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|   | **Date:** | **22nd August 2012** |
| **Place:** | Praha |
| **Blue Events** | **Press Release**  |

**Manita Khuller from OgilvyAction is a keynote of the recently published program of Shopper Marketing 2012. Early Birds discount fees available just till the end of August.**

*This annual traditional meeting of shopper marketing specialists and managers to be held in the Prague Hotel Olympik Artemis on September 26, 2012, has taken a concrete form. Its just released detailed programme, providing strategy and specific examples, how the quality insight information and analysis can improve decision making of marketers and contribute to the growth of the turnover on retail and supply sides of the market.*

The path to shopper marketing success leads not only through an outstanding creativity, but must be also paved by hard facts bringing in particular the deep knowledge of the market and shoppers. The conference organizers managed to secure a special keynote for this topic – the global Strategy Development Director of OgilvyAction, Manita Khuller. Manita has more than 20 years ' experience of work in the major retail market companies (Gillette, Unilever) and specialized retail projects consulting, e.g. for companies Nestlé, Walmart or Carrefour. At present she is focused on the effectiveness of retail multichannel environment and increasingly important role of digital technologies. **Manita Khuller** comments the recent retail market development: *„We are seeing the emergence of the ‘Omni-shopper’ and brand/marketers needing to being present in other aspects of consumer’s lives —not just in front of the TV or in the store or online. Winning brands need to be top of mind all the time, not just when a shopper is opting in to your brand and new digital technologies are making that possible every day.“*

The first part of the conference programme – sharing of international experience how data can help to improve retail sales – will be completed by practical case studies presented by foreign CEE experts from the companies GfK and Office Depot. The following program block is reserved for a series of performances representing new technologies in effective shopper marketing service. The participants will get a unique chance to get acquainted with the results of applications of RFID, mobile marketing, various audio and video technologies and last but not least, with practical instructions how to considerably increase the packaging visibility and attractiveness for customers. Frederik Blomquist of Rolling Optics, developing 3D packaging visualizations will show how with the help of eye camera tracking by Tobii Technology he could check the details of shopping decisions at the shampoos rack by different types of customers: *„3D label producer could establish a correlation between the use of their labels and a 90% increase in sales.“*

The final conference part will include case studies (Nestlé, Tesco, Teta/Schlecker) and a panel discussion with the participation of leading experts. In the debate there will be involved Manita Khuller, Zdeněk Skála of Incoma GfK and the matador of Czech retail management, Jaroslav Barták. The Conference thanks for the support of the Golden partner Ogilvy Action and expert guarantor GfK company. Online registration and detailed information about the program are available at [www.shopper21.cz](http://bit.ly/shopper-marketing-2012-tz). Those who register till August 31, 2012 can use the special discount for Early Birds!

**Contact:**

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**Info for media:**

When/Where: September26, 2012, Hotel Olympik Artemis, Praha

Organizers: Blue Events ve spolupráci s GfK

Conference web: [www.shopper21.cz](http://bit.ly/shopper-marketing-2012-tz)