

## Retail Forum 2019, the reference event for the retail sector

In the last few decades, few industries have experienced a technological evolution as vertiginous as retail. And the congress of reference of the retail sector, Retail Forum, gathered 1,500 retailers on the 28th of March in Ifema. An event where topics such as digital transformation, the future of the sector and how to deal with the pillars of the industry such as the acceleration of omnichannel management and delivery revolution were raised.

**A venue with great capacity to adapt to the changes in this event.** The evolution (and growth) of the event has made a change of venue necessary. The challenge was to find a larger space that would enable the necessary increase in retailers and participants. “For us, Ifema is a very versatile space. It has conference rooms that allow content to be created in parallel, since we need VIP rooms, rest rooms, auditorium, conference rooms, etc.”, says Marian Ortas (Event Coordination at iKn Spain).

**“An advantage that the North Convention Center of Ifema has for us is that it allows attendees to converge with ease in a common space.”**

**Who is the event aimed at?** This is a meeting of professionals from the industry, a gathering of the entire ecosystem that works for the retail world. From general managers, marketing, technology or e-commerce managers to suppliers, partners and technological agents involved in this digital transformation, as well as all involved in this evolution of the retail sector, including companies such as El Corte Inglés, Ikea, or Mary Paz.

**“The reason why the attendees come to our events is because they will know and discover practical and innovative experiences in this particular sector”**



**Innovation in the exhibiting area.** This area was structured in several zones. A challenge? To generate fluency introducing different attractive elements so that attendees could have experience, beyond being an information point. “We wanted to offer technology, solutions, mix rest areas between the rooms,” Marian points out.

**The store of the future.** Within the exhibiting area, a space was dedicated to retail transformation. Inside it, technological and sensorial solutions are proposed where attendees can experience the novelties of retail in the first person.

**“One of the challenges of retail is to create points of sale or stores with a wow experience, where the retailer can create a more emotional connection with the public”**

**Experiences in the retail world.** During the exhibition, a space was also set up to make predictions of the future; the area was called ‘The time machine.’ “We recorded several executives explaining what will happen in a few years in the retail world, with the idea of publishing it in the next edition. Another novelty? ‘The speakers’ room’, a private area to relocate all speakers (more than 180), including catering and beverage services. “In addition, they were offered personalized attention and were accompanied to the room where they had to present their paper,” says Marian. In addition, the event was the opportunity to present a study on the impact on retail technologies.

