

25 | **November, 2022**
14:00 - 16:30 (EEST time)

LIVE!
ON-LINE
WORKSHOP

KEY RETAIL TRENDS



Rethinking CX
in the light of new
Consumer Lifestyles

with **Elena Marinoni**

Trend Forecaster and Strategic
Design Consultant

acxa
athens customer
experience academy
by **secretkey**

* Special
Group Prices

- **Inspirational Virtual Tour on Key Retail Trends**
- **Design Thinking Application on specific Consumer Personas**

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The workshop will consist of two parts:

Part 1 : an inspirational virtual tour across different industries to investigate innovative case studies and innovations driving change in Retail and Customer Experience nowadays

Part 2: a workshop in small teams aimed at applying the insights provided in the first part to specific consumer personas and stimulate design thinking.

Workshop Objectives

- Providing participants with an overview of the emerging tendencies that are influencing retail innovation across different industries.
- Training participants' capability to spot and contextualize current retail trends within the evolving context of consumption culture
- Inspiring participants in rethinking customer experience consistently with the evolution of customer expectations and desires



For further information and registrations:

Email: info@secretkey.gr

T: 210 60 96 921

M: 693 693 2970

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INSPIRATIONAL VIRTUAL RETAIL TOUR

**Indicative trends that will be covered
and indicative brand names:**

- PopUp & Drop
(Case studies: Gucci, Sotheby's, Bulletin)
- Towards XReality
(Case studies: Burberry, Selfridge's, Charlotte Tilbury, Lotte, Nike)
- Revitalized Travel Retail
(Case studies: BuzzFeed, YSL, Shake Shack, Aesop)
- The Power of Biometrics
(WHS, Zippin', Starbucks)

Indicative countries

we'll be covering:

China, Italy, UK, US, South Korea,
UAE, France

• 15:30 – 16:30

Team Work, Plenary Sharing
and Wrap Up

Design Thinking team activity :
Application of trends and
insights to build specific
consumer personas

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The facilitator

Elena Marinoni

Trend forecaster and strategic design consultant. A background in strategic design, over the years she has been working for many top national and international companies to tune in with demand evolutions and emerging trends in order to support innovation funnels, new concepts development, marketing and communication strategies



She is Head of Trend Research at Nextatlas (www.nextatlas.com), an Artificial Intelligence driven trend forecasting platform based on a crowd-sourced data stream of contents shared by an international community of +300k trendsetters gathering on social media. She is Professor of Trend Forecasting and Strategic Innovation at Politecnico of Milano. Over the years, she has developed a solid competence in such areas as fashion, design, new lifestyles, luxury scenario, consumption trends, advanced forms of retail and shopping experience, brand strategic positioning.

LinkedIn Profile: <https://www.linkedin.com/in/elena-marinoni-8231594/>

Elena has been collaborating with Secret Key since 2014, both as a speaker in the occasion of various editions of the Athens Customer Experience Festival with a focus on key consumer trends gaining traction worldwide and as a trainer for bespoke programmes aimed at enhancing participants trend research skills as a way to ignite strategic innovation.

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Number of participants	Registration Fee (plus VAT 24%)
For 1-3 participants	280 € per participant
For 4 + participants from the same organisation	250 € per participant



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