

BUSINESS PROGRAMME
of International B2B exhibitions
HouseHold Expo, Stylish Home. Gifts and Christmas Box. Podarki
September 11 – 13, 2018, Crocus Expo IEC

DAY OF DESIGN

“DECORATOR TECHNIQUES IN INTERIOR DESIGN”

conferences and master-classes from the company ArchDialog, the Union of Designers and Architects, Step-by-Step

- The Russian market of business and promotional gifts
- Beauty in details. How to transform your home and get rid of too garish product logos
- How to triple sales of New Year products with the help of a shop design concept and (or) Master-class in New Year design “Live lamps”
- Architecture of the future. Smart home system. How will our housing look like
- Interior looking like a million dollars: how to raise your interior status with the help of décor?
- How to teach children to create beautiful objects from ordinary materials?
- How to create the right mood with the help of textiles
- Business gifts

DAY OF REGIONAL RETAIL

Conference “OPPORTUNITIES FOR INCREASING SALES FROM THE STORE SHELF. SOLUTIONS FOR RETAILERS AND SUPPLIERS”

Organizer: Retail.ru

Moderator: Natalia Marova

- A surprise from the organizers for early birds
- Technologies for retailers and suppliers, a review of tools for increasing sales in a shop
- Trends in shop construction. What will increase traffic in your shop?
- How to design a successful shop: search of the right concept constants
- Visual merchandising for household stores: cases and correction of mistakes
- Master-class “11 techniques for attracting customers right from the street with the help of a sales point layout”
- Category management for suppliers
- Practices of creating efficient private labels on the market of household goods

Conferences and master-classes within the framework of the Day of Regional Retail

- Topical issues of the market of household goods and kitchenware in Russia. Points of future growth
- “How to sell goods if your prices are higher than the prices of your competitors, “Language tricks” while working with objections to the goods being “expensive” or “Staying alive. Four component of the development of your business during market stagnation”
- Regional strategy of sales
- Secrets of a good-selling layout
- Three main steps to speed up product turnover
- Non-liquid and surplus products: how to detect and get rid of them
- Master-class “How to create customer traffic with the help of recommendations”
- Seminar “The simplest methods of immediate increase of sales”
- Everything should be perfect in a gift: the outside, the inside and the packaging. Increase of sales with the help of a serious approach to packaging
- Master-classes “A profitable shop. How to improve performance indicators” and “Private label: how to introduce it to the market and not go bankrupt”

DAY OF INTERNET SALES

Organizer: InSales Rus LLC

- Federal Law No. 54: how to profitably implement new generation cash registers. Basic services for your business
- What kind of traffic helps sales in the sphere of household goods and gifts
- Advertising services for e-commerce: how to realize proper and profitable sales on the Internet
- Retail Internet shops as a part of business automatization
- Accounting in a cloud. No to losses, yes to saving
- CRM as an inevitable part of the work of a shop

The programme is subject to change.