

# Ambiente Academy

Hall 9.1, Stand D90

ambiente.messefrankfurt.com/academy

*Friday*

8. 2. 2019

*Saturday*

9. 2. 2019

*Sunday*

10. 2. 2019

*Monday*

11. 2. 2019

*Tuesday*

12. 2. 2019

11.30 –  
12.00

**Ambiente Trends 2019**

Annetta Palmisano  
Stilbüro bora.herke.palmisano

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12.15 –  
12.45

**How to create Brand Lovers – digital marketing as success factor**

Nikolai Gruschwitz  
Waketo GmbH  
Founder and Managing Director

**What (digital) retail should do – recommendations for action by an e-commerce pioneer**

Q&A session with  
**Sascha Tapken**  
Ferdinand Holzmann Verlag  
Editor-in-Chief and  
Project Manager  
möbel kultur und küchenprofi

**Frank Levita**  
Fissler GmbH  
Head of E-Commerce National

**Big ideas in small places – strong concepts for spatial richness**

Javier Guzmán Benito  
Zoco Estudio  
Architect and owner

**The store as the most important point of contact – today and tomorrow**

Martin Gaber  
JosDeVries StudioMÜ GmbH  
Partner/Senior Consultant

**Digital transformation – efficient solutions in retail business**

Alexander Fatseas  
Waketo GmbH  
Head of Digitalisation

13.00 –  
13.30

**Experience per square metre: success formula for high-street retail**

Karen Klessinger  
dan pearlman Group  
Creative Director and member  
of the Management Board

**The future of retail – Omnichannel Retailing in the digital world**

Antony Welfare  
ORACLE Corporation UK Ltd.  
Innovation Strategy Director,  
author of "The Retail Handbook"

**Retail and social media – does it work?**

Beatrix Gutmann  
Karstadt Warenhäuser  
Social Media Marketing  
Manager

**How Amazon saved our department store – the success story of a restructuring**

Sibylle and Tobias  
**Schuhmacher**  
InnKaufhaus Schuhmacher KG  
Owners and Managing Directors

**Channel whatever – the customer journey in the DIY segment**

Gero Becker  
IFH/ECC Köln  
Senior Project Manager  
Focusing on customer journey  
benchmarking

13.45 –  
14.15

**The future of retail – Omnichannel Retailing in the digital world**

Antony Welfare  
ORACLE Corporation UK Ltd.  
Innovation Strategy Director,  
author of "The Retail Handbook"

**Conversational commerce, chatbots and voice assistants – the new touchpoints in retail**

Antonia Ermacora  
chatShopper GmbH  
CEO and Co-Founder

**The future of influencer marketing – opportunities and possibilities for the high-street retail trade**

Q&A session with  
**Stefan Suchanek**  
Agentur RaumKunst  
Founder and Managing Director

**Maria Astor alias Masha**  
Influencer and lifestyle blogger

**Customer Experience 4.0 – the human and machine factor**

Roxanna Noll  
Zukunftsinstitut Workshop GmbH  
Project Manager and  
Design Thinker

**Influencer marketing – practical information and tips**

Q&A session with  
**Stefan Suchanek**  
Agentur RaumKunst  
Founder and Managing Director

**Marlis Jahnke**  
INPROMO GmbH  
Managing Partner, Founder of  
the HashtagLove influencer  
marketing platform and author  
of "Influencer Marketing"

14.30 –  
15.00

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