

inTAIL 2018

Martedì 06 Novembre 2018

09:30 Registration

10:00 Opening "AI MEANS MORE BUSINESS"

How AI will change the Retail forever.

Chairman's opening remarks and welcome.

AI as a major opportunity to transform Retail sector. Realising the potential of AI. Helping businesses to be more efficient. Adaptation challenges and strategies.

AI as a New Strategy for ANY business: Data and Services Driven Economy
AI adaptation in Retail (presenting a recent report, with focus to AI x Retail)
Privacy, Transparency, Ethics, GDPR, applied to Artificial Intelligence in Retail
Intellectual Property in the era of AI, zooming on Retail IP

11:00 Refreshments & Expo Hall Time

11:30 Algorithmic & Data Driven Retail

Big data, Machine Learning, Deep Learning, Predictive Analytics
Algorithms, Tools and Platforms

12:15 Digital Transformation & Future Commerce

Social AI Commerce, AI Driven Advertising, Influencer Marketing
CRM strategies, Brand Loyalty, Customer Satisfaction
Product Personalization, Virtual Fitting Rooms, 3D Commerce
Content Intelligence, Content Marketing, Digital Disruption

13:00 Free Lunch

14:00 New Customer & Shopping Experience

AI Driven Customer Experience Design

AI Recommendations: Visual Search, Computer Vision, Image/ Video Recognition

Augmented Reality, Virtual Reality, Mixed Reality

Rise of Virtual Shopping Assistants: Conversational AI, Virtual Assistants

15:30 Refreshments and Expo Hall time

16:00 Store of the Future

Biometric Retail Store Systems

Retail Floor Automation, Retail Robots, Self-service kiosks

IoT, Smart Tags, Smart Sensors, Smart Devices

The future of payments, cashless payments- caso Auchan

17:30 Visioning & Dreaming

Chairman's closing remarks

18:00 Cocktails & Networking

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