



## BUSINESS PROGRAMME

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

September 11, 2018

### Hall 9 | DAY OF DESIGN

#### DECORATOR TECHNIQUES IN INTERIOR DESIGN

Conferences and master-classes from the company  
ArchDialog

12:00–12:40

**“How to create a long-lasting interior. Styles which will always be relevant”**

*Svetlana Ilyina – interior designer, head of a design studio*

12:50–13:30

**“Trends in New Year décor of private and public spaces in 2018-2019”**

*Victoria Pashinskaya – interior designer*

13:40–14:20

**“How to create a unique interior with a limited budget”**

*Alena Gorskaya – interior designer*

14:30–15:10

**“Textiles in the interior: at which stage of the refurbishment should you start thinking about curtains?”**

*Evgeniya Krivosheeva – head of a textile studio*

15:20–16:00

**“Storage spaces. How to perfectly plan and design space, to choose furniture”**

*Tatiana Skvortsova – head of furniture and design studio “Deni Art”*

16:10–16:50

**“Colour and light in the interior”**

*Elena Lagutina – interior designer, head of a design studio*

17:00–18:00

**“How can seasonal décor increase store’s traffic and the average bill. Practical cases”**

*Anastasiya Kasparyan – interior designer, head of a public interior design studio*

### Hall 11 | DAY OF REGIONAL RETAIL

12:00–12:40

2nd conference **“Topical issues of the market of household goods and kitchenware in Russia. Points of future growth”**

*Alexey Trembitskiy, publishing editor, “Posuda” magazine*

12:40–13:00

**Presentation** of a new project – “HozTorg” magazine. B to B.

*Vladimir Oleynikov, “Posuda” magazine*

13:00–14:00

Seminar **“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”**

*Evgeniy Danchev, business coach, director of the consulting company “Wconsulting”*

14:00–15:00

Conference **“Regional strategy of sales”**

*Tatiana Sorokina, general director of Unit-Consulting*

15:00–16:00

Master-class **“Secrets of a good-selling layout”**

*Ekaterina Bogacheva, international expert in retail trade and merchandising*

16:00–16:40

Master-class **“Three main steps to speed up product turnover”**

*Olga Pravuk, expert, business coach in the field of management of trade stocks and assortment*

16:40–17:20

**Sales promotion – nuances of working with the product catalogue**

*Vasily Zubov, business coach*

17:20–18:00

Master-class **“How to create customer traffic with the help of recommendations”**

September 12, 2018

Hall 9 | DAY OF DESIGN

Conferences and master-classes from the Union of Designers and Architects

10.30–11.15

Master-class: “Types of materials for home textiles. What should one pay attention to when choosing home textiles”

*Aleksandra Hlopushina and Yulia Pashmentova, founders of the Russian trademark of home textiles Tkano*

11.15–12.00

“The Russian market of business gifts, advertising and souvenir products”

*Step-by-Step, Anastasia Ptukha*

12.00–13.00

Master-class “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”

*Alexey Mironov, Mironov-consulting*

13.00–13.40

“Business gifts”

*Elena Gebeleva, head of “Galar” design studio*

13.40–14.20

“How to triple sales of New Year products with the help of a shop design concept”. Master-class in New Year design “Live lamps”

*Irina Bogatikova, owner of the Group of Companies of Irina Bogatikova*

14.20–15.00

“Architecture of the future. Smart home system. How will our housing look like”

*Olga Ugur, architectural designer*

15.00–15.40

“Interior looking like a million dollars: how to raise your interior status with the help of décor?”

*Speaker: Alena Sanaeva, interior designer*

15.40–16.20

“How to teach children to create beautiful objects from ordinary materials?”

*Larisa Bundova, architect, designer, author of children’s studio school DesignKids*

16.20–17.00

“How to create the right mood with the help of textiles”

*Nina Lopatina, founder of “Opendoor artistic association” studio*

17.00–17.40

“Beauty in details. How to transform your home

Hall 11 | DAY OF REGIONAL RETAIL

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

10:30–11:00

Technologies for retailers and suppliers, a review of tools for increasing sales in a shop

*Natalia Marova, head of Retail.ru*

11:00 - 11:30

How to design a successful shop: search of magic sales buttons with the help of the right planning

*Irina Bolotova, Jos deVries The Retail Company Russia*

11:30–12:00

Visual merchandising for household stores: cases and correction of mistakes

*Elena Panteleymonova, visual merchandiser*

12:00–13:00

Master-class “11 techniques for attracting customers right from the street with the help of a sales point layout”

*Iya Ishminetskaya, business coach*

12:00–13:00

10 ways of increasing profit with the help of automation

*Yury Pavlov, practicing coach in the field of accounting automation since 2008. Author of official 1C teaching material and books*

COFFEE BREAK

14:00–14:30

Unique Selling Proposition as a means of increasing sales in a shop

*Natalia Konstantinova, business coach/consultant, expert in operational management of retail networks – Aushan, NOVEX, vending networks (retail machines) National Vending Operator “BEANETTO”*

14:30–15:00

How to motivate salesmen if the work schedule is boring?

*Georgy Perelman, partner of Harry Friedman in Russia and founder of The Friedman Group Russia*

15:00–16:30

Private label in the Household segment: how to increase the efficiency of retailer-supplier partnership

*Ilyas Uvarov, founder of Retaility*

16:00–17:15

**and get rid of too garish product logos”**

*Anna Podyacheva,  
head of design studio "Inner Face"*

**Category management for suppliers**

*Dmitry Leonov, consultant and business coach,  
deputy Board Chairman of the Russian  
Association of manufacturers and suppliers of  
food products*

**September 13, 2018**

**Hall 9 | DAY OF REGIONAL RETAIL**

**10.30–11.30**

Seminar **“The simplest methods of instant increase of sales”**

*Sergey Mikhalev, business coach*

**11.30–12.50**

Master-class **“A profitable shop. How to improve performance indicators”** and **“Private label: how to introduce it to the market and not go bankrupt”**

*Irina Krechetova, business consultant*

**13.00–14.00**

Seminar **“Fight against chaos on the House Hold market”**

*Anatoly Kim, managing partner, project manager at Coruna Branding*

*Vladlena Stephantsova, project manager at Coruna Branding*

*Manager of KIMA by Coruna Branding projects*

**14.00–14.40**

Seminar **“10 critical mistakes in communication with clients that lead to the loss of over 25% of sales”**

*Alexey Ryazantsev, business consultant, business coach*

**Hall 11 | DAY OF INTERNET SALES**

**11.00–15.00**

Conference **“Internet sales: trends and points of growth of 2018-2019”**

**Topics of the conference:**

- 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

**Organizer: InSales**

The programme is subject to change.