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Online Event: Digital Academy presents insights on consumer goods trade fairs 2024 and AI in retail

Frankfurt am Main, January 2024. The Digital Academy of the Frankfurt consumer goods fairs Ambiente, Christmasworld and Creativeworld invites you to its next online event on 17 January 2024, 10:00 - 11:00 a.m. Under the title „Insights Consumer Goods Fairs & AI in Retail” this edition of the Academy offers valuable insights for the tradeshow experience on site and showcases the potential of the currently hotly debated topic of Artificial Intelligence for the retail sector. This time's guest speaker is Ian Scott, Director Retail Consulting Ltd.

In January, the three leading trade fairs Ambiente, Christmasworld and Creativeworld will once again welcome the international consumer goods industry to Frankfurt. In the first part of the Digital Academy on 17 January, Thomas Kastl, Head of Ambiente Dining, and Dorothe Klein, Head of Content, will provide exclusive insights into the three consumer goods fairs. You will find out which exciting trade fair innovations and events you can particularly look forward to and how you can prepare for your visit to the fairs best.

With Ian Scott, Director Retail Consulting Ltd, we take a look at the potential of AI in retail in the second part of the Digital Academy. He shows how AI technology and human experience can be effectively combined to achieve the best possible outcome for both staff and customers. Scott has been recognised by Retail Rethink as one of the Top 100 Retail Influencers, a group of the most influential and innovative thought leaders impacting the industry. He draws his knowledge from over 20 years of retail experience and advises retailers and brands on how to find effective solutions for their shop projects in a changing retail landscape.

Through the Digital Academy, the three consumer goods fairs Ambiente, Christmasworld and Creativeworld offer regular target-group-specific online events on a joint platform on important topics that are currently moving the consumer goods sector. With impulse lectures and discussion rounds by experts, they provide profound industry knowledge, inspiration as well as practical tips. The online events can be followed in German and English, and participation is free of charge. The registration for the Digital Academy can be made at <https://consumergoods.digital.messefrankfurt.com/>.

In addition to access to the range of lectures, all participants of the Digital Academy receive further added value: they benefit from the matchmaking function during the year. This enables them to network and exchange business ideas all year round. The **next episode** of the Digital Academy will take place on **8 May 2024**.

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#).

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