

**“SERVICE, SPEED, CONVENIENCE, OMNI-CHANNEL:
 KEY MARKETING SUCCESS FACTORS FOR FASHION RETAIL OF TODAY AND TOMORROW”**
TUESDAY, 21/2/2017
10.00 AM – 6.00 PM

- 10.00 am **RFRF FASHION MARKET EXECUTIVE FORUM**
- 10.00 am Opening Speech by Philipp Kronen,
Managing Partner of IGEDO Company
- 10.15 am **Power Point Presentation**
**“Development of clothing exports from the EU-28
 to Russia by product categories, year 2016/15”**
 Speaker: Reinhard E. Doepfer, Chairman of European
 Fashion and Textile Export Council (EFTEC)
- 10.45 am Power Point Presentation
**“Smarter than ever before: the new consumer,
 where, why and how they buy new retail
 strategies to meet their requirements”**
 Speaker: Anna Lebsak Kleimans, Ph.D., CEO of
 Fashion Consulting Group (FCG), Moscow
- 11.45 am Q & A Session
- 12.00 noon **WGSN BUYERS' BRIEFING A/W 2017/18**
- 12.00 noon PowerPoint Presentation
**“Fashion Buyers' Briefing on the key trends
 for Autumn/Winter 2017/18”**
 Speaker: Kim Mannino, Head of WGSN Live, the
 world's leading trend authority, London, UK
- 1.45 pm Q & A Session
- 2.00 pm **RFRF SEMINAR BLOCK SESSION PART I**
 powered by Fashion Consulting Group (FCG)
- 2.15 pm Seminar
**“Three ways to optimize sales of leftovers: How to
 manage assortment non-stop ?”**
 Speaker: Galina Kravchenko, Head of Assorment
 Department of FCG
- 3.15 pm Q & A Session
- 3.30 pm Seminar
**“Fashion e-commerce implementation: What
 retailers need to know to make it work”**
 Speaker: Alexey Salychev, Supervisor and lecturer of
 the fashion e-commerce course at Higher School of
 Economics, former e-commerce director of LOVE
 REPUBLIC, INCITY
- 4.30 pm Q & A Session
- 4.45 pm Seminar
**“Customers' loyalty level: How to evaluate and
 how to improve it”** Speaker: Natalya Chinyonova,
 Leading FCG Consultant on retail business
 technologies
- 5.30 pm Q & A Session
- 5.45 pm End of first RFRF-day

WEDNESDAY, 22/2/2017
10.00 AM – 6.30 PM

- 10.00 am **RFRF SEMINAR BLOCK SESSION PART II**
 powered by PROfashion Publishing House
- 10.00 am Seminar
**“Service technologies for a retail store: Adaptation
 to Russian Reality”** Speaker: Kirill Volkov, Expert of
 Academy of Retail Technology
- 10.45 am Q & A Session
- 11.00 am Seminar
**“System Marketing for fashion manufacturers: How
 to attract, serve and retain customers in business ?”**
 Speaker: Irina Borodavko, CEO of marketing agency
 TOM SOYER
- 11.45 am Q & A Session
- 12.00 noon **“Main service tools, omni-channel opportunities,
 retail price structure, regional specifics”** Moderator:
 Yulya Veshnyakova, CEO of Academy
 of Retail Technology Consulting Agency
- 1.15 pm Q & A Session
- 1.30 pm **WGSN BUYERS' BRIEFING A/W 2017/18**
- 1.30 pm REPEAT PRESENTATION from February 21, 2017
**“Fashion Buyers' Briefing on the key trends for
 Autumn/Winter 2017/18”** Speaker: Kim Mannino,
 Head of WGSN Live, the world's leading trend
 authority, London, UK
- 3.15 pm Q & A Session
- 3.30 pm **RFRF SEMINAR BLOCK SESSION PART II**
(CONTINUATION)
- 3.30 pm Round Table Discussion
**“Opportunities for Russian brands on the German
 market: North Rhine-Westphalia and Duesseldorf
 as business location”** Organizer: Economic
 Development Agency of the German State
 North Rhine-Westphalia NRW.INVEST
- 4.15 pm Q & A Session
- 4.30 pm Workshop
**“How to raise the conversion of a store with the
 help of “scent-marketing” (aromatization)?”**
 Speaker: Sergey Shaban, CEO of THIRD SENSE
- 5.00 pm Q & A Session
- 5.15 pm Seminar **“Versatility of visual communication
 in a fashion store”** Speaker: Marina Polkovnikova,
 Senior Expert of PROfashion Consulting,
 CEO of VM Consulting
- 6.15 pm Q & A Session
- 6.30 pm End of second RFRF-day

Subject to modification as per January 2017

Access to all presentations of RFRF is free-of-charge but subject to registration of each participant by scans of the CPM registration badge at the entrance

Russian Fashion Retail Forum addresses Owners, Managing Partners, General Managers, Commercial and Financial Direktors, Store Managers, Chief Merchandisers and Head of Personnel of the fashion industry, from manufacturing, importing, trading & distribution down to retail of all relevant categories: offline multi-brand and mono-brand, franchise, online retail. RFRF also addresses students of fashion design and fashion retail technology as well as print and IT-media representatives, fashion correspondents and bloggers.