



Event

Save the Date: Retail in Detail/Shopper Marketing 2011 conference

After the successful launch in 2010 (250 participants!), the preparations for the 2011 conference are on-going at full speed. The event will take place in Prague on September 27, 2011. Several top speakers have already confirmed their participation, amongst others the Czech GfK companies. Incoma-GfK will co-present a shopper insights case study with TESCO and GfK Czech will introduce its Listing Impact Analysis, using data from the household panel. The hot topic: should brands list in the discounters?

More info at: <http://shopper-marketing.retailinfo.cz/en>