

BUSINESS PROGRAM HALL «TREND SPACE»

9 HALL

MARCH 27 **9 HALL**

- 12:00–12:40** Opening and presentation of Trend Space. Overview and adaptation of the latest tendencies of the autumn/winter 2018–2019 season. Emotional window dressing and effective visual merchandising are unique tools of the modern market
Speaker: Kirill Lopatinsky, creative director of VM FACTORY by Kirill Lopatinsky. Director of Flower Gallery L'ROSE. Associate member of the Academy of Imagemaking of Russia. Lecturer at the Academy of Modern Teaching «VOZROZHDENIYE»
- 12:40–13:20** New Year' neuromarketing or the simple miracle of sensory impact on the emotions of target audiences
Speaker: Nicholas Koro – DAnthr, Scientific director of experimental laboratory «Neurotechnologies in management» of the Financial University under the Government of the Russian Federation, chief curator of the Research Center of Brand Management and Brand Technologies (RCB&B), member of the Council of the Guild of Marketers, vice president of the Academy of Imagemaking of Russia, marketing and branding adviser to the President of the Moscow Chamber of Industry and Commerce
- 13:30–14:10** Research of the market of fir tree decorations and New Year's goods
Speaker: Anastasiya Ptukha, General director of the Group of Companies Step by Step
- 14:10–14:50** Emotions as a gift to yourself and the world
Speaker: Victoria Shimanskaya, Doctor of psychology. Leading specialist in the sphere of research and development of emotional intellect. Author of the first Russian patented method of the development of emotional intellect. Lecturer at Moscow Institute of Psychoanalysis, Moscow State Institute of International Relations, Russian Presidential Academy of National Economy and Public Administration, Skolkovo, EQ MBA of the Moscow Chamber of Commerce and Industry. Columnist at ForbesWomen, rb.ru
- 14:50–15:20** Holiday fragrances
Speaker: Oleg Chazov, perfumer
- 15:20–16:00** New Year's palette: décor color scheme of 2019» or 10 mistakes and 10 rules for the right New Year's decoration and design
Speaker: Tatiana Korolkova, member of the Union of Designers and Architects
- 16:00–16:40** How to invest money in New Year's products with profit: tendencies for the next 3 years
Speaker: Tlirina Bogatikova, owner of the Group of companies of Irina Bogatikova (architecture, design, décor, investments in real estate).
- 16:40–17:20** Decorating the house for New Year with children
Speaker: Larisa Bundova, author and founder of children's studio school DesignKids
- 17:20–18:00** New Year's business gifts as a way of building good relations with partners. Where to find? How to order? When to start?
Speaker: Elena Gebeleva, head of design studio «Galar»

MARCH 28 **9 HALL**

11:00–18:00 **WORKSHOPS FROM THE COMPANY ARCHDIALOG**

11.00–11.40 Art objects and accessories in the interior. The most unconventional objects as the finishing touches of your interior. Overview of novelties, trends and prices

Speaker: Natalia Eliseeva, art historian, expert in choosing art objects for interiors

11.40–12.20 Wow – methods and technologies in décor. How to properly combine interior design and décor

Speaker: Svetlana Ilyina, interior designer, head of design studio

12.20–13.00 Overview of innovative materials and technologies in interior design

Speaker: Anton Kononenko, interior designer, architect

13.00–13.40 Skillful application of modern materials for creating different styles

Speaker: Maria Borovskaya, interior designer, founder and head of design studio

13.40–14.20 Décor trends that will be relevant in 2018

Speaker: Natalia Naumova, interior designer, founder and head of design studio

14.20–15.00 Textiles from Russia, Europe, China, America – what to choose and where to buy? Practical advice

Speaker: Evgeniya Krivosheeva, head and chief production engineer of «Sewing studio №1», leading expert in the sphere of sewing curtains

15.00–15.40 Proper design of retail space – half the success

Speaker: Yliya Solovyova, interior designer, head of design studio

15.40–16.20 Trends in outdoor construction and landscape design. What does the consumer want?

Speaker: Maria Borovskaya, interior designer, head of a design studio

16.20–17.00 Peculiarities of collaboration of architects, landscape designers and furniture manufacturers while creating a high-quality project

Speaker: Tatiana Skvortsova, head of furniture and design studio Deni Art

17.00–17.40 Wooden house as the main trend of 2018–2019. Peculiarities of choosing inner and outer finishing and rules of outdoor space design. Landscape ergonomics

Speaker: Anton Kononenko, head of architecture and design studio

MARCH 29 **9 HALL**

11:00–12:00 Festive design of living space

Speaker: Irina Loye, co-owner of interior studio DOM IRLLEN

12:00–13:00 Trends of the January exhibition Maison&Objet or English style in the interior

Speaker: Elena Tikhonova, head of studio CAMELEON INTERIORS

13:00–14:00 Take care of yourself: how to avoid mistakes at the stage of planning the interior of living accommodation

Speaker: Karina Shabunovich, owner, founder of studio «Art kvadrat»

BUSINESS PROGRAMME HALL «B2B / HOME TRENDS»

10 HALL

MARCH 27 9 HALL

- 12:00–13:00** HOME TRENDS «Statistics of sales or trends? Theory and practice of assortment forecasts for manufacture and retail»
Speaker: Ksenia Lery, Founder and director of the first Russian trend bureau Trendsquire. Laureate of the international award IF Design in the nomination «Visual communication», 2013. Lecturer at the British School of Design
- 13:00–14:30** HOME TRENDS «Key interior tendencies of 2018/19 in the world and their application on the Russian market»
Speaker: Ksenia Lery, Founder and director of the first Russian trend bureau Trendsquire. Laureate of the international award IF Design in the nomination «Visual communication», 2013. Lecturer at the British School of Design
- 15:00–15:30** Safety, quality, design: what do Russian consumers expect from kitchenware
Speaker: Konstantin Peregudov, founder and editor of the information portal about the kitchenware market posudka.ru
- 15:30–17:00** **Competition HOUSEHOLD RUSSIA AWARD–2018**
Presentation of novelties
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- 17:00–18:00** Announcement of the results and awarding of participants and winners of the second International competition in the sphere of household goods «HOUSEHOLD RUSSIA AWARD-2018»

MARCH 28 9 HALL

DAY OF REGIONAL RETAIL

- 10:20–11.00** How to become a successful tenant in a shopping center?
Speaker: Angelina Golitsina, consultant at the division of regional commercial premises, CRBE
- 11.00–11.40** Efficiency of sales: key solutions
Speaker: Tatiana Sorokina, General director of Unit-Consulting

CONFERENCE «TECHNOLOGIES FOR YOUR SHOP, HOW TO BE UP-TO-DATE WITH THE LATEST CHANGES?»

- 11.40–12.00** Changes in legislation – the state continues to regulate the market
Speaker: Natalia Marova, Retail.ru
- 12.00–12.30** Conversations about reports. Automatic order, regulating stocks and analyzing the work of the shop
Speaker: Alexander Sandulskyi, general director of the company «SANCITY»

- 12.40–13.10** Novelties in Internet marketing for retailers and suppliers
Speaker: Alisa Erofeeva, Internet agency INTERVOLGA
- 13.15–14.15** Master-class «12 ways for retail shops to attract customers without giving a discount»
Speaker: Iya Ishminetskaya, business coach
- 14.20–15.00** Equipment from cardboard. How to make use of every centimeter of the shop space?
Speaker: Svetlana Erokhina, general director of advertising agency «Svetofor»
- 15:00–15:15** What does the brand platform give the retailer
Speaker: Irina Bolotova, Jos de Vries The Company Russia
- 15:15–16:00** Master-class «Increasing sales of a shop by simple methods»
Speaker: Ekaterina Buzukova, business coach
- 16:00–16:45** How to order seasonal goods and not be ruined
Speaker: Olga Pravuk, expert, business coach in the field of management of trade stocks and assortment
- 16:45–18:00** Announcement of the results of the 4th competition «The best design and layout in the home goods store»

MARCH 29

9 HALL

- 11.30–12:15** Record-keeping and monitoring in a retail shop
Speaker: Natalia Novoselova, head of consulting group «Super-Roznitsa»
- 12:15–13:00** Programme of complex business development for increasing profit 10 times
Speaker: Sergey Mikhalev, business coach
- 13:00–14:00** How to sell more in retail – through communication
Speaker: Alexey Babushkin, leading networking expert, business coach

BUSINESS PROGRAMME HALL «HORECA»

11 HALL

MARCH 27 11 HALL

INTERNATIONAL FORUM «HORECA JUST HORECA – 2018»

HORECA. JUST HORECA

6th traditional HOTEL SESSION «Hotels of the future – design, artificial intelligence, personalization and safety reserves»

Organizers: Russian Hotel Association and Mokka Expo Group

Media partner: «Hotel» Magazine

Participation in the session is free of charge; participants will get a certificate of the Russian Hotel Association.

10.00–11.00 Registration of participants

11.00–11.15 Opening of the Forum
Welcome address by President of the Russian Hotel Association Gennady Lamshin

DISCUSSION SESSION «TRANSFORMATIVE DESIGN. IDEAS FOR THE FUTURE IN HORECA»

- 11.15–13.15** Cyclicity of interior tendencies for HoReCa
Speaker: Julia Fambulova, practicing interior designer. Member of the Union of Designers and Architects. Graduated from the International Design School. More than 12 years of work experience. Over 200 implemented projects. Specialist in the sphere of managing design projects
- 11.35–11.55** Hotel entrance area design – how to attract additional visitor traffic or new standards of the hotel lobby area
Speaker: Igor Gorodetsky, chief architect at IG Architects
- 11.55–12.15** Décor as an instrument of prolonging seasonality at hotels and restaurants
Speaker: Natalia Naumova, interior designer, founder and head of a design studio
- 12.15–12.30** Design of restaurants: from an idea to the implementation of a beautiful and profitable project
Speaker: Daria Shevchenko, has been professionally engaged in interior design since 2008, founder of a design studio «Academy of Design». Specialist in restaurant design
- 12.30–12.50** How much does it cost to build a restaurant (rent/engineering/technology/interior). What can one save money on
Speaker: Evgeniy Tyurin, President of the Union of Designers and Architects, author of the educational programme «Systematic business for designers», business coach at the «International School of Design», host of master-classes at the design school «DETALY» and at Moscow State Stroganov Academy of Industrial and Applied Arts, host of the programme «Design in Personalities»

- 12.50–13.10** Popular hotels, what the consumer needs, which hotels are sold, which tendencies in hotel construction there are and which of them will help hoteliers make profit
Speaker: Evgeniy Rudman, founder of Meltzer Group
- 13.10–14.45** Break. Visit to the exhibitions
- SESSION «HOTEL AND INTELLECTUAL TECHNOLOGIES, PERSONALIZATION»**
- 14.45–15.05** Discussion session «Design and décor in the HoReCa segment – creating emotion, hype. Objectives and their solutions, design technologies»
Speaker: Ksenia Lery, Founder and director of the first Russian trend-bureau Trendsquire
- 15.05–15.25** Stages of modern hotel development. All stages of creating a modern hotel, what needs to be included and what needs to be excluded in order to create an object that will be successful in the future
Speaker: Elena Lysenkova, general director of Hospitality Income Consulting, member of the Redevelopment Expert Council at the Russian Guild of Managers and Developers
- 15.25–15.45** 7 steps to increase sales of hospitality services to guests who have come from the Internet»
Speaker: Sergey Skorbenko, general director of DigitalWill agency, leading Russian expert in the sphere of Internet promotion for the hotel business, teacher at Lomonosov Moscow State University Business School and of MBA programmes at the State University of Management
- 15.45–16.05** Complex safety and counter-terrorism security of hotels: new requirements and decisions
Speaker: Representative of the «Association for security of tourist industry objects «Security of hotels»
- 16.05–16.25** New normative legal documents on hotel classification: how to comply with what is declared
Speaker: Vladimir Efimov, vice-president of the Russian Hotel Association, assistant professor at Moscow subsidiary of the Russian International Academy of Tourism, expert in hotel classification
- 16.25–17.30** Q&A session.
Awarding of certificates from the Russian Hotel Association to participants of the HOTEL SESSION

MARCH 28 11 HALL

- 11:00–11:30** Overview of user behavior and results of sales of garden hand tools in 2017
Speaker: Alexey Titarenko, GFK
- 11:30–12:30** Let us stop selling garden and camping furniture, sunbeds, beach chairs and swings! How to start selling goods that are really valuable for the Client?
Speaker: Alexey Mironov, Alerco
- 12:30–13:15** Merchandising specifics of garden furniture
Speaker: Natalia Rogacheva, expert in visual merchandising
- 13:15–14:30** Philosophy of dacha interior and household
Speakers: Anna Sharkunova, designer. Anton Volkov, chief engineer

- 14:30–15:30** Neuromarketing as the main tool in fighting for the client and in price wars
«Four development stages of the retail business of gifts and New Year's products»
Speaker: Evgeniy Danchev, business coach, director of consulting company «Wconsulting»
- 15:30–16:30** Possibilities for selling household goods in non-specialized shops.
Advantages for non-profile retailers using the example of the furniture market and the DIY market
Speaker: Ilya Uvarov, Fresh Trend Russia
- 16:30–17:30** How to sell easily or notes of a sales agent!
Speaker: Pavel Dozhdikov, «Uralskaya Korona» LLC