



Business Matching Event Speaker and Virtual Booth Invitation

The HKRMA is going to held the 3rd business matching event on 30 August 2021 (Monday) - **Webinar & Virtual Solution Day: Grasp the Coming Wave of Smart Retail with Solution Showcase.**

Associate Members are invited to be speakers and virtual booth exhibitors in the event with details below and event rundown is shown on P.2. Interested parties please submit information before deadline on 9 August 2021.

Items	Vacancy	Remarks
(Please choose either one)		
(A) <u>Speaking Opportunities</u> Service Vendors are invited to introduce solutions which:		Please submit your presentation proposal to https://www.retailnews.hkrma.org/biz-matching-registration if you are interested.
(1) enhance in-store customer experience	4 speaking slot @10 mins each at 4:00 – 4:40PM (40 mins)	(Deadline: 9 August 2021)
(2) help in-store staff build long-term customer relationship	2 speaking slot @10 mins each at 4:40 – 5:00PM (20 mins)	
(B) <u>Virtual booth / solution showcase on HKRMA Moible APP</u> Service Vendors are invited to exhibit your solution on HKRMA Mobile App (Download now >) . The virtual booth will be showcased for 2 weeks until 15 Sept, 2021	10 virtual booths with 1) Company introduction with company logo 2) Product or service information 3) 2 links (Company website, landing page or YouTube video to introduce your service) 4) Instant message button (link to WhatsApp)	Please submit your application to https://www.retailnews.hkrma.org/hkrmaapp-virtual-booth-info if you are interested. (Deadline: 9 August 2021)

Enquiry: Iris Ng 21799410



**Webinar & Virtual Solution Day:
Grasp the Coming Wave of Smart Retail with Solution Showcase
Event Rundown**

Date: 30 August (Monday)

Time: 3:30PM – 5:00PM

Format: Webinar

Charge: Free of charge

No. of Participants: 100 pax

Now that the offline market is reopening, it is time for retail brands to upgrade their brick-and-mortar stores and deliver a smart retail experience for customers.

The pandemic accelerated the adoption of an array of in-store technology, while few brands have made these technologies available in stores. Brands need to smartly invest in places that address consumers' needs as the offline market recovering. Therefore, to maximize the ROI on digital and capitalize on consumers' interests by in-store technologies, retail brands should pursue a smart retail strategy and offer an immersive omnichannel experience for their customers.

Technology vendors who provide in-store technologies for delivering smart customers experience are invited to be our speakers in this event:

<u>Time slot</u>	<u>Topic</u>	<u>Speaker</u>
3:30 – 4:00PM (30 mins)	Overview on 2021 Retail Service in Hong Kong <ul style="list-style-type: none">- Overall service performance by categories- Service gap analysis by categories, service touch points & districts	HKRMA
4:00 – 4:40PM (40 mins)	Enhance in-store customer experience by smart retail technologies	4 vendors (10 mins each)
4:40 – 5:00PM (20 mins)	How smart retail help in-store staff build long-term customer relationship	2 vendors (10 mins each)