

**HOUSEHOLD EXPO**  
**STYLISH HOME. GIFTS**  
**CHRISTMAS BOX. PODARKI**

MOSCOW  
IEC «CROCUS EXPO»

**Business program of the International Exhibitions**  
**HOUSEHOLD EXPO, STYLISH HOME. GIFTS and CHRISTMAS BOX. PODARKI**  
**autumn'22**

HALL 11

September 13 | HALL 11, DAY

**REGIONAL RETAIL DAY**

**'Sales management in the period of turbulence'**

Organizers: Between2countries, MOKKA Expo Group

Partners: DROGERY SOYUZ, Romir company, Unit-Consulting company



**Section 1. Product. Sales. Promotion. System management in the period of changes.**

10:00 – 10:20 **Changes on the market, what is going on with sales in the period of changes. Retail in new conditions. 3 important tasks of retail to keep your targeted buyer**  
Irina Bolotova, leading expert of the market of retail technologies. Strategy development, projecting and design, branding for retail.



10:20 – 11:00 **Main partners and production markets during the foreign economic activity of the business. Purchasing unions. How the system of consolidation of purchases and unification of volumes for retail chains of stores helps to regulate purchasing policy.**  
Lyubov Kozmina, director general of OOO DROGERY SOYUZ



11:00 – 11:40 **Logistic supply chains – what to pay attention to when relocating business from one country to another. Based on what geopolitics rules price and assortment offers will change for the market of the Russian Federation.**  
Leyla Pavlova, managing partner of «Between2countries» consulting agency



11.40-12.00 **Increase of sales and proper logistics. History of movement of goods as one of the tool of increase of buyer loyalty.**

- User behavior on the internet shop web site
- Positive and negative cases of information publishing on ways of receipt of the order
- Influence of accuracy of information on logisticians on conversion
- Ways of sales increase with Russian Post.



Elena Filippova, head of key clients department of Russian Post

## Section 2. Assortment of suppliers or Private Label

12:00 – 12:35 **Rules of formation of assortment matrix in the period of goods supply halting. Main tools of sales when incorporating Private Labels into the shelves of retail chains.**

Anastasia Osminina, brand director of Drogerie Soyuz



12:35 – 13:00 **System management in the period of changes.**

- Is it possible to plan key indices of work of a store now?
- Automatization of business processes
- Revision of contracts with suppliers
- Optimization of assortment

**Natalia Novoselova**, head of consulting group 'Super Roznitsa'



13:00 – 13.35 **Assortment planning. Private Label sales share. How budget planning is formed when implementing Private Label. Rules of forming brand strategy in social media.**

**Leyla Pavlova** – managing partner of 'Between2countries' consulting agency.



13:35 – 14:00 **Brand of the 1<sup>st</sup> choice. Real stories of success**

Alexey Larin, managing partner of BrandExpert Ostrov Svobody Branding Agency

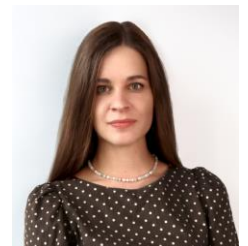


14:00 – 14:20 Break

## Section 3. Sales management on the territory of the Russian Federation and CIS countries

14:20 – 15:00 **Dynamics of changes of buyer demand 2018-2022**

Alena Shishova, Deputy Head of Client Relations Department of ROMIR company



15:00 – 15:45 **Achievable gains on the base of sales analytics**

- Decision making on the base of monitoring of sales indices. What indices it is necessary to trace?
- Complex of indices to complete the task of sales volume and quality increase
- Decision making when sales decrease: what metrics allow to unravel and manage the problem in due time
- Indices for different level of executives – from an average executive to top managers

**Tatyana Sorokina**, director general of Unit Consulting



**Section 4. Additional sales: main tools of strategic marketing**

15:45 – 16:20 **3 simple ways to sell fully: practice proven ways to increase the medium bill**

- How structure of the assortment and category management work for the medium bill
- Technology of sales. Analysis of cases and best practices.
- Organization of sales places: finding the resources to increase sales

**Natalia Antonova**, Director of MAXIMUM Center, expert and innovator of 'Professionalnaya roznitsa' Service



16:20 – 17:00 **How to take into account product commodity neighborhood for additional sales to work more actively**

- What commercial indices cross sales and product neighborhood do influence
- Algorithm of building of assortment, layout and promotion during product neighborhood and cross sales
- Analysis of cases using the example of Household & Beauty industries

**Nadezhda Savina**, an expert in building of formats and concepts of retail stores



## INTERNET MARKETING DAY

Секция 1.



11:00 – 14:00 **100 points of growth of your business in the net: SEO, SMM, Performance, analytics**  
Organizer: Ingate

**Dmitriy Apukhtin**, Head of Performance, Ingate

Briefly in sales funnels. Tuning of analytics system for work with a funnel. Cases of usage of combinations of tools of Yandex at every stage of a funnel.



**Grigoriy Zagrebelniy**, Head of Research&Development Department, Ingate

Why it is a bad idea to constantly build analytics from scratch. What business needs from professional analytics and what it gives. Check list of implementation of end-to-end analytics on example of Ingate Analytics Service.



**Ekaterina Lavrova**, Head of SMM department Ingate

Dzen and Promopages – how to promote yourself in new conditions. Pulse from VK Group – opportunities of the site. How to shake up a VK audience. How to make content from prohibited Instagram work again. Cross posting or unique content.



**Lubov Gerasimova**, sales manager Ingate

Why only side expertise is able to help to determine additional focus points. Inhouse expertise or outsource expertise is higher? Why it is needed to take into account the resource of employees. What team requires a higher budget.



## Section 2.



14:00 – 14:30

### House hold goods

- how house hold goods category is presented at SberMegaMarket
- focuses on category development for this year
- seasonal highlighting of the category (autumn-winter 2022) and what instruments for the promotion on the marketplace work most effectively for this category

**Anna Pronkina**, head of House hold goods category



14:30 – 15:00

### New Year goods

- how new year category is presented at multi category marketplace
- what difficulties sellers of new year goods face with and what solutions of the marketplace allow to sell these goods online
- complementarity of goods category, multi basket (what and more often is purchased with new year goods)

**Alexey Pavlov**, manager of 'Countryside, seasonal and new year goods' category



## Section 3.



15:00 – 15:30

### Results of the first semi year and priorities of Household category development at Ozon

**Likhonkina Irina**, director of house hold goods category



15:30 – 16:00

### How to enter Ozon marketplace? Specifics of entrance, work with the content

**Aleksandra Nikonova**, senior manager on key partners attraction



## Section 4.

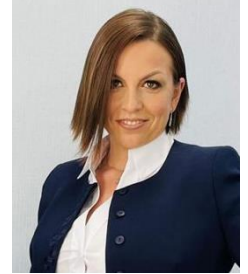


16:00 – 16:30

### 'Opportunities of Market for producers and sellers' or 'Yandex ecosystem as a tool for sales growth'

**Dmitry Iodlovskiy**, category manager of Yandex.Market





**Work with marketplaces**

- How to bring outsiders into sales leaders on the marketplaces
- Pitfalls when automatizing business processes
- Lifehacks when managing more than 1000 product SKU
- Strategy of managing the assortment during the crisis

**Oksana Smirnova**, Director of Department of marketing and development of AO TPK Magamax

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**September 15| HALL 11, DAY 3**

10:00 – 11:30

**Discussion session for distributors and retailers. Practice of Private Label management: effective tools of sales increase and dissociation from the competitors**

1. What is Private Label needed for?
2. How to determine the Private Label role in the assortment?
3. Principles of formation of Private Label matrix and gamma
4. Calculation of economics of Private Label entry
5. How to avoid cannibalization of existing sales when launching Private Label
6. How to promote and sell Private Labels? What is the difference with “alien” trademarks?
7. Check list of Private Label effectiveness analyses

**Stanislav Kazakov**, managing partner of Big Time Retail, ex-director of Darwin hypermarket chain



## BRANDING DAY

Organizer: Association of branding companies of Russia

# абкр

**How to create a strong selling brand and to outperform all the competitors.**

**Experience of the leading experts on branding**

Section of Association of Branding Companies of Russia in the framework of HouseHold Expo-2022

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11:30 – 12:00 **How to create an effective brand of Household inside of the company?**

**Andrey Gornov**, director general of Getbrand



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12:00 – 12:30 **Topic: How to create brand that will execute your sales plan 200%**

*Instruction on creation of a 'selling' brand. How to avoid typical mistakes when creating a brand. Analysis of the most successful Russian and foreign cases.*

**Alexander Vagin**, Supermarket general director, A member of Association of Branding Companies of Russia Council (Section moderator).



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12:30 – 13:00 **How to stop doing it as always and to reach a new level**

Today many domestic producers have new unique prospective. The key moment is not to fall into a trap. You will learn how to stop working in the format of a cheap alternative and to tune yourself to be a leader of the niche.

**Vlad Rudovskiy**, brand architect, creative director of a branding studio Adekvatniye lyudi



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13:00 – 13:30 **Repositioning of brands, a key to the effectiveness in the current realities of the market**

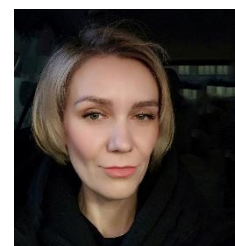
Anna Sobyana, director general of A.STUDIO branding agency



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13:30 – 14:00 **Categories where there are manufacturers, and a consumer is waiting for brands and is ready to pay**

**Bochkareva Lyudmila**, senior strategist of Fenomen



Project of the program, program is subjected to change

[Registration for the business program](#)