

LIS
BON

1-3
OCT



Fest

CONGRESS 2020



transformation of the
**customer
experience**

sanitop^{.pt}





johan stevens
fest vice-president
MD Sanitop

transformation of the **customer experience**



The fight for our customers just got a lot more complex. Now it's not only coming from other distributors, but new entrants armed with all the tools of the digital age.

Competition has always been part of our natural landscape. Each week we go into battle with our mixture of stock, brands, service and price propositions and win and lose against other distributors. We chase projects, convert leads and look for the next big HVAC trends. To be operationally effective within this defined market place should be good enough, or is it? In the digital age we, and many other market places, are seeing the rules of the game change around us. The result is a threat to the three-stage wholesaler business model.

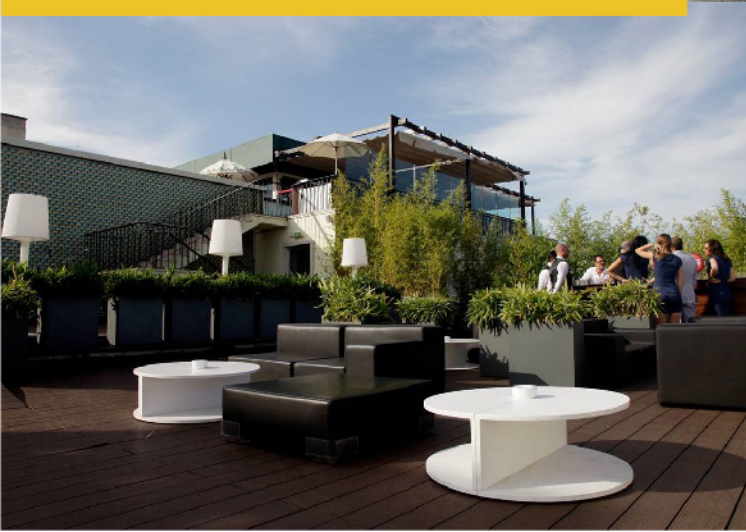
The customer experience is being shaped by online and offline touchpoints and we can see that there are some customers who have quickly adopted to the new digital tools and many who have yet to make this transition. There is no such thing as the typical customer anymore! The digital age has now allowed disruptive competitors to approach segments of our customers with:

- The growth of new technical products for the home, such as smart home technology, where the installer is not always the first choice as a reference point;
- Manufacturers who see the homeowner as the key decision-maker and can now market to them directly and digitally;
- New entrants to the supply chain who look at the sector and feel that they can do a better job.

We need to understand which of our customer types are most at risk here and ask ourselves if we are organised and resourced to win. This digital fight for our customers will get hotter. If the first phase was the impact of the internet, the second was the mobile, the third will be the impact on our customers of Artificial Intelligence(AI). Wherever you look in society, AI has yet to play out and our installers will also be affected by this technology.

As a sector we have shown, in many other periods of change, that we have the flexibility and talent to respond and win. This Congress tackles these digital customer challenges in a positive and practical way. Our keynote speakers will be examining how the customer experience is changing in many ways, and look at how customers are reacting to the disruptive entrants. The need to progress from Buying and Product Management into customer centric Category Management is an important organisational change that will be highlighted, bringing many of these strategic issues into our own down to earth language.

The customer experience has been redefined across many marketplaces and we are not immune. Engage in the debate, gain insights and evidence from our speakers and their case studies, as well as your colleagues around you in both the formal sessions and the networking and social events. Take away a perspective of a new customer proposition that is right for your company.



> arrival

agenda

thursday

01
OCT

optional activity

08h30

departure hotel

09h00 / 14h00

fest golf tournament*
oitavos dunes, cascais

with optional golf clinic for beginners (2 hours)

14h00 / 15h00

lunch*
clubhouse – verbasco restaurant

*golf fee and lunch are sponsored by **platinum sponsors**

official program

15h00 / 20h00

check-in tivoli avenida hotel and congress registration

20h00 / 23h00

welcome reception and cocktail dinnatoire
sky bar – tivoli avenida hotel



congress day program

morning

07h00

breakfast

08h30 / 08h40

welcome and opening

08h45 / 09h15

fest: strategy and priorities

09h15 / 10h00

do we really understand the impact
of disruptors on our customers?

David Moody

10h00 / 10h30

networking break

10h30 / 11h30

cx: personas and customer journey

Nancy Rademaker

11h30 / 12h00

case study: sanitop

12h00 / 12h30

AI: how can it help us

Nancy Rademaker

12h30 / 13h00

panel discussion

13h00 / 14h15

lunch

afternoon

14h15 / 15h00

category management Van Marcke

Steven Van Sweevelt

15h00 / 16h00

china's new normal

Pascal Coppens

16h00 / 16h15

closing address

16h15

network break

19h00

gala dinner in the estufa fria

friday

**02
OCT**

agenda



agenda

saturday

03
OCT

social
program

discovering Lisbon

- 09h30** tuk-tuk tour
(pick-up at the tivoli avenida da liberdade hotel)
- 10h15** arrival at Portas do Sol viewpoint
walking tour to St. Jorge castle and its visit.
- 12h00** tuk tuk pick-up at Portas do Sol viewpoint and
departure to Terreiro do Paço
- 12h30** arrival at Aura restaurant for lunch
- 14h30** end





>
partner
program

Lisbon tour

agenda >

friday

**02
OCT**

- 09h30** transportation to Belém
- 11h00** visit to the Jerónimos monastery
- 10h45** walk through Belém garden and Padrão dos Descobrimentos
- 11h15** lunch at the cafeteria “Mensagem”
- 12h00** transfer to Belém tower and walking tour
- 12h30** transportation to the docks for boat trip
- 13h00** catamaran tour with lunch on the Tejo’s river
- 16h00** return to the hotel
- 16h30** arrival at the hotel

guest speakers



nancy rademaker
nexxworks

With over 20 years of experience in IT and training, Nancy has always and above all passionately focused upon people: how technology influences their behaviour, how it helps them share knowledge and how it enables them to create and innovate.

She is a highly rated and motivating international business speaker. She has energized many roundtables, boardroom sessions and corporate events with bold presentations on the topics of extreme customer centricity, disruption, business model change and marketing.

She loves inspiring others about how they can organize their companies for The Day After Tomorrow and push their business models to the next level.



pascal coppens
nexxworks

Author Pascal Coppens is the expert in all things innovation and Day After Tomorrow in China, rooted in his deep understanding of the country as a sinologist.

He is an entrepreneur at heart with more than 20 years of experience in China and Silicon Valley. Pascal has employed, partnered and competed with hundreds of Chinese innovators.

Currently he is a trusted advisor and an inspiring keynote speaker.

**steven van sweevelt**

chief marketing and product officer
Van Marcke

Steven Van Sweevelt is an enthusiastic international sales and marketing professional with more than 20 years of experience in external and internal roles at the regional and corporate levels working for renowned retail and consumer goods organizations.

Expertise and qualified in strategy development & execution, customer business development, and shopper / consumer marketing & advertising he also has qualifications and experience in category management at a strategic level.

Fast track career combining strategic leadership and entrepreneurial mindset. A senior executive with consistent track record of delivering outstanding business results. Hands-on, high capacity professional with motivational and "lead by example" leadership/management style. Passionate for winning, self-confident and Innovative. Capable of developing a strategic vision and managing ambiguity though keeping the focus on excellence in execution.

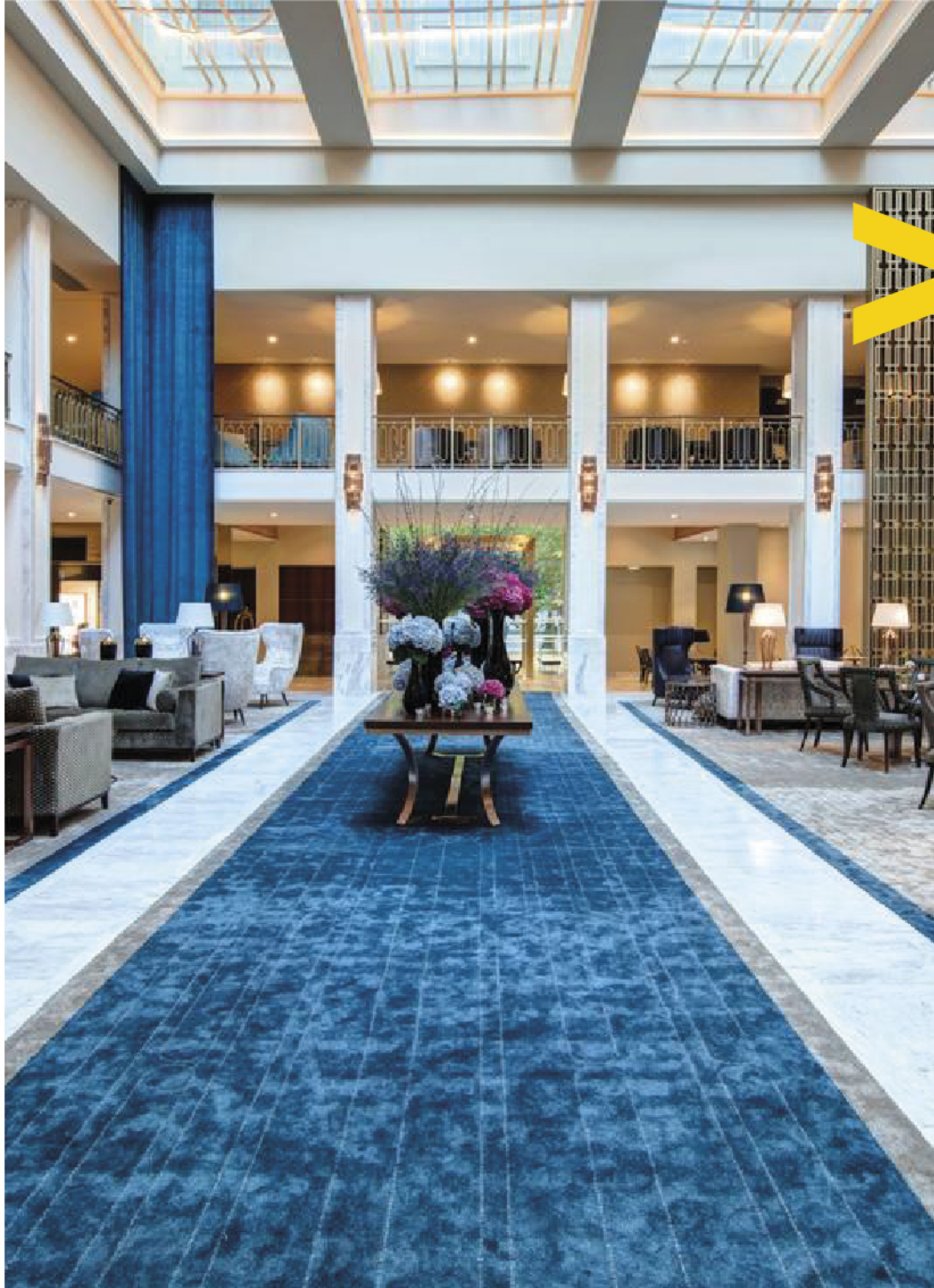
**david moody**

consultant

David has seen and shaped the building materials sector from the perspective of manufacturer, distributor, and now as management consultant in European building materials. During his 20 years at Wolseley David developed the Plumb Center brand in the UK, then worked across Europe in other distributor brands, identifying both the similarities and differences in formats.

In recent years David has been an Associate Partner at CIL Management Consultants, London, who specialise in the built environment. Clients are typically Private Equity and corporate boards seeking due diligence and business performance improvements. David has previously Chaired the Market Committee for the Construction Products Association in the UK.

guest speakers



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OF THE WORLD

hotel **tivoli avenida**



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Address: [Av. da Liberdade, 185](#) 1269-050
[Lisboa, Portugal](#)

congress fee + hotel accommodation

-15%

-15% early booking
if registered before 1st june 2020

> € 425,⁰⁰ / person

regular ticket
€ 500,⁰⁰ / person

congress delegate

hotel accommodation for 2 nights including breakfast		1-2 OUT
tivoli avenida	single room	€ 550,⁰⁰
	double room	€ 590,⁰⁰

or

-15%

-15% early booking
if registered before 1st june 2020

€ 340,⁰⁰ / person

regular ticket
> € 400,⁰⁰ / person

partner package

>
participation
congress

