

## Kate Ancketill

Expert in Innovation and Founder and CEO of GDR Creative Intelligence

**Trends 2020: Retail Opportunity For The Fast-Changing World & The Human Mind.** The world of retail dramatically changed a couple of years ago, and nothing will ever be the same again. The fourth industrial revolution hit. This presentation connects the dots to give the full picture of what's happening: from macroeconomics to social and political disruption. There are tough issues to be faced, and there are major opportunities for disruptors. This presentation outlines the nine technologies retailers must employ if they're to meet customer expectations and thrive in this new tech revolution.

**Global Innovation Report.** In an eye-opening, forward-thinking keynote presentation, Kate Ancketill shares insights on the innovations that will change the face of business in the near future. Through a network honed over 21 years that features the world's best creatives—including engineers, designers, marketing experts, artists, business executives, scientists, researchers, and more—Ancketill has her finger on the pulse of technology, innovation, and business trends, and she helps audiences see what is coming down the pipeline and where they should focus their efforts in order to not only keep up with the changes but stay ahead of the curve. With the belief that dreaming leads to innovation and science fiction has a way of becoming fact, Ancketill discusses how innovation builds on itself and simply taking a discarded idea and tweaking it can turn it into a world-leading idea. She also addresses how consumer, brand, and retailer relationships are evolving and how this knowledge and understanding can deliver a competitive advantage. Businesses of all varieties are moving toward hyper personalization, offering adaptive environments that change with your mood, shopping lists that write themselves, and responsive stores that change with the weather. Consumers' expectations are accelerating, and Kate Ancketill gives businesses the insight they need to keep up.

Content is refreshed weekly to ensure Ancketill is explaining big picture shifts with the very latest innovations that are rocking the retail and hospitality worlds globally. Currently, hot topics include:

- The growth of Omni-channel and the intersection between digital and physical retail.
- Cognitive artificial intelligence and its implications for future service provision within retail and leisure.
- Mobile commerce and its impact on the retail landscape.
- The 'entitled' millennial shopper: How they shop the way they live: 100% connected.
- Click and collect and delivery: Innovation that's creating the new competitive landscape, and where it's going.
- Experiential retail: What this means now and for the store of 2020.