

## BUSINESS PROGRAM HALL «CONFERENCE HALL»

HALL 9

### SEPTEMBER 12

**12.00–12.30** Official opening of the exhibitions

**12.30–14.00** Festive event dedicated to the XX Jubilee International Exhibition HouseHold Expo

#### **NEW DECISIONS IN THE FIELD OF INTERIOR DESIGN FROM THE COMPANY «ARCHDIALOG»**

##### **MASTER-CLASSES AND SEMINARS**

**14.00 –14.15** Presentation of TV-channel «Tvoy Dom»  
«New approaches and peculiarities of the product placement technology on niche TV-channels»  
*Speaker: Natalia Shcherbakova, creative producer of the TV-channel «Tvoy Dom» and/or Slava Nikitin, presenter of the TV-channel «Tvoy Dom»*

**14.15–15.00** Main trends of furniture and décor of public spaces in 2018  
*Speaker: Evgeniya Matviyenko, Head of FlatDesign Studio*

**15.00–16.00** Zoning and ergonomics of the public interior. 10 golden rules for creating the perfect project  
*Speaker: Olga Valle, Head of City Design Studio*

**16.00–17.00** Textile in the interior. Basic rules for choosing curtains and finishing of furniture in the public interior  
*Speaker: Evgeniya Krivosheeva, textile expert*

**17.00–18.00** Preparing the interior before a photo shoot. Peculiarities of the décor of the public interior  
*Speaker: Daria Kazantseva, interior designer, Head of Design School*

### SEPTEMBER 13

**10:30–12:30** Opening of new markets is easy. One should only know how.  
*Speaker and host: Ekaterina Skarednova-Weiss, Chairperson of the Subcommittee for Investment Marketing and Franchise of the Moscow Chamber of Commerce and Industry*

#### **DESIGN DAY FROM THE UNION OF DESIGNERS AND ARCHITECTS**

**12:30–13:00** Using simple things as interior objects  
*Author and host: Anna Podyacheva, head of design studio INNER FACE*

**13:00–13:40** The simplicity of genius – décor by yourself  
*Author and host: Irina Loye, co-owner of interior studio «Dom IRLÉN»*

**13:40–14:20** Eco-style – is it good or dangerous?  
*Author and host: Irina Bogatikova, owner of the group of companies of Irina Bogatikova*

- 14:20–15:00** Preparing for winter in summer – New Year’s atmosphere at your home. How to set the right accents in your interior  
*Author and host: Elena Novoselova, lecturer and expert in interior design*
- 15:00–15:30** How to bring the interior to a new level with the help of accessories. The interior looking like a million dollars with the help of accessories  
*Author and host: Alena Sanaeva, interior designer*
- 15:30–16:10** New Year is not so far away, or why is it important to pay special attention to New Year’s interior of a flat/shop/hotel/restaurant/beauty parlor  
*Speaker: Svetlana Ivanova (Saint Petersburg), designer and decorator*
- 16:10–16:40** Peculiarities of the illumination of public interiors  
*Author and host: Eva Bergman, designer*
- 16:40–17:20** The role of décor in the interior  
*Author and host: Daria Shevchneko, studio “Academy of Design”*
- 17:20–18:00** Unique design and interior – how to? Recipes and secrets from the expert, theorist, philosopher and researcher Kirill Kukharchuk  
*Author and host: Kirill Kukharchuk, practicing designer and architect*

## SEPTEMBER 14

- 12.00–13.30** Secrets to increasing sales on the market of housewares, household goods and gifts  
*Speaker: Evgeniy Danchev, business coach, director of the consulting company*

**BUSINESS PROGRAM  
HALL «SUPPLIER-PURCHASING AGENT»**

**HALL 11**

**SEPTEMBER 12**

**JUBILEE CONFERENCE  
«RELEVANT QUESTIONS OF THE RUSSIAN MARKET OF HOUSEHOLD GOODS  
AND TABLEWARE. POINTS OF FUTURE GROWTH AND HOW  
TO MAINTAIN DEMAND»**

- 13.00–13.15** HouseHold Expo and the market of tableware of 2007-2017  
*Speaker: Konstantin Peregudov, Posudka.ru*
- 13.15–14.00** Dynamics and features of online development in the industrial goods market and directly in the home and repair sector  
*Organizer: Russian representative office of the international research company GfK*
- 14.00–14.45** Business intelligence or trade landing force  
*Speaker: Pavel Dozhdikov, Director for Regional Development at «Uralskaya Korona» LLC*
- 14.45– 15.30** How to conduct price negotiations and keep customers without discounts.  
*Speaker: Alexey Urvantsev, selling center LIFTING*
- 15.30–16.15** Goods for home in a supermarket  
*Speaker: Natalia Novoselova, head of consulting group «Super-Roznitsa»*
- 16.15–17.15** Licensing and own market brands: enhancing the brand value for customers by using famous characters  
*Speaker: Ilya Uvarov, founder and managing partner of Retaility*
- 17.15– 18.00** How to increase regional sales of household goods  
*Speaker: Dmitry Rusakov, expert in increasing sales*

**SEPTEMBER 13**

**DAY OF REGIONAL RETAIL**

- 10:15–11:00** Usability for a conservative: how to improve the usability of a web-site and increase conversion by making minimum interface changes  
*Speaker: Natalia Kalinushkina, Demis Group*
- 11.00–11.40** Using Social Media for Promoting an Internet Shop of Home Goods  
*Speaker: Ekaterina Shukalova, Director of FERT Internet Agency*

**CONFERENCE «ONE MUST NOT STAY THE SAME – THE TIME HAS COME FOR A  
CHANGE! CREATING A NEW APPROACH TOWARDS SALES IN A SHOP»\***

*Organizer: Retail.ru*

- 11.40–12.00** Changes in legislation – what should the retail market expect?  
*Speaker: Natalia Marova, Head of Retail.ru project*

- 12.00–13.00** Master-class «12 ways for retail shops to attract customers without giving a discount»  
*Speaker: Iya Ishminetskaya, business coach*
- 13.00–13.25** Presentation of new books by Iya Ishminetskaya and Elena Komkova.  
*Autograph session*
- 13.25–14.15** Talks about high categories. Building a reference matrix.  
*Speaker: Elena Komkova, expert in retail market*
- 14.15–14.30** Goods on the shelf, how to tell a network about your goods correctly  
*Speaker: Natalia Marova, Head of Retail.ru project*
- \*Subject to change

### **SERIES OF WORKSHOPS «INCREASING SALES FROM THE SHELVES»**

- 14.45–15.00** The contribution of design and branding to the shop sales  
*Speaker: Irina Bolotova, senior consultant Jos de Vries The Company Russia*
- 15.00–16.00** Russian shop cases: before and after sales increasing  
*Speaker: Ekaterina Bogacheva, international expert in retail trade and merchandising*
- 16.00–17.00** Non-liquid products – who is to blame and what should be done. Reasons for their occurrence, criteria of non-liquid goods and ways of dealing with them  
*Speaker: Olga Pravuk, expert, business coach in the field of management of trade stocks and assortment*
- 17.00–17.30** Effective visual merchandising and emotional window dressing  
*Speaker: Kirill Lopatinsky, Head of VM FACTORY by KIRILL LOPATINSKY*
- 17.30–18.00** Announcement of the results of the contest  
**«Best design and layout in the home goods store»**

## **SEPTEMBER 14**

### **CONFERENCE «INTERNET MARKETING FOR THE DIY SEGMENT: DO NOT MISS THE MAIN THING»**

*Organizer: DIY – platform Mastergrad.com*

- 10.00–11.00** Registration of participants
- 11.00–12.00** Analytics of the DIY & Household market in Russia
- 12.00–13.00** Analytics of the DIY & Household on-line sales in Russia
- 13.00–13.45** Coffee break
- 13.45–14.15** Important aspects of internet marketing for the DIY segment
- 14.15–14.50** Everything begins with the web-site: an effective site for manufacturers and suppliers of DIY goods
- 14.50–15.20** Internet sales for vendors: do manufacturers need their own single brand shop?
- 15.20–16.00** Online-sales of household goods: how does one replace the shop next door?