

INTERNATIONAL SPECIALISED EXHIBITIONS

HOUSEHOLD EXPO

CHRISTMAS BOX. PODARKI

STYLISH HOME. GIFTS

BUSINESS EVENT PROGRAMME

Household Expo, Stylish Home. Gifts and Christmas Box. Podarki
autumn 2020

Moscow, Crocus Expo IEC, September 15-17, 2020

DAY OF DESIGN

September 15, 2020

Anti-crisis trends in interior design

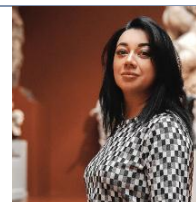
11:00 – 11:40 **Anti-crisis techniques for the interior design of commercial spaces that can also be used at home**
Ekaterina Pechatkina – landscape architect, phyto designer, florist, interior designer



11:40 – 12:20 **Trends of New Year space décor**
Yulia Klyueva – designer and decorator







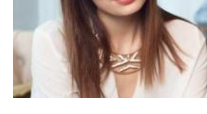

12:20 – 13:00 **Design of a memorable interior for all times**
Elena Paramonova – interior designer, head of Elena Paramonova design studio



13:00 – 13:40 **Textiles in the interior in 2021. Everything one needs to know about the trends of the next year**
Evgeniya Krivosheeva – head of textile studio No. 1



The programme is subject to change.

13:40 – 14:20	Interior design trends in 2021	
	Anastasia Bondareva – professional interior designer, founder of CheviDesign design studio, member of the Union of Designers of Russia	
14:20 – 14:40	Coffee break	
14:40 – 15:20	Interior lighting. How to change the space with the help of 10 methods	
	Aleksandr Maslennikov – practicing lighting designer, author of a research work on lighting	
15:20 – 16:00	Decoration of living space according to Vastu	
	Marina Protopenko – Member of the Union of Designers and Architects	
16:00 – 16:40	How to make a television studio from your own home	
	Alena Sanaeva – Honorary Member of the Union of Designers and Architects	
16:40 – 17:00	How to take the atmosphere and interior vibe of a country house with you to the city?	
	Anna Sharkunova – interior designer, decorator	
17:00 – 18:00	New interior without refurbishment: decoration techniques	
	Zulfiya Daeva – Member of the Union of Designers and Architects	

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DAY OF REGIONAL RETAIL

September 15, 2020

Conference “**Sales of household goods. Does one need to change one’s sales strategy post-quarantine**”

Organisers: Mayer Corporate Group, Retail.ru

Conference moderator: **Natalia Marova**, head of Retail.ru

10:30 – 12:30 Part I. Analytics.

How to sell kitchenware in 2020 and 2021

Maria Yashenkova, founder and general director of “Bright Consulting” company



Store of the future: how stores and customers will change in the new economy

Irina Bolotova – head of JosdeVries The Retail Company Russia



Capabilities and needs of the market for housewares and the kitchen segment. Retail trade development prospects

Alexey Trembitskiy, publishing editor of “Posuda” magazine since 2005. Participant of Russian and international exhibitions of housewares, member of the Union of Journalists



12:30 – 13:00 Coffee break

13:00 – 18:00 Part II. Practice.

Sales of household goods. Personal communications with the target segments: Chatbots, Mailings

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



How a home goods store survived in the crisis

Natalia Novoselova – head of consulting group “Super-Roznitsa”



How manufacturers can gain more profit from their own retail

Ilya Uvarov – Chairperson of the Board, Consumer Association
“Academy of Cooperation”



14:45 – 15:15 Coffee break

Organisation of regional distribution of household goods

Dmitry Rusakov – consultant, business coach



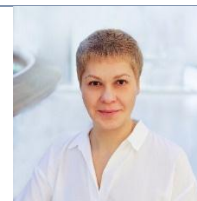
Customer’s route. How to increase the store’s traffic

Leyla Pavlova – managing partner and founder of
“Between2Countries” consulting agency



Workshop **“Fight for your client: how to increase sales by increasing the number of customers in the new reality”**

Irina Krechetova – business coach, practicing expert



Restoration of the sales channels’ volumes and profitability during a crisis

Tatiana Sorokina – general director of Unit-Consulting



“Goods, effective sales, loyal customer”

11.00 – 12:00 **Media networking. Working online tools to communicate with your clients and partners**
Alexey Babushkin – expert in networking



12:00 – 13:00 **How target audience research helps increase sales and overcome the crisis**
Arseny Kutovoy – general director of Dotorg Agency
Alexey Kovalenko – strategy director of Dotorg Agency



13:00 – 13:40 **How to sell without any discounts and not lose the customers**
Evgeniy Danchev – business coach, director of “Wconsulting” company



13:40 – 14:20 **Key trends in product range management during the pandemic**
Ekaterina Buzukova – leading Russian expert in category management



14:20 – 14:40 Coffee break

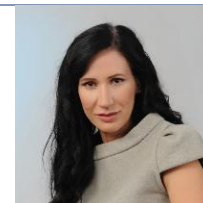
14:40 – 15:20 **Prevention of losses 3.0 > Fast and easy**
Igor Chumarin – international expert in the sphere of preventing losses



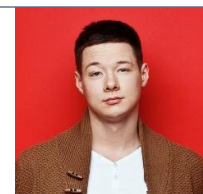
15:20 – 16:00 **After COVID19. How to build a management system for the layout of household goods in view of the new reality**
Georgy Smirnov – practicing expert



16:00 – 16:40 **Symbiosis of virtual and real trade. New merchandising. Increasing sales by 600%**
Ekaterina Bogacheva – international expert in retail trade and merchandising, Founder of the Academy of merchandising



16:40 – 17:40 **Perfect brand for marketplace sales**
Vasily Kim – managing partner of KIMA by Coruna Branding



DAY OF ONLINE TRADE

September 17, 2020

Conference: “**Management of the system of sales channels**”

Organiser: Deloitte Academy

Conference moderator: **Natalia Petukhova**, coach of the Deloitte Academy

10:15 – 10:30 Welcome speech from the organisers

10:30 – 11:15 **Prospects of online trade for the manufacturer. Profit generator and new points of growth.** Interactive part: calculate the lost profits from sales channels
Natalia Petukhova – coach of the Deloitte Academy



11:15 – 12:00 **Efficient distribution network.**
Online shop window – the specifics of online presentation of household goods. Interactive discussion.
Ilya Ratkin – expert in the development of online shops



12:00 – 12:45 **Working from remote workplaces, remote sales. Remote working tools, practical examples**
Natalia Petukhova – coach of the Deloitte Academy

12:45 – 13:30 **How to sell household goods to the young audience? Interactive analysis of brand audiences**
Svetlana Yurova – general director of brand and strategic company Brains&Brands



13:30 – 13:45 Coffee break

13:45 – 14:30 Online round table. **How to work with marketplaces? Organisation of an online distribution system. Practical experience of selling household goods through social networks**
Natalia Petukhova – coach of the Deloitte Academy

14:30 – 15:15 **Placement of goods in marketplaces: what do shops pay for?** Practical experience of an owner with online channels
Dmitry Dorofeev – CEO&Founder, Houselike.ru, marketplace of finishing materials, CoFounder, i-Textile, Chain of décor and textile salons



15:15 – 16:00 **Workshop: Online sales technique**
Natalia Petukhova – coach of the Deloitte Academy

Business programme producer
Galina Shevchenko, galina@hhexpo.ru

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