

Be part of the  
**future**  
of automotive  
and mobility



# World Shopper<sup>®</sup> Conference Iberian 2019

The Innovation event in Automotive & Mobility

17th and 18th May  
Cascais, Portugal

## What is it?

The leading event about the future of automotive and mobility.

**8** editions since 2010.

**1.174** attendees, **50** Speakers, **10** countries, in 2018.

**34** workshops about Future Strategies and Innovative Best Practices.

Vehicles of the future demonstrations.

A vibrant exhibition hall.

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# Who is coming?

Automotive and Mobility professionals

Investors and Entrepreneurs

Government and public affairs

General public

General and Specialized Media





# Why attend WSC in 2019?

Recognition as an actor of the **future of automotive and mobility**

The chance to **network**, share your ideas, better explain your products & services

**Business opportunities** with different publics

# Conference Overview

The World Shopper Conference is a 2 days event, one *Strategic* and another dedicated to *Implementation*.

## 17th May 2019 (4 presentations 2 Panels)

In this Strategic day we have 6 sessions dedicated to three major trends: **Autonomous**, **Shared** and **Electric**. After this more disruptive content, we end the first day explaining the skills that human resources will have to develop to get ready for this amazing future.

## 18th May 2019

In the Implementation day we have **20 Learning Sessions** that take place in 4 different rooms, in 5 different schedules. The main 4 themes will be **Management**, **Digitalization**, **After Sales** and **Fleet & CaaS**. We have a tags system to help attendees to select easily the best content for their needs.



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# Strategic Sessions – May 17th

**Mobility as a Service: The end of car ownership?** - Understand how MaaS will impact the use of the private car and how will this affect automotive. Discover new opportunities in this new scenery. Expect a direct communication, without filters.

**What if Amazon starts selling cars?** - Is car retail ready for a totally digital sales business? What are the opportunities and the risks of the concept? How are leads managed today and how should they be in the future?

**How quickly will advance electrification?** - Now that Electrification is assumed as a clear trend, let's discover the real pace of evolution and understand the main impacts in OEMs, Suppliers, Dealers and Customers.

**Will Subscription be a hit?** - Subscribing a car instead of buying or renting means less compromise, higher flexibility and all inclusive. Is this the future? Is it financially viable?

**The future of work** - More digitalization, connectivity and artificial intelligence will require new skills. Learn how you can prepare yourself and your team for a challenging but promising near future.



# Learning Sessions – May 18th

## Management

## Digitalization

## Suppliers & After Sales

## Fleet & CaaS

- **How do leaders behave themselves?** - Some innate qualities help but most skills can be learned and trained. Discover which.
- **Ten secrets to close more deals!** - Neuroscience is helping to better understand the human being and this also improve the way we do business. Learn how to do more knowing better our brain.
- **Changing career? Build a winning LinkedIn profile!** - Don't wait for a radical change in your professional life. Prepare your LinkedIn profile today for the future!
- **How to create a new business model within your company?** - How to create new mobility business models from inside your organization or from the ground up. Making new ideas come true, getting the tech expertise, funding, planning and implementation.
- **Learn the best practices from the main US used car players** – We were in United States buying used cars from the main operators. From a conventional operator to a subscription concept, including trade-in evaluation and Financing. We studied their digital presence in an Omnichannel perspective.

# Learning Sessions – May 18th

Management

Digitalization

Suppliers  
& After Sales

Fleet & CaaS

- **The power of Artificial Intelligence in Customer Service** - From social chat bots to robots that answer e-mails like humans. Learn how your business will be able to answer every Customer regardless from the "door" she/he uses to contact you.
- **How to create more humanized technology** - Tech is everywhere and the trend is growing exponentially.
- **How to sell more F&I, using digital tools and the right skills** - Selling F&I is a complex job that needs time and skills. Discover how to do more at a distance, increasing Customer satisfaction, sales and profits
- **Why used car business is becoming more about mathematics and less about intuition?** - How do you know that metrics such as price to market, cost to market and market day supply are good sales predictors? In reality these metrics are often correlated with sales and should be used when making pricing or marketing decisions.
- **How to make a profit from a professional trade-in appraisal** - Digital tools can help to evaluate, finance and resell your inventory. Learn how to take the most out these "cash-machines".



# Learning Sessions – May 18th

Management

Digitalization

Suppliers  
& After Sales

Fleet & CaaS

- **Do you want to run a profitable EV service business?** - Independents are launching multi-brand and multi-vehicle service centers and they are ready to get new franchisees. Are you interested?
- **Are we ready to sell After Sales?** - Discover what's going on in most service lanes, from Dealerships and Independent operators, through a realistic role-play. Learn the best practices to increase profit and Customer experience.
- **What if we could reinvent after sales marketing?** - Connected cars will change after sales marketing, bringing new ways of interacting with Customers.
- **How to face the disruption from an aftermarket perspective** - Business is changing and OEMs are reacting. But aftermarket specialists are also responding, sometimes in a very creative manner, adding innovative mobility devices to its offer and investing in strategic startups.
- **How will Diesel sales slump affect After Sales profits** – Regardless of the reasons, car market is changing. Discover new opportunities in spite of the challenging outlook.

# Learning Sessions – May 18th

Management

Digitalization

Suppliers  
& After Sales

Fleet & CaaS

- **The new fleet paradigm: From TCO to TCM** – Mobility is radically changing fleet industry: discover new and smarter ways to move people and cargo.
- **Why Ride-Sharing is moving to Electric?** - Learn the advantages of using an electrified car in a passenger transportation service
- **Do private cars have a future?** - Mobility and Automotive professionals, Politicians, Investors and (Entrepreneurs) discussing the limitations of the ownership model and the near future of new multi-modal concepts - For instance A to B (Mobility Professionals)
- **How to start a Car-Sharing program inside my company** - Car-Sharing in limited groups is user-friendly and may save thousands to your fleet department
- **The future of cargo transportation** - E-commerce is exploding, demanding more and more out of cargo transportation systems. Learn what road and urban operators are envisioning for the future.



# Parallel Events

Best Ideas Contest  
Vehicles of the Future  
Exhibition Hall  
Startup Stage  
Exhibitors Stage  
Private Innovation Events  
Social Networking Areas

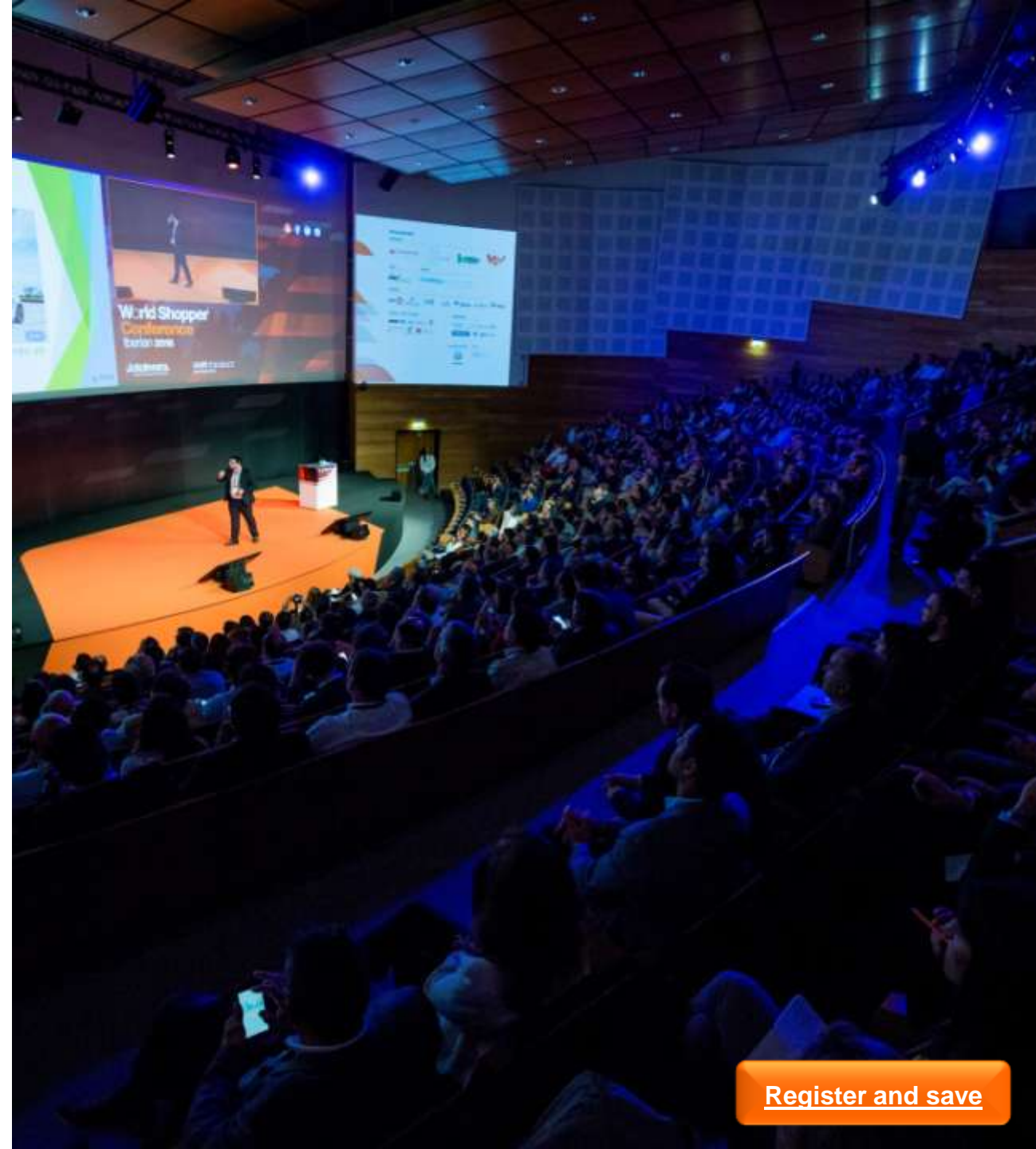


# Best Ideas

Possibility to present a business concept on the main stage of the World Shopper Conference. Any company will have 5 minutes to present their idea and to get the public support. At the end of the day, the three Best Ideas will receive a prize money.

All great innovative ideas are welcome!

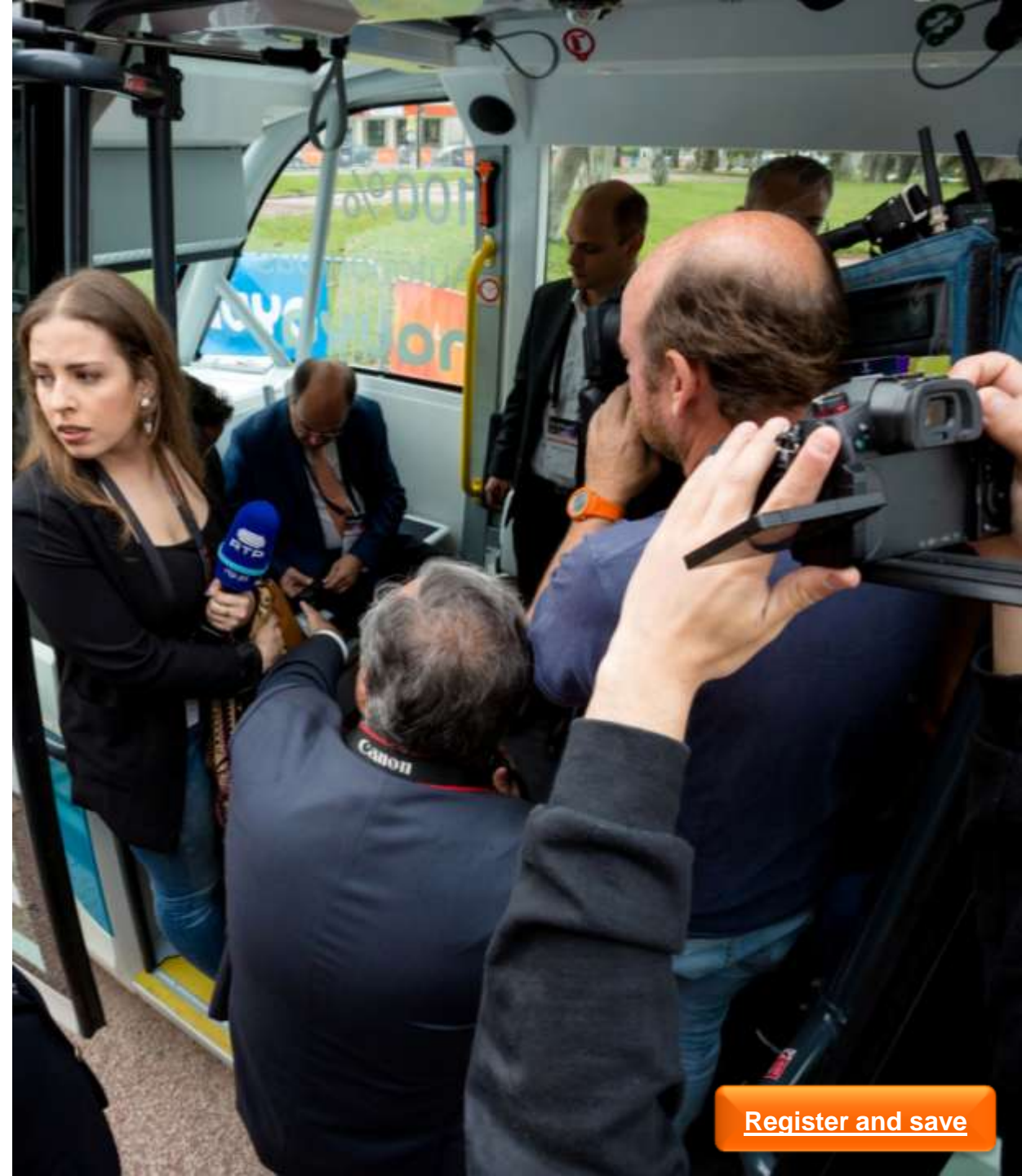
\*Only Exhibitors can participate in Best Ideas



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# Vehicles of the future

An unforgettable experience of driving or taking a ride in futuristic concepts. Open also to the general public these demonstrations allow interactions with the end customer and get media attention.

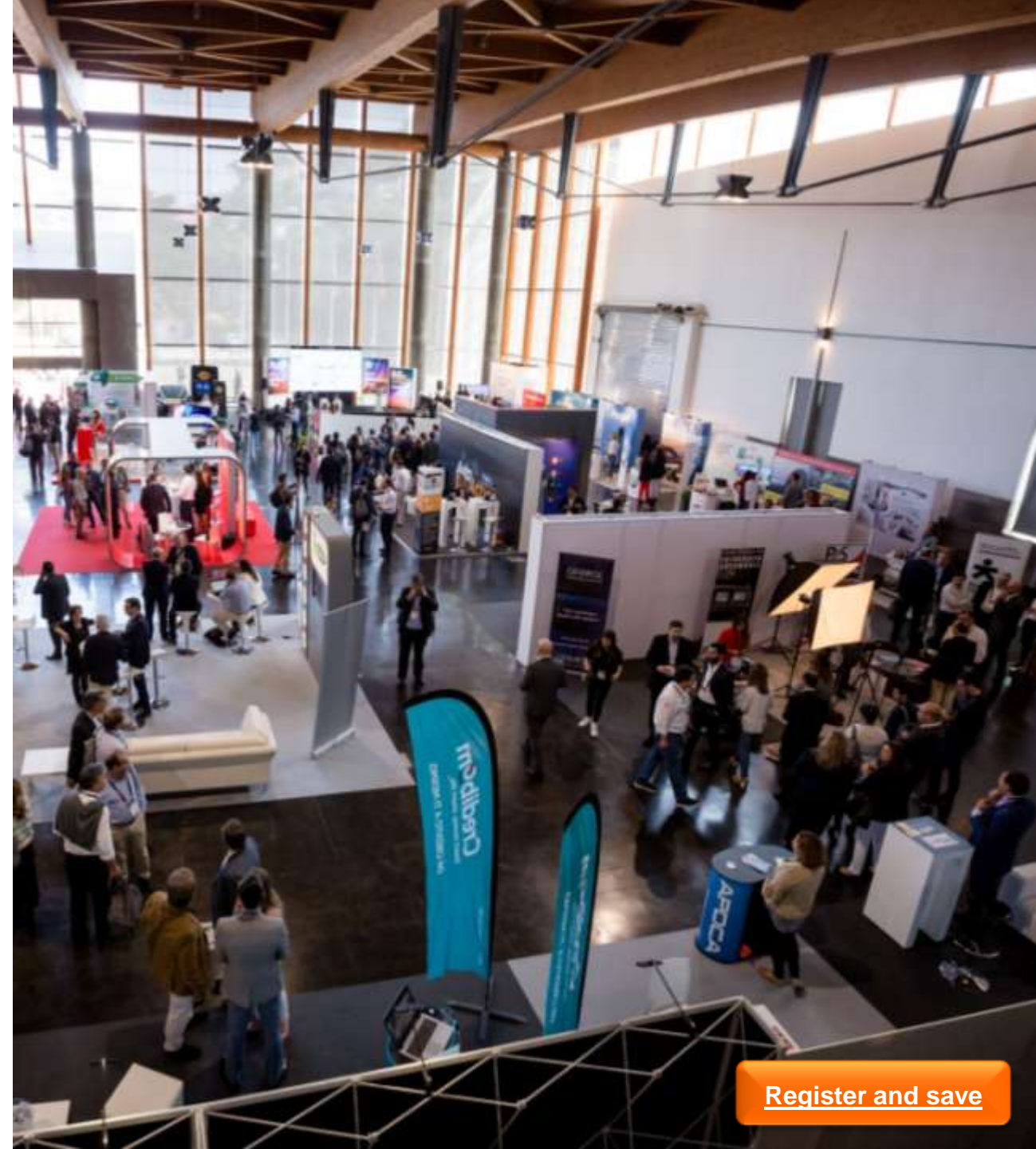


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# Exhibition Hall

Designed as a multiactivity space with two stages and coffee-breaks served in the same area where Exhibitors booths are located. Live-streaming screens allow attendants to follow the presentations in the main stage, without leaving the Exhibition.



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# Startup Stage

This stage is strategically placed at one of the most visible spots of the exhibition hall. Each day it will be used by startups to pitch ideas and present their concepts.



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# Exhibitor Stage

Placed in the Exhibition Hall, this stage is open to all Exhibitors that wish to present their products and services in this area. Perhaps the best way to start a new business relationship.



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# Private Innovation events

At the World Shopper Conference everybody is focused on the future and with an open-minded attitude. This might be the best opportunity to communicate a new strategy, product or service within an organization.

Other use for these events is to take advantage of the media presence to promote a press-conference.

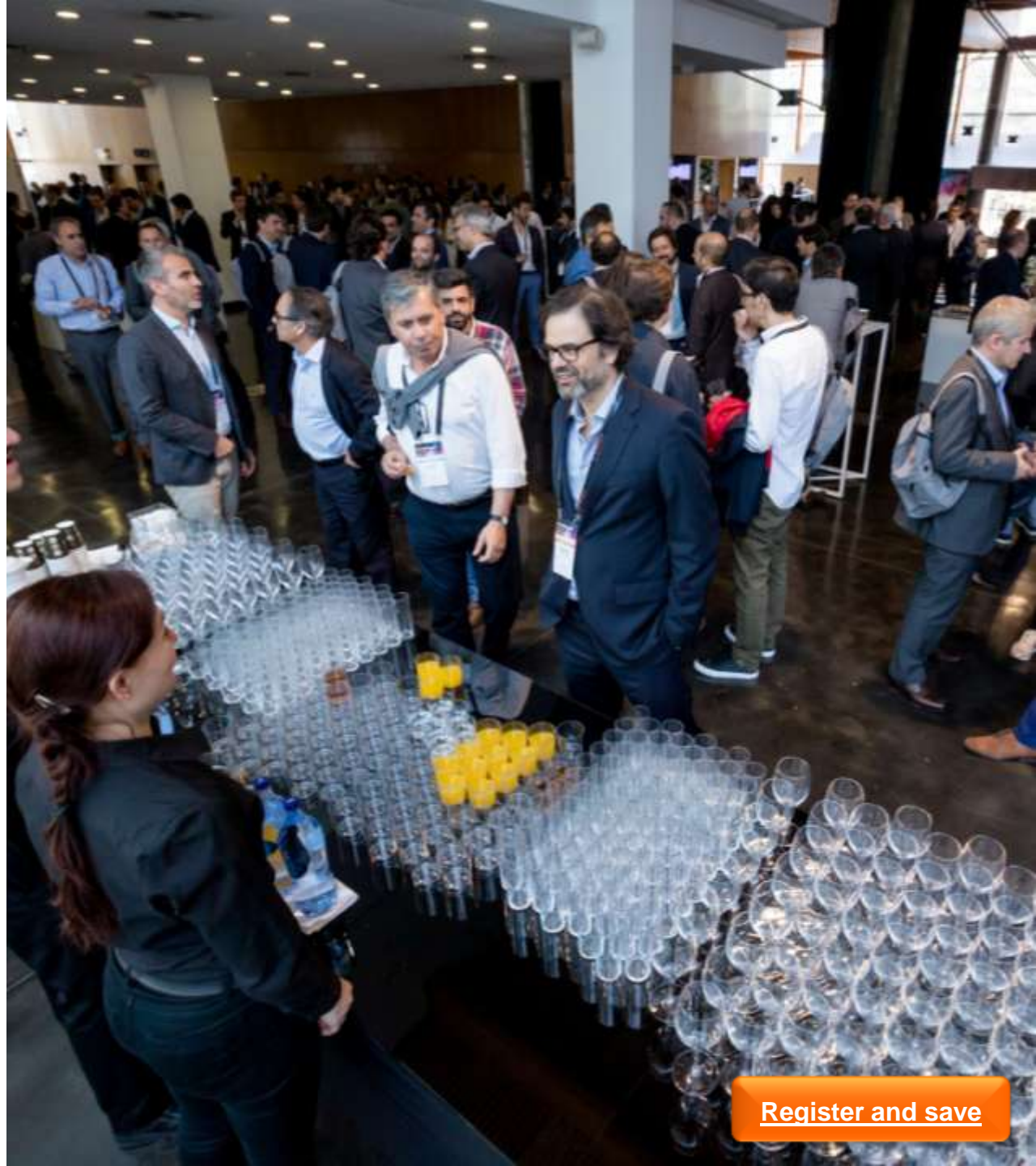


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# Lunch Plaza & World Shopper Party

The conference venue contemplates social areas to eat, have a drink, take a coffee break, relax but also network. No one skips these parts of the program.



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# Talk with us!

Meet the World Shopper Conference 2019 management team:



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# The Innovation event in Automotive & Mobility



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