



# Retail (R)evolution 2019: Single Minded Message, Reasons to believe, Creative expression

Version: FINAL



# Strategic direction

## Single minded message:

Retail (R)evolution is a unique, exclusive experience that focuses on the most nuanced/disruptive trends of ecommerce and combines them with unparalleled industry networking opportunities.

## Reasons to believe (Page 01):

**Unique experience:** Our event sets itself apart from typical conferences as the primary focus is to enrich attendees with actionable insights. There will be many memorable moments to share compelling content, experiences and ideas in groups of selected industry leaders. These opportunities to share range from key speakers, to one-of-a kind breakout sessions to meeting in more social environments, like at the 19<sup>th</sup> hole.

**Content focused:** A major outcome of Retail (R)evolution: to help attendees know more about the latest trends affecting areas of ecommerce related to fulfillment, delivery, returns and cross-border by the time they leave. We will expose this select group to new, unique insights in presented in highly interactive and memorable ways, whether it be in carefully curated thought leadership or best practices that can improve how they do business— and that they can use to benefit their organization right away.

## Reasons to believe (Page 02):

**Networking:** Unlike cattle calls of larger conferences, this event is exclusive by design. We've carefully chosen specific companies, industries and people to help everyone at the event maximize their opportunities... and it's done in a relaxed, stress-free environment.

**Of course, we want them to use our solutions but...** there aren't any sales pitches from us at the event. They can talk to our leadership about innovative Pitney Bowes ecommerce solutions if they so choose but there's no pressure nor obligation to do so.

# Bridging the gap between strategy and creative

**We intend to entice potential and returning attendees to join us at Retail (R)evolution.**

The foundation of this communication is expressed in the Creative Expression. This reflects upon the unique nature of Retail Revolution, alluding to how we'll provide industry insights connected to the post-purchase experience, including fulfillment, returns and cross border. There is the assumed subtle reinforcement of our business model, positioning and promise (sans overt sales pitches).

Based on the aforementioned Creative Expression, the subsequent concepts serve as the forward facing options that we could directly express the unique experience, insights and networking that Retail (R)evolution delivers.

# Creative expression



# Where insight meets opportunity.

Tired of faceless conventions and the broad spectrum 'insights' that disrupt nothing more than your valuable time?

We were, too.

That's why we created Retail (R)evolution.

Our exclusive, intimate experience focuses on the most nuanced/disruptive trends of ecommerce and combines it with unparalleled industry networking opportunities, all in the effort of helping you realize enduring success for your unique business needs.

# Thank you.