

**Business programme of the exhibitions  
BUSINESS HALL I**

**HALL 9**

**February 27**

**DAY OF DESIGN**

- 12.00–18.00 **New space formats: layout, innovations, trends**  
Seminars and workshops from ArchDialogue
- 12:00 - 13:00 **Spring in the interior. The brightest examples of space design for those who are not afraid of experiments**  
Speaker: Alena Gorskaya, interior designer
- 13:00–14:00 **Trends of 2019. What will be popular in the interior in the next 2 years**  
Speaker: Tatiana Yushchenko, designer, member of International Public Association “Union of Designers”, director of YUTA Interiors Studio
- 14:00–15:00 **Fitting into the budget. 20 lifehacks on how to create simple, efficient and bright ideas for the interior**  
Speaker: Tamara Sharushinskaya, interior designer
- 15:00–16:00 **Interior coloristics. How do colours influence space psychology**  
Speaker: Victoria Pashinskaya, interior designer, owner of PV Design Studio
- 16:00–17:00 **Know-how. Interior innovations in the sphere of lighting design**  
Speaker: Ruslan Ganiyev, expert in the sphere of LED lighting
- 17:00–18:00 **Efficient window dressing. Buying without entering**  
Speaker: Tatiana Tsimbalistova, director of design window dressing studio

**February 28**

**DAY OF NEW YEAR DESIGN AND GIFTS**

- 11.00–12.00 **Market of New Year products, tendencies and forecasts**  
Speaker: Anastasia Ptukha, Step by Step
- Seminars and workshops from the Union of Designers and Architects**
- 11.00–13.00 **How to prolong the New Year fairytale. Décor which gives you warmth and joy**  
Speaker: Victoria Kupriyanova, graduate of the International School of Design
- 13.00–14.00 **How to create unusual New Year décor with children**  
Speaker: Larisa Bundova, author of DesignKids school, designer and architect

- 14.00–15.00 **New Year décor in the American style**  
Speaker: Alena Sanaeva, director of SanaevaHome studio, designer and architect
- 15.00–16.00 **Restaurant methods of laying the New Year table at home**  
Speaker: Igor Belyaev, member of the Union of Designers and Architects
- 16.00–17.00 **Architectural approach to interior design of country houses**  
Speaker: Olga Ugur, designer and architect

## March 1

### Cycle of workshops and seminars: “Goods, effective sales, loyal customer”

- 10.30–11.30 **Touching marketing: how do products with a logo promote the company brand**  
Speaker: Anton Vert, founder and managing partner of VertComm - personal consultant in the field of promotional products and business gifts.
- 11.30-12.20 **Low-budget marketing for a retail company**  
Speaker: Dmitry Ermakov, marketing consultant, Russian School of Management
- 12.20–13.00 **Efficient management of a retail store**  
Speaker: Natalia Novoselova, director of “Super-Roznitsa” company
- 13.00-13.50 **Store design trends, Pantone trends**  
Speaker: Marina Kazakova, expert in the sphere of visual merchandising, founder of Merchandising & Windows School
- 13.00–15.00 Announcement of results and awarding of participants of the contest  
**“The best design and layout in a home goods store”**  
Speakers: Chairperson and jury of the Contest  
Anna Pakhomova, Irina Bolotova, Kira and Ruben Kanayan

### Business programme of the exhibitions BUSINESS HALL II

HALL 10

## February 27

### KALEIDOSCOPE OF OUTDOOR LIFE

- 12.00–12.30 **The main consumer trends and results of sales of garden hand tools in 2018**  
Speaker: Alexey Titarenko, Gfk, marketing consultant
- 12.30–15.30 **Conference “Communications with professional customers and consumers”**  
Organizer: Mastergrad.com portal
- Online interaction with professional audience
  - Interaction with the end consumer
  - Offline activities and collaborations

- 15.30–16.30 **Merchandising in a garden center. Helpful layout, inspiring layout**  
Speaker: Ekaterina Kazarinova, business coach, consultant in retail technologies
- 16.30–17.30 **Country house: designer + customer. How to make the cooperation fruitful and pleasant?**  
Organizer: Anton Volkov, East-West design bureau

## February 28

### DAY OF INTERNET SALES

- 11.00–15.00 Conference **“The future of today’s online retail”**
- Research from InSales: Which traffic has proven selling in small Internet shops in 2018
  - Trends of Internet trade in 2019
  - Automatization of an Internet shop from 0 to 100 orders a day
  - Creation of a B2B Internet shop for manufacturers or suppliers
  - Federal Law No. 54 and online tills. What regulatory initiatives should be expected in 2019
  - Organizer: InSales company
- 15.00–16.00 **How to improve your search ranking and increase sales by several times**  
Speaker: Dmitry Plisov, sales director at DVIGUS
- 15.40–16.30 **How to spend less but sell more**  
Speaker: Matvey Kardash, development director at amoCRM

## March 1

### Cycle of workshops and seminars: “Goods, effective sales, loyal customer”

- 10.30-11.30 **How does brand creation help enter trade networks. Market launch of Easy Home storage systems**  
Speakers: Arseny Kutovoy, founder of branding agency Dotorg  
Alexey Kovalenko, strategist of branding agency Dotorg
- 11.30-12.30 **Is advertising worth it? Typical mistakes of brand promotion**  
Speakers: Vasily Kim, managing partner of KIMA by Coruna Branding  
Olga Tsarkina, project manager at KIMA by Coruna Branding
- 12.30-13.30 **Increasing sales while reducing expenses: action plan**  
Speaker: Tatiana Sorokina, General director, Unit-Consulting
- 13.30-14.30 **Product classifier – structure, preparation, mistakes. What happens if the classifier is wrong**  
Speaker: Ekaterina Buzukova, business coach
- 14.30-15.30 **8 sales tools in retail business**  
Speaker: Alexey Ryazantsev, business consultant

**February 27**

**Cycle of workshops and seminars:**  
**“Goods, effective sales, loyal customer”**

- 12.00–13.00 **How to stay alive and manage sales on a highly competitive market**  
Speaker: Evgeniy Danchev, business coach, director of consulting company Wconsulting
- 13.00–14.00 **What does a chain store need private labels for?**  
Speaker: Alexander Afinogenov, independent FMCG expert, former vice-president on the private label division, X5 Retail Group
- 14.00–15.00 **How to avoid deficit and non-liquid products: risk management at the stage of calculating the order**  
Speaker: Olga Pravuk, expert, business coach in the field of management of trade stocks and assortment
- 15.00–16.00 **Customer Journey Map** — the history of customer interaction with your product, service or company through different communication channels  
Speaker: Irina Krechetova, business consultant
- 16.00–17.00 **How to attract customers with no investments**  
Speaker: Alexey Yuzhaninov, founder of “Tochka Rosta” consulting company

**February 28**

**DAY OF REGIONAL RETAIL**

- 11.00- 18.00 Conference **“Increasing sales from the store shelf. Trends and practical cases”**  
Organizer: Retail.ru
- 10:30–11:45 **Legislation in retail. What should we prepare for in 2019?**  
Speaker: Natalia Marova, director of Retail.ru
- 11:45–12:15 **Design of a shop: how to develop the design and monetize the result?**  
Speaker: Irina Bolotova, JosdeVries The Retail Company
- 12:15–13:15 **Systematic development: how to create an advertising tool which will attract customers to the store**  
**Speaker:** Iya Ishminetskaya, founder of the technology of systematic development, business coach
- 13:30–14:00 Coffee break
- 14:00–14:30 **Levers of sales growth. How to change the attitude of your employees and turn the approach to business?**

Speaker: Alexey Sokolov, general director of EWAS Retail Solutions, former top manager of Leroy Merlin

14:00–15:00 **I am a director. Efficient management of a shop**

Speaker: Georgy Perelman, independent consultant in the sphere of product range management, business coach

15:00–15:45 **Rules of working with the customer database in a modern shop**

Speaker: Anton Almazov, CRM-expert. Expert in re-sales automatization. Co-founder of “1C-Business architect” company

15:45–16:45 **Make the bill higher! Techniques of increasing the sum of purchase during sales of household goods**

Speaker: Albert Tyutin, business coach of expert b2c sales

## March 1

### **HORECA. JUST HORECA**

### 7th international forum HoReCa Just HoReCa-2019

## **“Hotel business: strategies of an innovative breakthrough. Technologies, design, marketing”**

11.00–11.15 Welcome address for participants of the forum by Gennady Lamshin, President of the Russian Hotel Association

11.15 -13.00 **Business session “What to teach and how to teach? Innovative technologies of staff education and development in today’s environment”**

**Moderator:** Nelly Mavrina, HR and hotel technologies director at Accord Management Group LLC; accredited expert in hotel classification

#### **A smile doesn’t cost money**

Speaker: Daniele Grand, business expert, consultant in the HoReCa sphere

#### **Personnel quality assessment model in the hospitality industry**

Speakers: Mikhail Morozov, Doctor of Economic Sciences, professor at Plekhanov Russian University of Economics

Natalia Morozova, Doctor of Economic Sciences, professor, scientific director of the Institute of Business Technologies at the Russian New University

#### **What does a hotelier need to know to provide the right terms of reference**

Speaker: Svetlana Gorodetskaya, project manager, IG Architects

#### **Coaching as an innovative technology of personnel development in independent hotels**

Speaker: Yulia Stupko, business coach in the HoReCa sphere, certified coach

#### **Innovative methods in staff training for the hotel business**

Speaker: Elena Nikolskaya, Candidate of Economic Sciences, associate professor at Plekhanov Russian University of Economics

#### **Practical cases of restaurant staff training**

Speaker: Yulia Loginova, business coach, consultant in the restaurant sphere

**Professional events for staff training on the hotel market**

Speaker: Ekaterina Shunina, general director of Media-House "Planet of Hotels"

**Implementation of further education programmes for employees of the hospitality industry**

Speaker: Anton Mosalev, Candidate of Economic Sciences, vice dean of the Russian State Social University, associate professor at the Russian State University for the Humanities

**Social and psychological approach to staff training for the hospitality industry: requirement and possibilities**

Programme "Innovative Danish technologies in housekeeping staff training for the hospitality industry"

Speaker: Tatiana Vasilevich, director of "Innovative Training Center for Professional Cleaning" Denmark

Natalia Titova, Candidate of Psychological Sciences, associate professor, further education project director

**Gamification of staff training and adaptation**

Speaker: Anna Gerasimova, project director of staff training for the hospitality industry, Center of Career Development "Talents for hospitality"

13.30–14.45 **Business session "Hotel design. Innovative technologies of creating hotel space"**

**Moderator:** Ekaterina Garanina, Candidate of Psychological Sciences, associate professor, general director of Accord Management Group LLC; accredited expert in hotel classification

**Design of commercial interiors. Contract materials – smart investments or unnecessary expenses?**

Speaker: Ekaterina Yesikova, head of hotel design and equipment division at ORTGRAPH COMPANY

**Hotel design as an investment project**

Speaker: Ekaterina Garanina, Candidate of Psychological Sciences, associate professor, general director of Accord Management Group LLC; accredited expert in hotel classification

**Renovation of old buildings in the historic center for use as a hotel**

Speaker: Igor Gorodetskyi, project director, IG Architects

**Hotel for the millennial generation**

Speaker: Igor Belyaev, general director of "Finoarte Agency"

14.45–16.00 **Business session "Hotel marketing"**

**Moderator:** Timur Akhmedov, general director of Simple4hotels

**Effective on-line hotel development techniques. Proven by practice, recommended by the best hoteliers**

Speaker: Evgeny Uskov, key account director at Travel Line

**10 recommendations on how to increase recognition and profits with the help of PR and emotional marketing**

Speaker: Ekaterina Karmak, business development consultant, partner of “Broccoli” communication agency

**Outsourcing in hotel development: analyzing efficiency**

Speaker: Timur Akhmedov, general director of Simple4hotels