

# Programme

## 16 October

### Awards and 50th Anniversary Dinner

Celebrating 50 years of direct selling representation in Brussels

18:45 – 19:45	Cocktail and Awards distribution
19:45 – 22:30	Dinner and Awards distribution

## 17 October

### MORNING SESSION

9:00 – 9:05	Opening & Welcome <ul style="list-style-type: none"><li>▪ <b>Cathy Smith</b>, Moderator</li></ul>
9:05 – 9:20	Keynote Address <ul style="list-style-type: none"><li>▪ <b>Paul Jarvis</b>, Seldia Chairman</li></ul>
9:20 – 9:30	Keynote Address <ul style="list-style-type: none"><li>▪ <b>Magnus Brännström</b>, WFDSA Chairman, CEO of Oriflame</li></ul>
9:30 – 10:30	Omni-channel, cross-channel, multi-channel... How can companies survive and adapt to the development of multiple channels of distribution? What are the pitfalls to avoid in order to remain competitive? <ul style="list-style-type: none"><li>▪ <b>Paul Jarvis</b>, Seldia Chairman &amp; COO of The Juice+Company</li><li>▪ <b>Magnus Brännström</b>, WFDSA Chairman, CEO of Oriflame Cosmetics AG</li><li>▪ <b>Gero Furchheim</b>, CEO of Cairo AG</li></ul> Moderated by <b>Cathy Smith</b>
10:30 – 11:00	Coffee break
11:00 – 11:20	Keynote Address <ul style="list-style-type: none"><li>▪ <b>Daniel Dalton</b>, Member of the European Parliament</li></ul>
11:20 – 11:30	Keynote Address <ul style="list-style-type: none"><li>▪ <b>Vera Jourova</b>, EU Commissioner for Justice &amp; Consumers</li></ul>
11:30 – 12:00	Presentation of the key findings of an IPSOS socio-economic survey on direct selling in Europe covering 11 market <ul style="list-style-type: none"><li>▪ <b>Tamuna Gabilaia</b>, WFDSA</li><li>▪ <b>David Axford</b>, Ipsos</li></ul>
12:00 – 13:00	Trend Watcher <ul style="list-style-type: none"><li>▪ <b>Stefan Hyttfors</b></li></ul>

Stefan Hyttfors is a Swedish entrepreneur and author of several books, passionate about digitalization and network technology. He will speak about disruption, and will make the audience reflect upon today's challenges and how to tackle the unknown future.

13:00-13:45 Lunch break & networking

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## AFTERNOON SESSION

13:45 – 15:00 4 workshops in parallel

### **EU Regulatory: the New Deal for Consumers**

Moderator: Eirini Papadopoulou, Seldia

- **Martins Prieditis**, EU Commission (DG JUST & Consumers)
- **Christoph Schmon**, BEUC
- **Prof. Dr Reinhard Steennot**, University of Ghent
- **Imelda Vital**, Amway

### **How to integrate digital influencers (bloggers) in your brand strategy?**

Moderator: Almut Kellermeyer, LR Health & Beauty

- **Emma Joost de Ter Beerst**, Stella & Dot
- **Gerrit Knein**, Blogger
- **Sophia Marinho de Lemos**, Oriflame
- **Stéphanie Duval**, blogger & journalist

### **Focus on two top EU markets: Poland & Spain**

Moderator: Chris Fenna, Meridian MMI

- Poland**
  - **Ewa Kudlińska-Pyrz**, Chairwoman of the Polish DSA, Mary Kay
  - **Mirosław Lubon**, Executive Director of the Polish DSA
- Spain**
  - **Carlos Barroso**, Chairman, Spanish DSA
  - **Agustin Roqué**, Executive Director of the Spanish DSA

### **Retention as Growth: How can artificial intelligence extend the lifespan and lifetime value of customers and distributors?**

Moderator: Michel Bayan, CEO, DirecTech Labs

- **Caroline La**, Marketing, DirecTech Labs

15:15 – 16:15 Panel discussion

### **Here today, gone tomorrow? Is the boom of entrepreneurship and the rise of the collaborative economy the end of work, as we know it?**

The increased digitalization of the world we live in have drastically transformed both our personal and professional lives. It is now easier than ever before to work remotely, reach out to large audiences via the use of social media and to set different work-life boundaries than before. This fits the millennials, who are now not only the largest generation in the work force, but also open to more flexible ways of working than other generations. How do direct selling companies ensure they can tap into these new developments and how do they ensure they remain relevant both as a direct employer and as a provider of entrepreneurial opportunities?

Moderated by **Cathy Smith**

- **Denis Pennel**, Managing Director of Work Employment Confederation, Expert in Human Resources and European Labour Market
- **Edi Hienrich**, Herbalife Nutrition, Sr. VP & Managing Director, EMEA
- **Christian Devillez**, Executive Consultant, Mercuri International

16:15 – 16:30 Closing remarks