

PLMA 2019 Roundtable Conference

Romancing the Consumer: How to Increase Private Label Sales



27-28 February
Hamburg, Germany

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Romancing the Consumer: How to Increase Private Label Sales

Price. Quality. Packaging. They are all important. But sometimes it takes a little extra to persuade consumers to buy a private label product. Now, PLMA presents a conference that demonstrates how retailers and their suppliers can increase the appeal of their private label products. Learn how retailers can use packaging, in-store design, television commercials and product concept to build sales and consumer loyalty. Learn how manufacturers can use these techniques to build their categories.

The programme starts with an overview of retail and consumer trends in Europe presented by Natalie Berg, founder of NBK Retail and author of the book "Amazon: How the World's Most Relentless Retailer Will Continue to Revolutionize Commerce". Her analysis offers new insight into the growing momentum toward retail consolidation and how private label can take advantage of the trend. Jon Wright, head of Retail Insight at IGD, will cover the "smart store" and the ways in which supermarkets, hypermarkets and discounters are adjusting their stores to new technology and new consumer needs.

New trends in packaging and design of private label products will be covered by Jonathan Sands, Founder and owner of Elmwood Creative Design Agency. The growing influence of television and use of social media will be covered by Thomas Strerath, former CEO of Jung von Matt, the company which launched Edeka's highly successful "Supergeil" commercial.

Connecting all of the elements will be Regan Leggett, executive director of Thought Leadership and Foresight of The Nielsen Company, which recently published the consumer report "Quest for Convenience".

Whether your responsibility is your own product category or a retailer's entire private label offering, PLMA's 2019 Roundtable will help you evaluate your marketing strategy and determine what new steps your company can take now.



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Denise Klug
Senior Analyst
LZ Retailytics



Natalie Berg
Author and Retail Analyst
NBK Retail



Jon Wright
Head of Retail Insight
IGD



Jonathan Sands
Founder and owner
Elmwood Creative
Design Agency



Thomas Strerath
Consultant and former
CEO of Jung von Matt



Regan Leggett
Executive Director
Thought Leadership
and Foresight
The Nielsen Company

PRELIMINARY PROGRAMME

Wednesday, 27 February 2019

12.00 - 13.00	Registration and Lunch	10.45 - 11:30	Packaging and Design <i>Speaker:</i> Jonathan Sands Elmwood Creative Design Agency
13.00 - 13.45	German Retailing Today <i>Speaker:</i> Denise Klug LZ Retailytics	11.30 - 12.30	TV Commercials and Social Media Advertising <i>Speaker:</i> Thomas Strerath
13.45 - 14.00	Store Tour Briefing	12.30 - 13.30	Lunch
14.00 - 18.00	Visits to Major Retailers in Hamburg	13.30 - 14.15	Romancing the Consumer <i>Speaker:</i> Regan Leggett The Nielsen Company
18.30 - 19.30	Reception		

Thursday, 28 February 2019

09.00 - 09.45	Overview: Trends in Europe <i>Speaker:</i> Natalie Berg NBK Retail	14.15 - 15.30	Industry Panel
09.45 - 10.30	The Smart Store <i>Speaker:</i> Jon Wright IGD	15.30	Shuttle to Hamburg Airport
10.30 - 10.45	Coffee Break		

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For more than 20 years, PLMA's Annual Roundtable Conference has brought manufacturers and retailers together to discuss common problems and issues. Past conference have been held in London, Paris, Frankfurt, Milan, Barcelona, Stockholm, Prague, Budapest, Brussels, Vienna, Amsterdam and Warsaw.



Hotel Information:

Host hotel for the 2019 Roundtable is Le Méridien Hamburg. Located on the banks of the Outer Alster Lake in Hamburg and just a short walk away from the city center. Special hotel rates have been arranged for conference participants. A special hotel reservation link will be sent to participants upon receipt of conference registration.

Registration Rates:

Members	€ 575
Non-members	€ 750
Retailers	Complimentary

Cancellation must be made in writing at least 10 days prior to the conference. Cancellations received after that date will receive a 50% refund. No refunds will be made on cancellations within five working days prior to the conference.

Private Label Manufacturers Association International Council

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