

ADVISORY

Experts in Digital Transformation



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ADVISORY

From game-changing strategy consulting to masterclasses we take you through the trends impacting global duty free & travel retail markets. We create value by reinventing the core, step-by-step.

You will be fully informed in private, in a small group or with your entire team on the ins and outs of the digital transformation currently taking place and impacting this special, fast-growing channel. You will learn about the current- & future trends affecting travel retail spend, the purchasing patterns and customer journeys and about value chains and financial parameters of new digital competitors like Amazon and other online giants.

During a benchmark session, we'll take a closer look at the opportunities and possibilities within your industry/product group and the travel retail activities of direct competitors will be examined.

Things we talk about:

- What the *%^& happened to our stores?
- Data insights, and how to adjust to changing passenger behavior
- Making the successful transition to omni-channel.
- How to survive this disruptive age as a winner?
- Kill the buzz: creating a multi-platform stunning experience
- How to use digital technology to become customer centric.
- Rethinking your business model: Stores vs. online.
- Big data as your ultimate weapon.

- Masterclasses
- Keynotes
- Strategic Sparring Partner
- Leading Travel Retail trend experts
- Investor information
- Advertising agency partnership
- Whitepapers
- Boardroom & Decision Maker inspiration & coaching

Monthly retained advisory starts at EUR 2.500 per month

Availability: 2017

For further information: aircommerce.com/advisory



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