

EX.CEL Experiential Retail Workshop in Cannes attracts powerful sponsor line-up

blueprint
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RESEARCH BEYOND BORDERS

EXPERIENTIAL RETAIL WORKSHOP

Sunday 29 September 2024
14.30 - 17.30
Majestic Hotel, Cannes
Salon Courchevel 1

Platinum Sponsor altavia .travel retail

Gold Sponsors doppler DR.STINE ANKERSTJERNE kounter Summerbird ORGANIC umdasch THE GLOBE TRAVEL

A significant number of industry stakeholders are signing up to sponsor and attend the EX.CEL Experiential Retail Workshop in Cannes on Sunday, September 29.

According to workshop organizers m1nd-set and Blueprint, six companies have already pledged their support for the workshop, with Altavia Travel Retail as Platinum Sponsor, and Doppler, Dr Stine Ankerstjerne, Kounter, Summerbird Organic and Umdasch all supporting as Gold Sponsors. The organizers added that seats for the workshop are selling fast, as the significance of experiential retail and the drive to better understand its impact on shopper behavior is strongly resonating with the global travel retail industry.

Taking place in Cannes ahead of the TFWA World Exhibition & Conference at the Majestic Hotel from 14.30 to 17.30, the EX.CEL Experiential Retail Workshop will delve into the transformative power of experiential retail on driving consumer engagement across global duty-free and travel retail sector.

A showcase of advantages of experiential retail strategies

Anna Marchesini, m1nd-set Business Development Head, commented, “The workshop is understandably drawing keen interest as it will showcase the significant advantages of experiential retail strategies. Through in-depth analysis of shopper behavior, we will explore why experiential retail is so important for increasing footfall, conversion and spend, and highlight the evolution of shopper preferences and trends. We will also explore how exceptional retail environments and experiences can foster repeat purchases and strengthen customer loyalty.”

Karl Walter, Blueprint Partner, added, “The workshop will feature examples from the industry and

beyond to demonstrate how unique, interactive, and immersive experiences can trigger the emotions that positively impact the shopper mind-set, inciting the customer to spend more time – and money – in the stores. We will also show how experiential retail can be effective in curating cross-promotional opportunities, and how some experiential retail activations can become viral sensations on social media, generating both immediate and long-term value for the brand, retailer and airport retail environment.”

First-hand experience in providing experiential retail services in travel retail

The EX.CEL Experiential Retail Workshop will also incorporate examples from industry specialists that have first-hand experience in providing experiential retail services in the travel retail environment. Altavia’s travel retail teams from Europe and Asia will share case studies of their latest innovations and experiential retail projects.

Hugo Van Der Schlaeg, Managing Director at Altavia Travel Retail, said, “We are pleased to join m1nd-set and Blueprint in Cannes for the EX.CEL, Experiential Retail Workshop. Experiential shopping is an ever-evolving topic, and this session promises to be a source of inspiration for anyone looking to create memorable and special in-store experiences.

Andrew Machin, Managing Director at Kounter, who will also share insights on their experiential retail activations, commented, “We’re delighted to be part of this new workshop series. With the session focusing on the transformative impact of immersive retail activations in the travel retail sector we are perfectly positioned to present our findings and knowledge as we live and breathe this daily for our clients. There is an appetite like never before across retail, both domestic and travel retail for experiential brand activations and we hope to show brands not only how impactful this can be in growing sales, resonating with their customers but also that it doesn’t have to break the bank.”

The organizers emphasized that experiential retail is a rapidly growing area of keen interest among industry stakeholders, citing a marked increase in the demand for specific research on the topic and on the impact among shoppers in travel retail. This is further demonstrated by the strong enthusiasm for supporting the workshop among retail design companies, brand activation specialists and brands.

Michael Ripfl, Sales Director at umdasch The Store Makers, one of the Gold Sponsors, said, “At Umdasch, we are on the front line when it comes to executing engaging, immersive retail concepts and designs. With our airport and retailer partners we are constantly striving to increase footfall, conversion and spend through experiential retail activations. We are delighted to support this EX.CEL workshop series as it is vital to highlight the importance of experiential retail and its impact on these key KPIs of footfall, conversion and spend.”

Thomas Pedersen, CSO & Partner at Summerbird Organic, another Gold sponsor, underlined the importance of experiential retail for his company. “Summerbird Organic considers travel retail a strategic priority,” he said. “We gladly support debates where industry stakeholders exchange valuable insights. We look forward to participating in these debates because experiential retail is a key driver when developing extraordinary customer value in high-end markets.”

René Schwarz, Head of global sales at Doppler, also a Gold Sponsor, added, “Doppler is thrilled to support the EX.CEL workshop as it debates how to better connect with travelling customers. We need industry workshops like these to facilitate innovation and best practice between travel retail stakeholders. We look forward to partaking in these insightful discussions and contributing with our own lessons learned.”

“As a new player in travel retail, we understand the vital role that experiential retail plays in engaging customers and fostering loyalty,” said Dr. Stine Ankerstjerne, Founder and CEO at Norwegian skincare brand Dr. Ankerstjerne, a fifth Gold Sponsor. “Supporting this workshop reflects our commitment to gaining deep insights into consumer needs and adapting to meet them. By focusing on extraordinary store environments and memorable in-store experiences, we aim to create shopping moments that build strong, lasting customer relationships.”

See [here](#) to learn more and purchase tickets.