



RetailLink

TRANSNATION EVENT PLANNER



Event 1 – kick off meeting

Host city: Igualada

Date: June 2016

Key theme:

Understanding future trends

Key questions:

- How to understand and analyse consumer trends?
- How to identify and profile potential “users”
- How to understand and monitor customer behaviour?
- What measurement/monitoring tools can cities and retailers use?

Event 1 – kick off meeting

Capacity building:

- Stakeholder engagement
- Peer review of partner ULGs
- ULG coordinator meeting

RetailLink shop window:

- Innovative retail:
 - REC
 - Pop up stores
 - Use of empty industrial buildings
 - Guest retailers

Expertise:

- Trendwatchers
- Big brand consumer analysts/expansion departments
- Retail consultants
- Psychology of the consumer

Event 2

Host city: Sibenik

Date: September 2016

Key theme:

Adapting and reshaping the retail offer

Sub-themes:

- Visioning: meeting future customer needs
- E-commerce and digitalisation
- Experience shopping
- Innovation
- Skills and training for retailers

Key questions:

- How can cities create the conditions to be able to react and pre-empt customer trends?
- What methodologies and tools can they use?
- How can cities assess retailer skills needs? How can they respond and meet these needs?

Event 2

Capacity building:

- Stakeholder management
- Measuring impact – baseline data

RetailLink shop window:

- City retail vision (Hengelo/Hoogeveen)
- Specialised retail business support and retail incubator
- Observatoire du commerce in Romans

Expertise:

- Retail strategy consultants
- E-commerce and digitalisation experts

Event 3

Host city: Liberec

Date: January or February 2017

Key theme:

Rethinking the use of space

Sub-themes:

- Creative and alternative use of space
- Compacting
- Linking areas

Key questions:

- How to understand and map the potential of city spaces
- What can the new functions of empty city spaces be
- How to adapt space and its uses/functions to respond to new trends
- How to make space come to life: events, culture, etc.
- How can property owners/landlords adapt and act

Event 3

Capacity building:

- Action planning – from problem to solution

RetailLink shop window:

- Business Improvement District
- Retail associations
- Office principal du commerce and city centre manager (Romans)

Expertise:

- Space makers
- Urban landscape experts
- Expert of shop front advice (Romans)
- Urban project “GAR IS” (Romans)

Event 4

Host city: Pecs

Date: June 2017

Key theme:

Regulation and mobility

Key questions:

- How to use and maximise the potential benefits of regulation
- How to overcome the limitations of regulation
- How to ease access to and movement across and between shopping areas

Event 4

Capacity building:

- Action planning – from solution to action

RetailLink shop window:

- Mobility solutions – GAR IS project (soft mobility and pedestrianisation)
- Car parking

Expertise:

- Mobility specialist
- Good practices from cities
- Planning specialists

Possible study visits

- “Manbel” development – presentation of the new plans for area
- Field visit to Manbel area
- Study visit to cultural quarter

Event 5

Host city: Romans

Date: September 2017

Key theme:

Marketing and promotion

Branding and positioning

Key questions:

- How to identify and assess key assets to be marketed and promoted?
- How to identify/create USP?
- How to engage and secure buy in/ownership of branding/marketing messages?
- What tools can cities use to market/position effectively?
- How to increase length of stay and footfall

Event 5

Capacity building:

- Action planning – monitoring, review and impact

RetailLink shop window:

- Peer review – relocation of fair - Romans
- Events and culture – role, benefits and impact on retail and positioning

Expertise:

- Branding/marketing specialists

Event 6

Host city: Fermo

Date: January 2018

Key theme:

Peer review of Integrated Action Plans

Communicating results

Alternative financing including sponsorship

Engaging decision makers

Event 7 – final event

Host city: Hengelo/Hoogeveen

Date: March 2018

Key theme:

Celebrating project results

Communicating and disseminating project results

Key policy messages and recommendations