature recommendations for shop-floor staff – sales associates and brand ambassadors – on how to adapt to the new post-Covid shopper behaviour, with recommendations from the Institute of International Retail (IIR), the company behind the Duty Free World Council Academy (DFWCA), in partnership with the DFWC.

All webinars will feature dynamic and interactive round table discussions, with input from specialists from each category or sector. Participants will reflect on the consumer insights and provide their own respective knowledge and perspectives on how the industry could, should or must evolve, in order to remain relevant to the travelling customer when international flights resume on a global scale.

The diverse programme will promise thought-provoking input from a wide range of experts from within the industry, including 3Sixty Duty Free, Adaptive, Centre for Duty Free, Concourse Display Management, Distell, Dubai Duty Free, Duty Free Innovation, E Gluck, Gate Retail, Harding Retail, IWSR, Jincheng Tongda

Stellar speaker lineup at TRMarketplace; more programme details revealed

& Neil Law Firm (*China Duty Free analysts*), Kepios/DataReportal, KPMG, Lagardère Travel Retail, MAGO, Mars Wrigley, Mondelez World Travel Retail, Caroline South Associates, Starboard Cruise Services, Taylored Development and TRACE Consulting, with several others still to be confirmed.



TRMarketplace participants will hear from multiple high-profile global travel retail executives taking part in the comprehensive e-learning programme.

In addition, the webinar programme will feature the postponed 2020 Travel Retail Awards ceremony, the industry's only consumer-voted awards, which will feature exclusive and unique insights from m1nd-set.

The awards ceremony will include a series of brief consumer insight summaries for each award to explain the consumer feedback on the category and the criteria that defined each winner.

As announced, TRBusiness has nominated the Foundation for Environmental Education (FEE) proposed by Platinum Sponsor Mars Wrigley as the chosen charity for the 2020 Travel Retail Awards fundraiser.

The ceremony will end with the Charity Raffle, which will feature a number of premium products donated by sponsors and brand hub partners, to raise funds for the FEE's Litter Less Campaign New Delhi project (*more information to follow soon.*) Tickets for the raffle are already on sale via the Travel Retail Awards website **Charity Raffle page**.

STRONG BACKING FROM SPONSORS

The webinar programme has attracted strong endorsements, with sponsorships from leading industry retailer Dubai Duty Free for the welcome keynote session; Mondelez World Travel Retail and Lindt & Sprüngli for the confectionery webinar; British American Tobacco for the tobacco webinar; Duty Free Innovation, partner for the Travel Retail Sustainability Forum; and Concourse Display Management for the Travel Retail 2.0 session.

Stellar speaker lineup at TRMarketplace; more programme details revealed

TRBusiness Owners and Joint Managing Directors Nigel Hardy and Janice Hook commented: Were delighted to offer such a wide-ranging cross section of webinars throughout the TRMarketplace event. The variety and quality of the speakers in the programme is testament to the high standards of editorial and conference production we are known and respected for at TRBusiness.

The unparalleled quality and depth of our news output has been complemented by the industrys only insights events this year with the TRConnect webinar series, also produced in partnership with m1nd-set.

Janice Hook and Nigel Hardy, Owners and Joint Managing Directors, TRBusiness.

These have proved hugely popular and the feedback has been immensely positive from all sides of the industry. The TRMarketplace webinar agenda will be even more intense and valuable given the breadth and quality of the content, speakers and sponsors.

For more information about the speakers and programme, visit the TRMarketplace **Knowledge & Insights page here.**

Registration for TRMarketplace is now open and will remain open until 24 August. The deadline for confirming brand hubs has been extended; companies wishing to showcase products and services via a brand hub during the event now have until Monday 24 August to secure their hub.

To find out more about TRMarketplace and to invest in a Brand Hub, contact nigel@trbusiness.com, ben@trbusiness.com and helen@trbusiness.com.

Due to popular demand, TRBusiness has extended the 'Brand Hub' deadline for those wishing to book. Those who do not qualify for the visitor and supplier/brand categories at TRMarketplace can meet brands and enjoy the e-learning programme for a one-off fee of UK GBP £350 [NB: The fee precludes access to TRMarketplace visitors].

The number of exhibiting brands continues to rise rapidly, with leading retail operators and landlords also signing up daily [scroll down].

Stellar speaker lineup at TRMarketplace; more programme details revealed



Stellar speaker lineup at TRMarketplace; more programme details revealed



Stellar speaker lineup at TRMarketplace; more programme details revealed

TRBUSINESS