

m1nd-set and Blueprint add on-demand option for GenZ RedY Consumer Workshop at TFWA Cannes

✖ The workshop will deliver in-depth shopper behavior insights on the high-potential Gen Z customer segment

[m1nd-set](#) and [Blueprint](#), organizers of the GenZ RedY Consumer Workshop at TFWA Cannes, have announced that popular demand has prompted them to provide a recorded version of the workshop to delegates who are unable to attend in person.

This will include a recording of the 3-hour workshop and the full presentation that will be shared with attendees, including the interactive discussion and Q&A. The workshop, taking place at the Majestic Hotel during the afternoon of October 1, will deliver in-depth shopper behavior insights on the high-potential Gen Z customer segment, as well as discussion, debate and recommendations on marketing to Gen Z consumers.

Thomas Kaneko Henningsen, partner at Blueprint, commented, “Busy agendas and exhibition preparations ahead of the TFWA World Exhibition & Conference have led to a strong demand for a recorded version among many delegates attending the Cannes show. It has generated huge interest among our partners, and across the industry, so we have decided to make a recording of this first edition available along with the full insights presentation that delegates attending in person will discover during the three-hour workshop.

“The high demand has also prompted us to roll-out more physical workshops at various locations over the months to follow, with the first venue to be announced in the very near future.”

- Where do Gen Z consumers source their shopping information from on their path to purchase in Travel Retail & Duty Free?
- What are their shopping habits and what do they dislike most about today's Travel Retail & Duty Free offer?
- How important is social and environmental responsibility to the Gen Z consumer, and how does this impact Travel Retail & Duty Free?

These are just a few of the questions that delegates attending in person, or opting for the recorded edition, will learn the answers to during the GenZ RedY Consumer Workshop.

According to the organizers, the insights will be aiming at all sectors and companies within the global travel retail industry. The discussion will also aim to identify and explore actions that positively impact this young traveler segment’s satisfaction and spend levels.

Dr. Peter Mohn, owner and CEO at m1nd-set, added, “The data clearly shows that GenZs will present an enormous opportunity, and an even larger challenge for the Travel Retail & Duty Free channel. Brands and retailers are gradually coming to realize how unique this shopper segment is, how differently GenZs behave and consequently how important it is to adapt and evolve their positioning to attract them and remain relevant.”

According to m1nd-set and Blueprint, the GenZ RedY Consumer Workshop will unveil details about the shopper segment’s general attitudes & behavior, travel and booking habits, attitudes towards

shopping in travel retail, as well as key performance indicators, such as footfall, conversion and purchase rates, drivers and barriers to footfall and conversion, and touchpoints throughout the trip. It will also explore the decisionmaking process among GenZ shoppers, such as planning vs impulse purchasing, the purpose of purchasing and price comparison behavior, actual shopping basket data and GenZs tendency to interact with staff, including the impact and influence of the staff interaction.

Tickets to the 3-hour workshop (including networking opportunities with the world's top retailers and category leaders) cost €200 (US\$213). This includes the full report, can be bought online until September 25 [here](#). Access to the on-demand recorded edition is available at the same price by choosing the relevant option on the registration page.