

### Press Release

#### **InsightsTalks: The new Insights-X programme of talks**

- Free talks by industry experts in Hall 3C
- Changing topics with best-practice examples

Inspiration for product ranges, striking in-store presentations and successful sales conversations – these are some of the topics retailers and buyers can learn about at the fifth Insights-X from 9 to 12 October 2019. As part of the new InsightsTalks, experts will be shedding light on current trade-related topics from Thursday to Saturday from 11.30 am to 1 pm. Set in the pleasant atmosphere of the InsightsArena's Atelier in Hall 3C, the free talks are open to all visitors and do not require prior booking. A total of 306 companies from 39 countries have already registered for Insights-X.

#### **Creating in-store experiences**

On Thursday, the topic of product presentations will take centre stage at the InsightsTalks. At a time when online trade is on the rise, it is important to create personal in-store shopping experiences to counter the exodus of customers. As a visual marketing expert, Sabine Gauditz provides regular consultation for retailers. In her talk, she explains how to bring out the best in the products and capture the imagination of shoppers. As part of a best practice talk, Eyk Nölte, owner of two stationery stores, shines a light on how he uses events to enhance customer loyalty.

#### **Back-to-school trends**

The Friday will be entirely under the banner of the "Back-to-School" theme. The market for school supplies is in a constant state of flux, making it all the more important to have a clear insight into the latest developments when putting together a product range. Stefan Meyer of retail trade consultancy "Handelsberatung Steffens" reveals what is on-trend for 2020 whilst highlighting the themes retailers can focus on to raise their profile. Tying in with this topic, Constantin Hatz focuses on school backpacks. The Managing Director of the family-run retail operation "PapierFischer" will talk about sales consultation and how his business prepares for the back-to-school season. He will also discuss why his business organises events such as Family Days.

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#### **Tips for boosting sales**

On Saturday, everything will revolve around successful sales. Rapidly changing consumer behaviour is requiring retailers to venture down new paths. Jörg Winter points retailers in the right direction. The coach, who also holds sales training courses, has been guiding companies into new territory for 30 years. Using concrete examples of successful retailers, Winter's talk looks at practical tips for stimulating sales whilst highlighting major "no-nos" at the point of sale.

#### **Social media in the trade**

The use of social media has become indispensable in the retail landscape. The different platforms offer diverse opportunities for strengthening links with existing customers and forging relationships with new ones. As a result, this important topic is featured on all three days of the InsightsTalks. Nico Wutschijewitsch is CEO of the digital marketing agency "Effektiv" and has more than 10 years' experience in the stationery sector. In his talk, he provides key insights as well as hands-on tips and approaches to social media. He also explains how to build bridges to e-commerce.

More information on the programme and the speakers can be found at [www.insights-x.com/en/insightstalks](http://www.insights-x.com/en/insightstalks). The presentations will be simultaneously interpreted into English.

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Note for editors: Reprint free of charge. Images are available at [www.insights-x.com/media](http://www.insights-x.com/media).

Please provide us with a voucher copy on publication.

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#### **Insights-X – Your Stationery Expo**

Insights-X is the industry trade fair for paper, office supplies and stationery. Held each year in October, the event brings together leading brand manufacturers and suppliers of every size in the Nuremberg Exhibition Centre. Buyers and specialist retailers can find an extensive product range for the office, school and home as well as creative and artistic materials. The next event will open its doors from 9 to 12 October 2019. Further information can be found online at [www.insights-x.com](http://www.insights-x.com).

#### **Spielwarenmesse eG**

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading **Spielwarenmesse**® in Nuremberg, **Kids**

**India** in Mumbai and **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China and Spielwarenmesse India Pvt. Ltd., covering the Indian market. The cooperative holds a majority stake in the Russian exhibition company Grand Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at [www.spielwarenmesse-eg.com](http://www.spielwarenmesse-eg.com).