



THE ENDLESS AISLE IN A SEAMLESS WORLD

Keynote Speaker Topic

Results Count ... everything else is conversation!



Crystal Johnson

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TITLE OF PRESENTATION: THE ENDLESS AISLE IN A SEAMLESS WORLD

Primary Speaker's Name: Chris H. Petersen, PhD

Summary of Proposed Presentation:

A retail revolution is taking place. However, it isn't the retailers driving this unprecedented change. The consumers are demanding a seamless shopping experience available anytime, anywhere. Traditionally, retailers obsess with channels but consumers don't care. Omnichannel is now the new normal of retail and the survivors of this revolution, will be the ones who are the most nimble and adaptable to change.

This session will focus on best practices and understanding the complexities of the seamless experience. A major take away from this session will be how to align consumer experience in ways that produce results that count on the bottom line.

Three Bullets (Take Aways):

- Consumers forget what you said and did, but not how you made them feel
- The winning strategy for optimizing experience and results: Stage, Actors, & Script
- The BIG Bets are required for omnichannel retailing

Summary of previous conference 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.

Chris has also presented multiple times at the Retail Value Chain Federation conferences. Chris has traveled to over 40 countries to conduct IMS Retail University Workshops, with 15,000+ graduates over the last three decades. Most recently, he traveled to Shanghai, China as an Executive Facilitator for a Retail University Workshop focused on winning omnichannel strategies from around the world.

MAIN CONTACT INFORMATION:

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Two Speaker References:

James Bickers, Network Alliance, RetailCustomerExperience.com, Vice President, Events and Custom Media, jamesb@networkalliance.com, 502.241.7545 Ext 159

Kim Zablocky, Retail Value Chain Federation, Founder & Principal of RVCF, kzablocky@rvcf.com, (646) 442-3476 or 3473

About the Speaker:

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.

