

mapic®



OUTLET SUMMIT PROGRAMME FROM TRADITIONAL OUTLET RETAIL TO COLLABORATIVE MODELS

Tuesday 17 November 2020 - Salon des Ambassadeurs
Level 4, Palais des Festivals, Cannes

In partnership with

magdus

European Factory Outlet Centres Observatory

FROM TRADITIONAL OUTLET RETAIL TO COLLABORATIVE MODELS

14.00 **WELCOME COFFEE**

14.30 **COLLABORATIVE RETAIL: ARE YOU READY TO CHANGE THE RULES?**

Keynote address

- New consumer habits & behaviors
- Why is collaboration crucial for outlet players to sustain the industry?
- How must brands & retailers rethink their collaborative models to succeed?
- The rising importance of sustainability for the commercial real estate industry
- Turning outlet destinations into lifestyle destinations to survive into the future

14.50 **POST-CRISIS: BUILDING THE NEXT OUTLET RETAIL GENERATION**

Panel session

- Reducing operational costs to secure your business & maximise your ROI
 - Is the outlet the best place to sell your stock?
 - The impact of logistics on outlet retailing & distribution
 - Restructuring your retail chains: outlets, the not-to-be-missed format
 - Sustainability, local focus, authenticity, massmarket: what is the best mix to meet customers needs?

15.20 **TOPIC-BASED TABLES - ROUND 1**

- Art & culture, live entertainment, pop-up... how to turn outlets into lifestyle places
- E-commerce platforms for outlet centres to optimize the multichannel customer journey
- Traffic analytics & customer behavior : managing data to drive performance
- How to use cms & loyalty programmes to leverage customer engagement
- Investment: what makes outlets attractive?
- Hospitality & tourism as a new booster to increase traffic and revenues
- Rethinking design & architecture to create emotions & inspirational places
- The optimum time to refurbish outlet centres
- Why will most shoppers still choose physical outlet stores over e-commerce?
- Payment, click & collect, delivery and new customer services
- How to manage data to monitor the rapidly-changing customer demands
- Conversational marketing, chatbots, AI, social media... : the basics to maintaining links with your customers & interacting with them
- Pop-up formats as a means of clearing out your excess inventory

15.50 **TOPIC-BASED TABLES - ROUND 2**

16.20 **CLOSING REMARKS: PROSPECTS & STRATEGIES FOR THE FUTURE OF OUTLETS**

CEOs panel session

17.00 **OUTLET HAPPY HOURS**