Retail Industry Program

Consumers are shaping and are shaped by the digital domain. The alarming pace at which this is impacting retailers requires them to quickly understand the changing expectations of their customers, predict their likely behaviors and satisfy their needs in ways that are relevant to their everyday lives. As retailers look to achieve speed and scale through technologies, such as AI, robotic process automation, blockchain, robotics, IoT and open systems, they must also invest in their associates who are the key to competitive differentiation. In this program, we explore the opportunities and benefits that retail technologies bring to customers, associates and stores. We also explore the challenges that retailers need to overcome for competitive advantage, the main one being organizational culture.

Recommended sessions for the retail industry

- The Changing Nature of Retail  
  Robert Hetu

- Advanced Intelligence (AI) for Retail: Poison, Placebo or Cure?  
  Robert Hetu

- Prepare, Adapt Transform: The Retail Associate’s New Reality  
  Kelsie Marian

- What’s in Store for the Retail Store  
  Joanne Joliet

- Using Culture Hacks to Support Retail Digital Transformation  
  Kelsie Marian

- Gartner Opening Keynote: Winning in the Turns: Leadership in a Digital Society

- Gartner Closing Keynote

“Retail CIOs can gain incredible value from Barcelona IT Symposium/Xpo. The Retail Industry track will highlight key topics for retailers, including strategic business trends and emerging technologies critical to digital business success. Additional sessions on data and analytics, managing culture change, other foundational capabilities will position retailers as they navigate through their digital transformation. Lastly, take advantage of the 1:1 session with the Retail Industry analysts to discuss your specific questions and challenges.”  
Joanne Joliet, Senior Director Analyst

Continue over for a snapshot of the agenda ▸
Suggested Agenda

Sunday 3 November 2019
10:00 The Changing Nature of Retail  Robert Hetu
11:00 Advanced Intelligence (AI) for Retail: Poison, Placebo or Cure?  Robert Hetu
12:30 Prepare, Adapt Transform: The Retail Associate’s New Reality  Kelsie Marian
13:00 Networking Lunch
14:00 What’s in Store for the Retail Store  Joanne Joliet
15:45 Using Culture Hacks to Support Retail Digital Transformation  Kelsie Marian
16:45 Industry Sunday Closing Keynote: Creating a Culture of Innovation  Fons Trompenaars, Authority on Leadership and Cultural Diversity, THT Consulting

Monday 4 November 2019
09:30 Gartner Opening Keynote: Winning in the Turns: Leadership in a Digital Society
11:15 When Things Become Customers: Get Ready for Earth’s Ultimate Emerging Market  Don Scheibenreif
11:15 Winning in the Turns: IT Management Strategies for a Disrupted and Uncertain World  Janelle Hill
12:15 Exclusive CIO Lunch: Creating a Culture of Innovation  Jake Knapp, , New York Times Best-selling Author
14:00 How CIOs Can Drive a Culture of Customer Centricity  Ed Thompson
16:15 Top 10 Data and Analytics Technology Trends That Will Change Your Business  Rita Sallam

Tuesday 5 November 2019
09:00 Data Storytelling With Multiexperiences  Marty Resnick
11:15 Meetup: How Are You Addressing Digital Business Hurdles in Retail?
12:00 Networking Lunch
14:00 Strategy and Innovation Roadmapping for Digital Business Transformation  Philip Allega
14:30 Theatre: Hype Cycle for Internet of Things  Benoit Lheureux

Wednesday 6 November 2019
09:00 Customer Analytics: The Value and the Leverage, Now and Next  Gareth Herschel
11:15 Digital Business and Edge Computing: Pushing Your Infrastructure to the Edge  Thomas Bittman
12:00 Networking Lunch
14:00 Architecting for Augmented Intelligence  Marty Resnick
15:45 Use Design Thinking to Integrate Customer Experience Into Your Digital Platforms  Brian Prentice
17:00 Guest Keynote: When: The Scientific Secrets of Perfect Timing  Daniel Pink, Best-selling Author, To Sell Is Human: The Surprising Truth About Moving Others, Drive and A Whole New Mind

Thursday 7 November 2019
09:00 CIO Guide to RPA (Robotic Process Automation): From Hype to Reality  Katie Gove
10:00 Data-Driven Business: From Excellent Foundations to Foundational Excellence  Alan D. Duncan
11:00 Top Challenges to Transforming Your IT Operating Model to Digital and How to Overcome Them  Donna Scott
12:00 Gartner Closing Keynote

Agenda correct at 21 August 2019 and subject to change.

3 - 7 November 2019 | Barcelona, Spain
gartner.com/eu/symposium

The World’s Most Important Gathering of CIOs and IT Executives™