



16&17 October 2018
7th European Direct Selling Conference
Brussels

Draft program as at 11 June 2018

(may be subject to modifications)

Validated by the Board of Directors' meeting of 16 March

Discussed with Corp Members on 16 April

- + Opening & Welcome **Cathy Smith, Moderator**
- + Keynote Address 1 **Thomas Stoffmehl, Seldia Chairman**
- + Keynote Address 2 **Vera Jourova, EU Commissioner for Justice & Consumers (by video)**
- + Keynote Address 3 **Daniel Dalton, Member of the European Parliament**
- + Keynote Address 3 **Magnus Brännström, WFDSA Chairman, CEO of Oriflame**
- + Direct Selling in Europe: presentation of the key findings of a socio-economic survey
 - ✓ **David Axford (Ipsos)**
 - ✓ **Katarina Molin, Seldia**
 - ✓ **Tamuna Gabilaia, WFDSA**

Coffee break

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A Leaders' discussion

Omni-channel, cross-channel, multi-channel... How can companies survive and adapt to the development of multiple channels of distribution? What are the pitfalls to avoid in order to remain competitive?

- ✓ **Magnus Brännström, WFDSA Chairman, CEO of Oriflame**
- ✓ **Thomas Stoffmehl, Seldia Chairman, CEO of LR Health & Beauty**
- ✓ **Speaker to be confirmed**

Moderated by Cathy Smith

Keynote address 4: Trend Watcher Stefan Hyttfors

Stefan Hyttfors is a Swedish entrepreneur and author of several books, passionate about digitalization and network technology. He will speak about disruption, and will make the audience reflect upon today's challenges and how to tackle the unknown future.

Lunch break & networking



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✚ **4 workshops in parallel**

EU Regulatory: the New Deal for Consumers

Moderator: Eirini Papadopoulou, Seldia

- ✓ Imelda Vital, (Amway)
- ✓ Prof. Dr Reinhard Steenot, 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
- ✓ Sophia Marinho de Lemos, Oriflame

Focus on two top EU markets: Poland & Spain

Moderator: Chris Fenna, Meridian MMI

- ✓ **Poland**
 - Ewa Kudlińska-Pyrz, Chairwoman of the Polish DSA, Mary Kay
 - Miroslaw Lubon, Executive Director of the Polish DSA
- ✓ **Spain**
 - Carlos Barroso, Chairman, Spanish DSA
 - Agustin Roqué, Executive Director of the Spanish DSA

Retention as Growth: how can artificial intelligence extend the lifespan and lifetime value of customers and distributors

Moderator: Michel Bayan, CEO, DirecTechLabs

- ✓ Scott Bell, Vice President Products, Direc TechLabs

Panel discussion

✚ **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

- ✓ Denis Pennel, **Managing Director of Work Employment Confederation**, Expert in Human Resources and European Labour Market
- ✓ Edi Hieinrich, **Herbalife Nutrition, Sr. VP & Managing Director, EMEA**
- ✓ Speaker to be confirmed
- ✚ **Closing remarks**