


Retail Jeweller
Inspiring 2019
 **Independents**
BOOSTING YOUR BUSINESS

17TH OCTOBER, PARK PLAZA RIVER BANK, LONDON
PROGRAMME

- 8:30 Registration & Welcome Coffee
- 9:30 Welcome Address
Ruth Faulkner, Editor, Retail Jeweller
- 9:35 Power Talk: **Challenges & Opportunities Facing the Jewellery Retail Industry**
A look at the latest trends and consumer behaviour insights from Mintel's latest Jewellery & Watches retailing Report.
Chana Baram, Retail Analyst, Mintel
- 10:00 Power Talk: **With Change Comes Opportunity!**
Finding your point of difference and tips for managing your business in uncertain times.
Bobby Lane, Business Growth & Retail Expert
- 10:30 Panel Discussion: **Building a Brand Story**
An emotional connection is the foundation for brand loyalty. Customers with a strong bond and brand loyalty have been shown to be more invested in a brand - and its success. They buy more products, visit the website or physical store more often, are less sensitive to price, and recommend your brand to more people in their social circles. So how do you go about creating that personal connection with your customer? Through your brand's story. It resonates with your employees and with customers, cultivating a community of brand advocates who stand behind and support your story – this session will explore the world of storytelling and why it's crucial to learn how to build a brand story — one that's unique to you and your company – and how to go about spreading the word.
CHAIR: *Ruth Faulkner, Editor, Retail Jeweller*
PANEL: *Meenu Graziani, Founder, Meenu Graziani*
Lloyd Blakey, Founder & Creative Director, Innovare Design
Lucy Walsh, Founder, The Brand Ambassadors Agency
- 11:00 Coffee & Networking Break
- 11:30 Success Stories: **Why Genuine & Meaningful Interaction Wins Every Time**
Rowena Howie, Owner, The Revival Retro Boutique
- 12:00 Power Talk: **Customer at the Heart**
Kate Hardcastle MBE, The Customer Whisperer
- 12:30 Drinks Reception
- 13:30 Lunch
- 15:00 Awards Presentation
- 16:00 Drinks & Networking