



OMNI-CHANNEL IS THE NEW NORMAL FOR RETAIL

Keynote Speaker Submission

Results Count ... everything else is conversation!



Crystal Johnson

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DESCRIPTION OF SESSION TOPIC:

Concurrent Session: **Omni-Channel is the New Normal for Retail**

The behavior of today's consumer is forcing retail to change and innovate at lightning speeds. This session will focus on what bricks & mortar stores on Main Street must do to survive. It is no longer cross channel shopping of the web vs. the store. Today's consumer now demands to have a quality experience where ever they are, whenever they shop. They value choice, convenience and service.

In the days of "big box" mass merchant retailing, smaller stores were at a disadvantage in a product centric landscape. Today, there is a rush to building smaller more cost effective showrooms with a virtual shelf. Now that the consumer is literally in charge, the playing field and strategies have changed. Omni-channel strategies and techniques have literally become the new normal to be competitive in a consumer centric market. Even the differentiators and core metrics have changed.

Results count ... everything else is conversation. Come to this session to learn what is working and producing measurable results in this consumer centric marketplace.

SPEAKER:

Chris Petersen Bio

Chris H. Petersen, PhD, CEO of Integrated Marketing Solutions is a strategic consultant who specializes in retail, leadership, marketing, and measurement. He has built a legacy through working with Fortune 500 companies to achieve measurable results in improving their performance and partnerships. Chris is the founder of IMS Retail University, a series of strategic workshops focusing on the critical elements of competing profitably in the increasingly complex retail marketplace.

Public Speaking Experience:

Chris has presented worldwide on numerous retail topics. Most recently, he has spoken on current '*Retail Trends Around the World*' at the Annual Retail Congress in Tallinn, Estonia. Additionally, he presented at the Retail Customer Experience Executive Summit (2013) on worldwide retail and the customer experience.

MAIN CONTACT INFORMATION:

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Chris has also presented multiple times at the Retail Value Chain Federation conferences. Chris travels extensively worldwide to train and conduct IMS Retail University Workshops and has been to over 40 countries with 15,000+ graduates. Most recently, he traveled to Shanghai, China as an Executive Facilitator for an advanced Retail University workshop focused on how to leverage omni-channel best practices from around the world.

REFERENCES:

- James Bickers, Networld Alliance, RetailCustomerExperience.com, Vice President, Events and Custom Media, jamesb@networldalliance.com, 502.241.7545 Ext 159
- Kim Zablocky, Retail Value Chain Federation, Founder & Principal of RVCF, kzablocky@rvcf.com, (646) 442-3476 or 3473

SESSION FORMAT:

Sessions will be delivered by the presenter using an engaging and highly visual PowerPoint deck. Dr. Petersen's delivery style is not to create super dense slides, but rather visual and point-driven ones to create impact and remembrance. He also allows for time after his presentations to engage in a Q&A session.