

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

Silver sponsor

TORG
The Outlet Resource Group

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