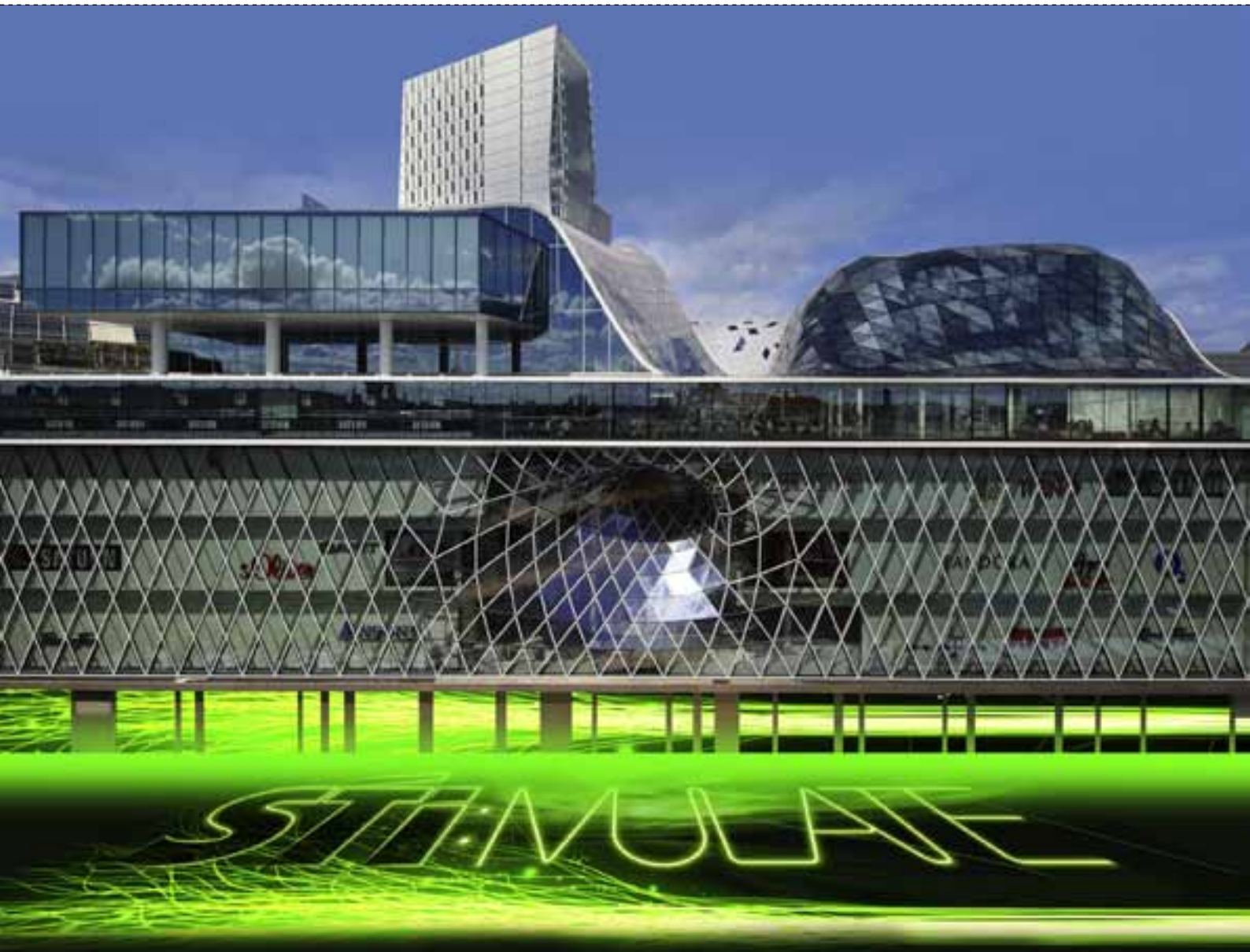


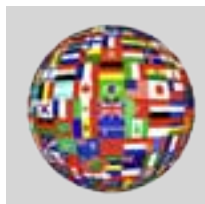
Trendsetting POS Solutions

Turning Shoppers into Buyers



27th & 28th September 2011

Frankfurt/Main



Background

What will influence the purchasing decisions of tomorrow?
How can you turn tomorrow's Point Of Sale into a Point of Success?

The two-day workshop is built around practically oriented lectures by international experts.

Workshop participants will also get an exclusive look behind the scenes at MyZeil. The multi-brand centre on Frankfurt's most famous high street sets new standards for modern shopping, with more than 40,000 customers walking through its doors daily.

Workshop content at a glance

The two-day workshop covers the following topics:

- How can influence be exerted on the buying decision?
- Coming trends
- Change at the POS – how do customers react?
- Digital media at the POS
- Overview of one of the most attractive shopping centres in Germany
- Guided store checks in attractive shops

Target audience

This workshop is oriented toward international brand good manufacturers and distribution companies with focus on

- Marketing
- Trademarking
- Product- / Brandmanagement
- Sales
- POS Design
- Purchasing

Day 1 – 27/09

15.00	Get together in Jumeirah Conference Center
15.30 – 16.15	How to win the War at the POS – Successful Customer Experience Solutions in Retail <i>Prof. Dr. Jörg Funder, University for Applied Sciences Worms</i>
16.15 – 17.00	STI Design Award + Snack, Award Ceremony of the internal STI Group Product Development Competition
17.00 – 17.30	Shopping Center MyZeil – Overview, Conception, Strategy <i>Andreas Ziehm, MyZeil</i>
17.30 – 19.00	Guided tour and storechecks in MyZeil Center <i>Andreas Ziehm, MyZeil</i>
19.30	Dinner in Frankfurt's typical quarter Sachsenhausen, Restaurant "Zum Gemalten Haus"



Day 2 – 28/09

9.00 – 9.30	Welcome <i>Norman Thom, STI Group</i>
9.30 – 10.15	<i>Lewis Allen, Portland Design (requested)</i>
10.15 – 11.15	How do Society and Customer change? What does this mean for the POS? <i>Frank Rehme, Metro Systems</i>
11.15 – 11.45	Coffee break
11.45 – 12.30	North American POS Innovations – Future trends that will impact shopper experience <i>Scott T. Neidhold, RockTenn</i>
12.30 – 13.30	Lunch break
13.30 – 15.00	Digital Media in Stationary Retail <i>Bernhard Baer, baermedia</i>
15.00 – 15.15	Coffee break
15.15 – 16.00	Trade Marketing and Brand Communication <i>Christian Deutschbein, Konrad Hornschuch AG</i>
16.00 – 16.45	How to create outstanding POS Solutions: "Understanding the customer's needs" <i>Markus Weißgerber, STI Group</i>



Speakers



Bernhard Baer has been involved in digital media at the POS/POI for nine years. He has been the proprietor of baermedia since 2006 and supervises digital media projects during conception, planning, tender and implementation. As Jury Captain at the POPAI Digital Awards and on account of his many years of observing international markets intensely, he is one of the top experts for digital media at the POS/POI in Europe.



Christian Deutschbein is experienced for more than 15 years in leading positions with focus on strategic development of effective international brand communication in an industry network of retail, media, tourism, entertainment and toys. He was responsible for leading international marketing positions at The Walt Disney Company, Ravensburger Spielverlag and currently he is in charge of international marketing consultancy for Konrad Hornschuch AG with his company Neteye | DC.



Jörg Funder is Professor for business management in retail and head of school for international business management at the University for Applied Sciences in Worms. According to that, Professor Funder is managing director of the "Institut für Internationales Handels- und Distributionsmanagement" (IHHD), at the University for Applied Sciences in Worms and head of the internal competence center "Strategic Management". Prof Funder has many years of practical experience in trading enterprises as operative manager, as well as on corporate level.



Scott T. Neidhold RockTenn, worked nearly 25 years in different positions at Procter & Gamble, Cincinnati. In the final step as Associate Director – Global Media Purchases, where he accounted for a spend volume of approx. \$ 4 bn. Amongst others, his focus was and is the sector of instore marketing, where he coordinated the spends, as well as a team of 50 associates and 700 suppliers. Since 2009 Neidhold is Vice President – Global Business Development for the STI Group / QPSI / RockTenn in the USA and a requested expert regarding POS marketing.



Frank Rehme Innovations and trends for tomorrow's retail are Frank Rehme's fascinating scopes of duties. His focus is on the development of new perspectives for retail in the future. Results are concentrated in the real, -Future Store in Tönisvorst, where 3.000 customers per day meet the innovations. Besides his professional success, Frank Rehme is characterized by his interpersonal skills - experiences and knowledge he passes on in exceptional presentations.



Markus Weißgerber is Head of Design and Innovations for the business unit display within the STI Group. Weißgerber has learned the display development from the scratch and early discovered his interest for well-thought-out constructive design. Together with his team Markus Weißgerber is responsible for innovative constructions and product development for POS Solutions in the STI Group.



Andreas Ziehmann After his apprenticeship in hotel business, Andreas Ziehmann studied business economics at the University for Applied Sciences for Engineering and Economics, Berlin (Fachhochschule für Technik und Wirtschaft - FHTW Berlin). After several leading positions in the real estate- management and -marketing sector, since 2010 Andreas Ziehmann is Deputy Center Manager of the "My Zeil" shopping center in Frankfurt/Main.

Workshop / Hotels / Evening Programme

MyZeil
Zeil 106-110
60313 Frankfurt/Main
Germany
www.myzeil.de

**Workshop-Location
Conference Center
Jumeirah Frankfurt**
Thurn-und-Taxis-Platz 2
60313 Frankfurt am Main
Germany
www.jumeirah.com

**Evening Programme /
Dinner**
Zum Gemalten Haus
Schweizer Strasse 67
60594 Frankfurt
Germany
www.zumgemaltenhaus.de

Hotel Cult
Offenbacher Landstrasse 56
60599 Frankfurt am Main
Germany
www.hotelcult.de

STI Group

STI Group provides innovative solutions for professional packaging processes and enticing product presentation at the point of sale, making a significant contribution to the successful marketing of its customers' products.

About half of all the world's most successful Fast Moving Consumer Goods (FMCG) manufacturers as well as leading industrial goods and trading companies are counted among STI Group's key accounts.

The STI Group is leading amongst the "best-in-class" and differentiates itself by performance, creativity, and sustainable innovation. The corporate group operates 14 production sites in Germany, Australia, the Czech Republic, Hungary, Poland, Romania and the UK, achieving a turnover of € 300 million in 2010.

Registration

The participation fee for the Workshop "Trendsetting POS Solutions" is 799,- € inkl. VAT **Registration until 1st September offers an earlybird rate of 649,- € incl. VAT**

The Workshop fee includes participation on both event days incl. catering, storechecks, organised dinner and conference documents.

Organiser reserves changes in the programme due to urgent reasons.

Please complete this form and fax or email it to Ms Sarah Reith.



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Telefon: +49 6641 81 349

Company

Street

Postcode / Location

Name, First Name

Position

Telephone

Email

Name, First Name

Position

Telephone

Email

Date, Signature

Room Reservation

The Hotel CULT has a limited number of rooms for 79 € incl. breakfast in allocation. Please make your room reservation under the keyword "SEA-STI2011" via telephone or under www.hotelcult.de.

Also the Hotel Jumeirah has a limited number of rooms for 290 € excl. breakfast in allocation. Please make your room reservation under the keyword "STI Group" via telephone or under www.jumeirah.com.



Arrival



By Car

Parking at Workshop location Jumeirah Hotel: MyZeil carpark (with costs)



By Train

To Frankfurt/Main Central Station, to Jumeirah Hotel by taxi (ca. 1,2 km)



By Plane

To Frankfurt/Main Airport, to Frankfurt city centre by train or taxi, to Jumeirah Hotel by taxi (ca. 10 km)

STI GROUP

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