

InsightsTalks: Exciting expert presentations on current issues in the industry

- Practical and worthwhile tips at the InsightsArena every day of the fair
- All presentations also streamed live on Insights-X Digital

At the seventh Insights-X trade fair from 5 to 7 October, alongside product innovations the focus will also be on sharing practical knowledge on the trade. Some 150 exhibitors from 32 countries have already registered for the event. The InsightsTalks will be the first port of call for buyers and retailers. Every day of the fair between 1 pm and 3 pm, experts will be speaking in the InsightsArena in Hall 10.0 on the key topics of digitalisation, sustainability, online marketing and trends in retail and the stationery sector. The presentations will be simultaneously translated into English and streamed live on the new Insights-X Digital platform.

Generating shopping experiences

The InsightsTalks start on the Wednesday of the fair with keynote speaker Frank Rehme, Managing Director of the SME 4.0 Competence Centre in Retail at IFH Köln. In his presentation, 'Switching the mindset to mindful trading: successful trading in a changing society', he explains how customers can be influenced through the practical application of neuromarketing. Cornelia Schambeck, independent consultant, devotes her attention to the topic of 'Green Retail' and points up the opportunities in the stationery sector in relation to sustainability. Following this, online marketing expert Patrick Hünemohr of 5H Capital provides tips to retailers on how they can substantially improve their local digital visibility on the internet to increase their turnover. Finally, Andreas Oberländer, Coach at sales consultancy YourWayUp, talks about the means by which unique customer experiences can be generated at the point of sale.

Sales strategies for the specialist trade

On Day 2 of the fair, the programme of presentations commences with Svenya Scholl, Account Manager at socialPals. She will be highlighting the practical opportunities afforded to small bricks-and-mortar retailers by social media marketing. Trend scout Gabriela Kaiser will then introduce trade visitors to the world of megatrends, which she illustrates with examples of products from the writing implements, office supplies and creative design

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sectors. The best way for the specialist trade to reach both business customers and consumers through social media channels such as LinkedIn and Instagram is outlined by Simone Brett-Murati, Founder of the agency 'Eskimos mit Kühlschränken' ('Eskimos with Refrigerators'), and Florian Lindner, proprietor of BTR Office. The research method of 'opinion mining' helps with the analysis of customer attitudes to a product. Lukas Waidelich, Founder and Managing Director of Cauliflower, introduces this approach and highlights the ideas that can be drawn from it for the stationery sector.

Trends at the point of sale

The topic of sustainability has become an important purchasing criterion. On the Friday of the fair, it's all about stationery and DIY products with a sustainability factor for Gabriela Kaiser. Sabine Gauditz and Hans Schmidt of consultancy firm Arte Perfectum explain how a sustainable shopping experience can be communicated at the point of sale. The presentation by Anne Liesenfeld, Project Consultant in the SME 4.0 Competence Centre in Retail at IFH Köln, then tackles the question of how retailers can benefit from Shoppable posts on social media platforms.

The topic of licensing, too, is highlighted in the InsightsArena. The LicenseTalks deliver exciting insights for industry and the trade into the field of licensing. Further information on subject matter and the presenters of InsightsTalks is available on the regularly updated website www.insights-x.com/en/insightstalks.

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Note for editors: Reprint free of charge. Images are available at 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 5 to 7 October 2022. Further information can be found online at 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-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **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 the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. In addition, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People's Republic of China. Its **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 found on the Internet at www.spielwarenmesse-eg.com.