

INTERNATIONAL SPECIALIZED EXHIBITIONS



HOUSEHOLD EXPO
TABLEWARE • HOUSEHOLD GOODS • GIFTS

STYLISH HOME. GIFTS
OBJECTS & TABLEWARE

CHRISTMAS BOX. PODARKI
GIFTS • SOUVENIRS • CHRISTMAS PRODUCTS

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”**

Alexey Babushkin, leading expert in networking, business coach

Hall 9 | DAY OF DESIGN

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, marketing director of ALERKO

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 and get rid of too garish product logos”
Anna Podyacheva, head of design studio “Inner Face”

Hall 11 | DAY OF REGIONAL RETAIL

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

10:05–10:30

For early birds – surprise from the organizers

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

Trends in shop construction. What will increase traffic in your shop?
Svetlana Pavlycheva, Ctot Factory

11:30 - 12:00

How to design a successful shop: search of the right concept constants
Irina Bolotova, Jos deVries The Retail Company Russia

12:00–12:30

Visual merchandising for household stores: cases and correction of mistakes
Elena Panteleymonova, visual merchandiser

12:30–13:30

Master-class **“11 techniques for attracting customers right from the street with the help of a sales point layout”**
Iya Ishminetskaya, business coach

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
Ily Uvarov, founder of Retaility

16:00-17:15

Category management for suppliers

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

17:10-17:30

**Prize drawing from Retail.ru and partners among
the audience**

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.