



Cultivating Retail

A one day event for retailers, suppliers and growers

Cultivating Retail Programme

13 November 2018, East Midlands Conference Centre, Nottingham
Brought to you from HTA and GIMA

Registration from 8.30 am

Conference start – 9.30 am

Chaired by Cathy Newman – Channel Four News presenter and journalist.

Know your Customer

- Foresight Foundation – consumer behaviour and the retail environment
- Keynote speaker – Ken Hughes – internationally renowned consumer and shopper behavioralist known for helping his largely blue-chip client base better understand the needs of the future consumer. Ken’s talk will ask the question – ‘Is your Supply Chain Millennial ready?’
- Future technology – mobile advertising and brand strategy – Simon Gosling, Unruly

Mid-morning break

Business Inspiration and the Environment

- Inspiring green business story – speaker tbc
- The Melting Pot – Plastics in Horticulture panel session – since David Attenborough’s Blue Planet aired on our screens last year plastic has been a hot topic of discussion. In this panel session we bring together growers, suppliers and retailers to look at the issue of plastic and the challenges and opportunities that lie ahead. Panellists include growers, retailers and manufacturers including David Chilvers from The Bransford Webb Plant Company and a representative from Evergreen.

Lunch

Optimising the supplier/retailer relationship

- Head to Head Panel session on Supply Chain issues looking at what both retailers and suppliers want and how working together can create better relationships. Panellists include: Keith Nicholson from Westland Horticulture, Alan Roper from Blue Diamond Group, Boyd Douglas-Davies from Hillview Group and a representative from Hozelock.

Mid-afternoon break

Promoting Your Business

- Innovative and inspirational business case study
- Style, Emotion and Innovation for Home and Garden. Blue Diamond Group MD Alan Roper shares his thoughts on innovative and experiential retail using examples from his centres, including the East Bridgford Centre which opened this year.

Networking

Conference dinner

Pre-dinner drinks from 7pm

Presentation of the HTA Pearson Medal

Charity Partner – Greenfingers

After dinner speaker

James Golding – One Step at a Time - record holding inspirational speaker with a compelling, uplifting and honest story.