

8th June, World Trade Center

Hall «Expert», 2 floor

11:00 – 11:10 "Digital Signage - no alternative!" conference opening.

Time	Presentation	Speaker
11:10 – 11:40	The digital journey: best practice case studies from the UK	Phil Day, POP AI UK , Director
11:40 – 12:10	An integrated approach to the retail tasks solving. Visitors' flow control with LG Electronics solutions by the example of Horizon shopping mall.	Nikolay Alaev, LG Electronics , Head of project sales department
12:10 – 12:40	Why retail doesn't need Digital Signage?	Denis Sologub, Azbuka Vkysa , Executive Director Dan Polonski, TRC Horizont , CEO
12:40 – 13:10	Technology in retail - enhancing customer experience	Stevan Dragash, Intel (Ireland), IOT EMEA Retail Executive Eugene Bakunov, Intel (Russia), General Director
13:10 – 13:40	Case-study from Moscow jewelry factory: using of Digital Signage in store interior.	Egor Vaganov, Moscow Jewelry Factory , Chief Marketing Officer
13:40 – 14:20 Coffee-break		
14:20 – 14:50	Gaming and interactivity as a key to increasing sales and customer loyalty	Dmitry Sklyar, SCREEMO , General Director SCREEMO Russia and China
14:50 – 15:20	Digital Signage - common hidden pitfalls, proven solutions and applied examples. Successfully deploying 914 screens in 506 locations and managing them for 2,5 years.	Stefan Pittl, Easescreen , Sales director CEE&MEA Damian Frunza, Eutron (Romania), Project manager
15:20 – 15:50	McDonald's: Digital Signage - I'm loving it!	Andrey Ushakov, McDonald's Russia , Digital Marketing & E-commerce Manager
15:50 – 16:20	Effective content: how to force your screens work on you. Case-study: Oceania shopping mall.	Alexey Panfilov, WorldMirrorGroup , CEO

16:20 – 16:40 Lottery. Communication in demo-zone.