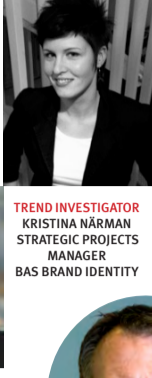
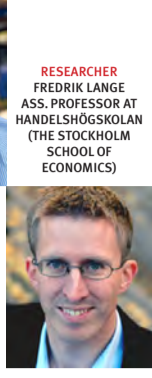
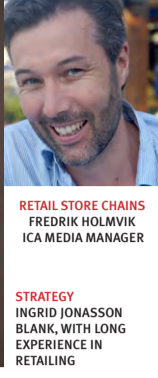


NORDIC ZetaDay

Grand Hotel Stockholm – 29 Nov. 2011

This year's theme: MULTI CHANNEL RETAILING – IN-STORE COMMUNICATION 3.0



ON ZETADAY you will, among many others, meet Ingrid Jonasson Blank, who has long experience in the retail trade. The day will conclude with a panel debate between representatives of the retail trade, media agencies, brand name suppliers and researchers. You will also be able to follow an exciting debate on changes in customer purchasing behaviour and how this will affect retailing today and in the future.

RESEARCHER
FREDRIK LANGE
ASS. PROFESSOR AT
HANDELSHÖGSKOLAN
(THE STOCKHOLM
SCHOOL OF
ECONOMICS)

RETAIL STORE CHAINS
FREDRIK HOLMVIK
ICA MEDIA MANAGER

STRATEGY
INGRID JONASSON
BLANK, WITH LONG
EXPERIENCE IN
RETAILING

TREND INVESTIGATOR
KRISTINA NÄRMAN
STRATEGIC PROJECTS
MANAGER
BAS BRAND IDENTITY



MODERATORS ARE:
THOMAS KARLSSON
EDITOR-IN-CHIEF OF
THE RETAIL TRADE
NEWSPAPER
DAGENS HANDEL

INVESTIGATOR
LENA LARSSON
MANAGING DIRECTOR
OF THE HANDELS
UTREDNINGSPENNING
(RESEARCH INSTITUTE
OF TRADE)

MEDIA CHANNELS OF THE FUTURE AND NEW POSSIBILITIES WITH DIGITAL SIGNAGE!

12.00–13.00

Registration and buffet lunch.

14.50–15.10

Coffee.

13.00–13.20

Multi Channel Retailing – In-store communication 3.0



LEIF LILJEBRUNN, CEO at ZetaDisplay, presents his in-store communication results from the latest research, in which the company has participated. He also gives his views on Multi Channel Retailing and explains how the company's in-store communication platform can support this development.

15.10–15.35

Live Demo – In-store communication



MARTIN GULLBERG, Business Development Manager of ZetaDisplay, shows how, as a supplier of digital in-store communication, it is possible to follow and support the market challenges. He gives his views on Multi Channel Retailing and shows how, together with his clients, he can meet the needs of the market by supplying In-store communication 3.0.

13.20–13.50

ICA's 3 years with In-store TV – What is the next step?



FREDRIK HOLMVIK, ICA Media Manager, presents his experience gained from ICA In-store TV. ICA has one of Europe's largest and most heavily developed installations that have attracted international attention. What has ICA learned during its first years with its prioritized media channel? How does one take the next step in development, and what does ICA think about the development of Multi Channel Retailing?

15.35–15.50

Euromaster – a client case



DAVID ISAKSSON, Sales & Marketing Director at Euromaster, tells the story of how his company chose to evaluate the effects of digital in-store communication before making a major investment in this medium. After many months of evaluation with positive results, Euromaster proceeded further and rolled out its solution on its Nordic market. Now David relates more about the results and shares his experiences.

13.50–14.20

BAS trend report – New consumer behaviours in the retail trade



KRISTINA NÄRMAN, strategic projects manager at BAS, report on the purchasing behaviour of modern consumers, and what this means in terms of retail trading. An important driving force is the pace of rapid digital development which can at the same time offer the capacity for solutions to help retailers when they seek to satisfy new customer behaviour. We shall look for example at recently devised Swedish and international solutions.

15.50–16.20

The researcher – What is optimal market communication?



FREDRIK LANGE, Assistant Professor at the Stockholm School of Economics, and joint author of "Optimal market communication", describes how communication strategies and strategic marketing can be implemented in various ways, including in the design of branding and advertising. He also tells how it is possible to make communication investments as creative and innovative as possible.

14.20–14.50

HUI reports – The development and current state of the market



LENA LARSSON, MD of HUI, Handels Utredningsinstitut (the Swedish Research Institute of Trade) explains how the growth of retail trade has for many years driven investments in larger stores outside city centres, larger shopping precincts, more low price retailers, more generous opening times and an increasing breadth of customer offers. These structural changes have resulted in the growth of retail stores exceeding growth in the combined household consumption every year since 1990. The question now is whether growth can continue at the same rate.

16.20–17.00

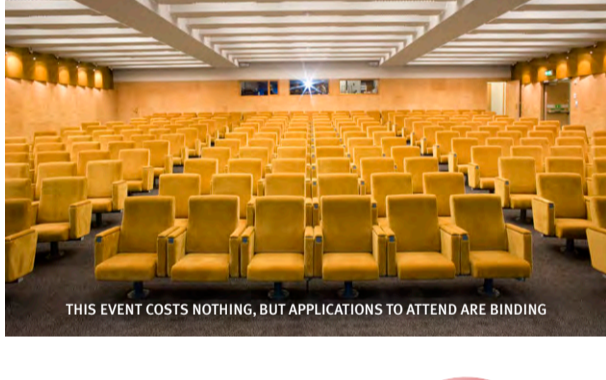
Panel debate – What will future in-store communication look like?



How can one in the future communicate with customers in retail stores in order to comply with changes in customer behaviour? Shall developments in social media and the increasing possibility of being on line continue at the same rate, or will the consumer call a halt? Leading experts discuss their experience and current research. They also present their personal visions of future retailing.

17.00

Mingle and snacks.



WELCOME TO THE TOP CLASS GRAND HOTEL

THIS EVENT COSTS NOTHING, BUT APPLICATIONS TO ATTEND ARE BINDING

- Time/Date** Tuesday 29th November between 12.00 – 17.00
- Place** Grand Hotel in Stockholm – conference room "Stockholm"
- Application** No later than 17 November via our web site www.zetadisply.com, via E.mail to info@zetadisply.com or through our customer services department, telephone +46 (0)771-100 300
- Obs!** Due to the great interest in our seminars, we reserve the right, up to ten days before the seminar, to share the available places between relevant people and companies. Others may attend, subject to space availability.



NORDIC ZetaDay

Grand Hotel Stockholm – 29 Nov. 2011

For the 4th year in a row!



ZETADISPLAY IS A LEADING NORDIC SUPPLIER OF MEDIA PLATFORMS FOR ACTIVE INFORMATION ON DISPLAYS, TABLET PCS AND SMART PHONES – WITHIN THE SERVICE AND RETAIL SECTORS.

Welcome to Nordic ZetaDay 2011

By 2020 the Swedish retail market will be 30% greater than it is now, and have a turnover of more than MSEK 700,000. This is the Swedish Trade estimate. It is apparent that customers are becoming ever more questioning and are increasingly using social media in their purchasing decisions; it is believed that this development will continue further until at least 2020.

Out of those consumers who have changed their behaviour in the last few years of recession, 36% maintained their new behaviour even since the economy has improved. This has been discovered by a study of how global trends have affected the Swedish retail trade, carried out by PwC in conjunction with HUI Research. The study showed that customers are seeking more value for money, are spending more time on line to prepare for their purchases, and that social media has become more important for the purchasing process. There is taking place, in other words, a clear development towards Multi Channel Retailing. At the same time own brands are also growing stronger and company responsibility towards society is becoming more important.

These changes in consumer behaviour are creating the need for more knowledge of the market and how it is developing. This is why "In-store communication 3.0" is the focus for this year's Nordic ZetaDay. There you will be able to share in the experiences and knowledge of this area, as presented by the foremost representatives of the retail sector.



LEIF LILJEBRUNN
CEO

Welcome to Nordic ZetaDay 2011!



ZetaDisplay®

LAST METER MARKETING