3-day immersion in Retail Innovation

Using neuromarketing to devise innovative retail concepts

Barcelona
17th to 19th June 2015
Participants come from every corner of the globe to enjoy this 3-day immersion in retail innovation in Barcelona.

Over the past 3 years, participants have come from the United States, Australia, the United Kingdom, South Korea, Japan, Mexico, China, Poland, Switzerland, Spain, Argentina, Andorra, Puerto Rico, Russia, Belgium, France, Turkey and Panama.

After 3 intense days, they go away transformed, smiling and bidding fond farewells to new friends.

This is no ordinary course or conference. It’s an elite immersion experience where 30 businesspeople get to experience the birth of innovative retail concepts first-hand.

The European Commission (2014) has praised our method as an example of how to develop the essential competences for retail innovation.

With focus on retail innovation and an experiential learning approach, this 3-day immersion experience is truly unique in the world.
What happens during this 3-day immersion?

- You won’t hear a “7 top tips & tricks to succeed in retail”, or best practices or retail industry trends.
- You’ll get hands-on experience with powerful, proven methods for creating “next practices” – true innovation – in retail.
- We’ll use the power of neuroscience to devise brain-pleasing retail concepts, blurring the line between online and offline.
- We’ll put ourselves in the shopper’s shoes to ensure high quality of life throughout the retail experience – the key to making your store a shopper’s favourite.

These 3 intense days will be as scientifically rigorous as they are fun.

We promise...

...that by the end of this 3-day immersion, you will have:

- Developed advanced competences (knowledge + skills + attitudes) for devising innovative retail concepts.
- Discovered how to develop a neuromarketing strategy for retail.
- Personally experienced useful retail innovation methods.
- Enjoyed interacting with top managers from other countries and sectors with a diverse range of backgrounds and sensitivities.
Participant testimonials

“The immersion is given in the very professional environment of ESADE and everyone has the opportunity to share knowledge, ideas, and thoughts with other colleagues – whose national and international backgrounds contribute to enhancing the overall result.

Highly recommended for those professionals who want to find the key to retail marketing.”

“There are very few opportunities for retail training in Europe. I found exactly what I was looking for on this immersion. The experience was outstanding and it gave me a complete view of retailing. This is a golden opportunity to learn how to attract new customers and generate additional sales, increase brand loyalty, and create value.”

“In this intensive immersion I’ve learnt that feelings and emotions are the starting point of any retail and commercial activity, or relationship between people (regardless of whether we are discussing a father-son relationship, a brand with a consumer, or a shop with a shopper).

This is a really challenging change.”

“Thinking outside the box is highly recommendable for solving new problems. This is the key to being innovative. This immersion has given us the opportunity to practice this process under the guidance of Lluís Martínez-Ribes – who has a great ability to lead groups. He introduced his unique and innovative perspective on retail sales – and most importantly – he presented a methodology that leads this process from the basic idea to the definition of the final retail concept.”

“If you are stuck in an everyday work routine and need some fresh air and inspiration, then this is the class for you. Neuromarketing is the future of marketing and presents challenges for everybody. Take this opportunity to introduce change.”
During the 3-day immersion, we will explore the following topics:

1. Specific characteristics and nature of retail firms.
2. Facing the challenge of the current “infoxicated”, short-attention-span society.
3. Impact of context on customers and how to manage it.
4. Appropriate segmentation approach for retail innovation.
5. Choose me, darling; creating customer preference in retail using neuroscience.
6. Experiencing the “universes” creativity method.
7. Sequential process of customer-centred retail innovation, including both front-end and back-end. The m+f! method: creating a neuromarketing strategy for a retail firm.
8. Defining a chain’s brand sense and delivering it with the two main drivers of the shopping experience. The “retail matryoshka”.
9. Different roles an innovative shop can play.
10. Shopping process reengineering.
11. Experiencing how an assortment can be sorted for use as a subtle communication tool.
13. Neuromarketing applied to mobile commerce (smartphones and tablets).
14. Role of predictive analytics and artificial intelligence in retail innovation.
15. The orchestrated solutions approach: the most innovative way to launch products.

There will also be an exciting social dinner at Cookiteca, an award-winning retail innovation concept. Topics may be added or the sequence may be changed or adjusted, depending on the group’s dynamics.

**Immersion discovery methods**

Our action-based learning experience is specially tailored for entrepreneurs and managers interested in retail transformation. The learning objectives will be achieved through a combination of methods: appealing interactive presentations, provoking guest speakers (with open debate), and real retail innovation practice in small groups.

Because the shopping experience is a key factor in retail, the immersion will also be fun.

**Rigour and fun can coexist!**
Wanted

Open-minded entrepreneurs and managers with strategic authority, an out-of-the-box mindset, and sound managerial experience (not necessarily in retail).

All ages and industries are welcome.

Maximum 30 people.

Speakers and facilitators

LLUÍS MARTÍNEZ-RIBES - Immersion director

Lluís has practised his passion for retail innovation in 25 countries, both in academia, as Associate Professor at ESADE, and in consulting, as a partner at Martínez+Franch retail innovation consultants (m+f=!).

[LinkedIn profile](https://es.linkedin.com/pub/lluis-martinez-ribes/1/706/3a8)

OTHER PRESENTERS:

NEUS CANAL - Cookiteca, CEO.

RALF EBERT - Bayer, Marketing Director, Animal Health.

RAFAEL RAMÍREZ - Pompeu Fabra University, Professor of Artificial Intelligence and Data Mining.

STEPHAN SIEGEL - Not Just A Label, CEO.

*Plus other International Top Managers to be confirmed.*
INFORMATION

LOCATION
Barcelona
ESADE Business School
Executive Education
Av. Esplugues, 92-96
08034 Barcelona, Spain

DURATION
17th - 19th June 2015

LANGUAGE
English

FEES
2550 €
2295 € per person for teams of 2 executives from the same company.
2165 € per person for teams of 3 or more executives from the same company.
2040 € per person for ESADE Alumni members.

The tuition fee includes:
• Course book (including all case studies, articles and presentations).
• Photo book with full contact details of all attendees for future networking.
• Luncheons and coffee breaks on course days.

Not included:
• Travel expenses.
• Accommodation (however, we can offer special accommodation prices for ESADE participants).

CANCELLATION POLICY
Occasionally, a registration must be cancelled due to unforeseen circumstances. To be entitled to a full reimbursement of the amount paid, cancellations must be communicated in writing at least 15 days before the start of the course. Given the demand for this course and the work entailed in its preparation, only 50% of the total amount paid will be returned for cancellations communicated less than 15 days before the starting date. There is no right to reimbursement if cancellation takes place after the course has started.

FURTHER INFORMATION
To consult on any matter concerning the course or its admission process, to arrange a personal interview, or to submit your admission application, please contact:

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Register online by providing full company and contact details, as well as your motivation for attending the course.

Your participation will be confirmed by email from ursi.vanderherten@esade.edu

Register online
www.esade.edu/executiveeducation

Air conditioning was not invented by improving the fan.
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