



7th European Direct Selling Conference 16 & 17 October 2018

PROGRAMME

(may be subject to modifications)

16 OCTOBER – AWARDS & 50TH ANNIVERSARY DINNER

Celebrating 50 years of direct selling representation in Brussels

18:45 – 19:45	Cocktail & Awards distribution
19:45 – 22:30	Dinner & Awards distribution

17 OCTOBER – MORNING SESSION

Opening & Welcome Cathy Smith, Moderator

Keynote Address Seldia Chairman

Keynote Address Speaker to be confirmed

Keynote Address Magnus Brännström, WFDSA Chairman & CEO of Oriflame

Key findings of a socio-economic survey on direct selling in Europe undertaken by IPSOS

Since 2007 and the last IPSOS survey on direct selling in Europe, the direct selling sector has shown a constant growth, both in terms of sales and of number of people active in direct selling. Findings of a new survey undertaken by IPSOS in the spring of 2018 will be unveiled and commented by the Executive Director of Seldia and other relevant speakers.

Coffee break & networking

A Leaders' Discussion

Omni-channel, cross-channel, multi-channel... How can companies survive and adapt their strategy to the development of multiple channels of distribution? What are the pitfalls to avoid in order to remain competitive? Is multi-channel the key of success? A few company leaders will exchange their views on the challenges and opportunities of today's retail, and how these may be turned into innovative solutions.

Moderated by Cathy Smith

Futurist Guest Speaker Stefan Hyttfors

Stefan Hyttfors is an acclaimed futurist, author and award winning global speaker focused on disruptive technologies, behavioral change and next generation leadership. Stefan will speak on how innovation, new technologies, and consumers' behavioural changes already affect our world and its social issues.

Lunch break



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17 OCTOBER – AFTERNOON SESSION

3 workshops in parallel

- **EU Regulatory: the New Deal for Consumers**

Moderator: Eirini Papadopoulou, Seldia

- Imelda Vital, (Amway)
- Prof. Dr Reinhard Steen, University of Ghent
- Christoph Schmon, BEUC
- Bianca Rodriguez-Galindo, EU Commission (DG JUST & Consumers)

- **How to integrate digital influencers (bloggers) in your brand strategy?**

Moderator: Almut Kellermeyer, LR Health & Beauty

- Emma Joost de Ter Beerst (Stella & Dot)
- Gerrit Knein, blogger
- Linda Hellqvist, Oriflame (tbc)

- **Focus on two top EU markets: Poland & Spain**

Moderator: Chris Fenna, Meridian MMi

- Poland

- o Ewa Kudlińska-Pyrz, Chairwoman of the Polish DSA, Mary Kay
- o Miroslaw Lubon, Executive Director of the Polish DSA

- Spain

- o Carlos Barroso, Chairman, Spanish DSA
- o Agustin Roqué, Executive Director of the Spanish DSA

Here today, gone tomorrow? Is the boom of entrepreneurship and the rise of the collaborative economy the end of work, as we know it?

Between 95 and 99% of all companies across Europe are SMEs with less than 50 persons employed, while the growth of the sharing economy has accelerated much quicker over than any business analyst originally expected. At the same time, the increased digitalization of the world we live in have drastically transformed both our personal and professional lives.

It is now easier than ever before to work remotely, reach out to large audiences via the use of social media and to set different work-life boundaries than before. This fits the millennials, who are now not only the largest generation in the work force, but also open to more flexible ways of working than other generations. How do direct selling companies ensure they can tap into these new developments and how do they ensure they remain relevant both as a direct employer and as a provider of entrepreneurial opportunities?

Moderated by Cathy Smith