



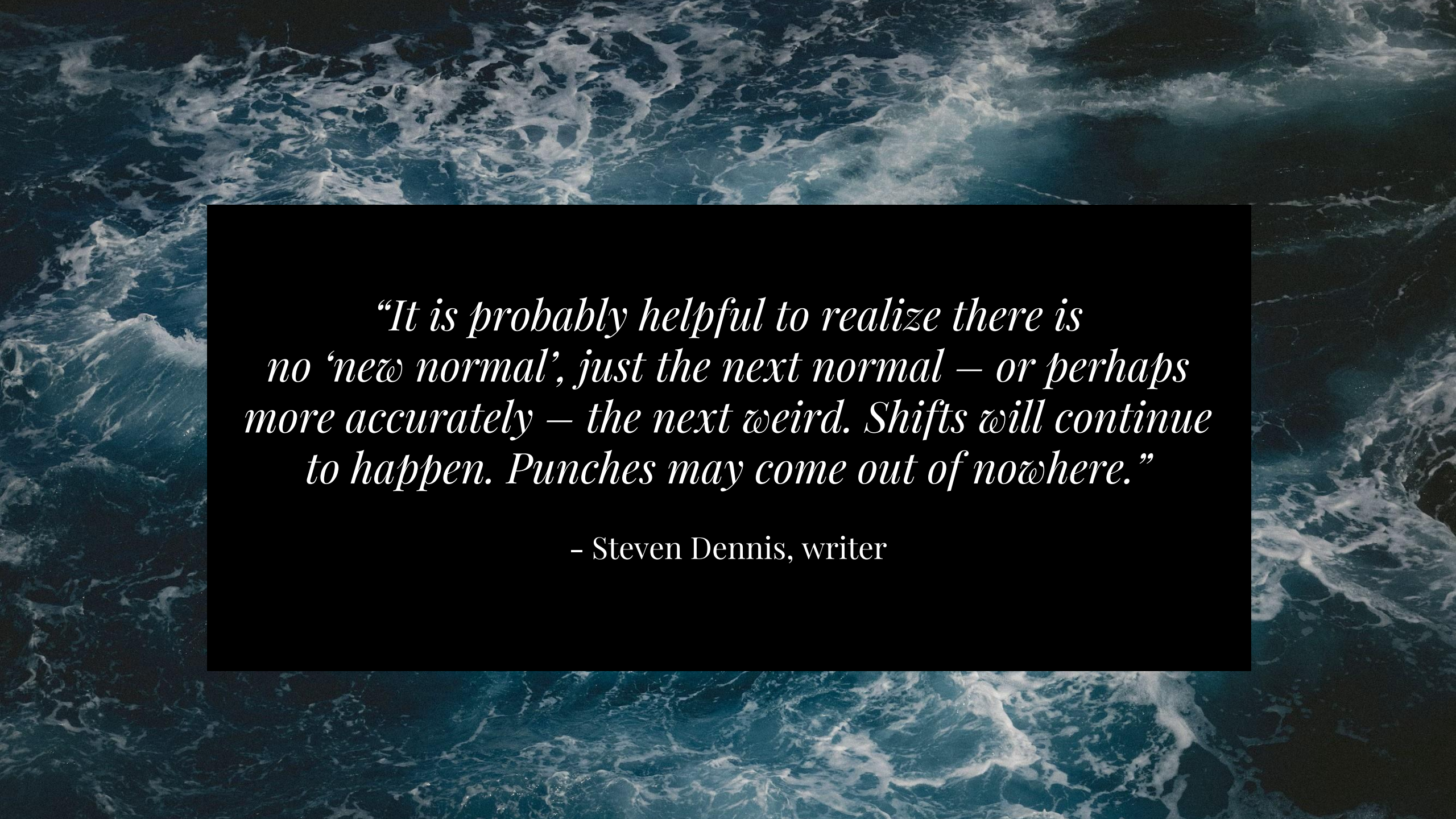


E-HANDEL I EN BRYDNINGSTID



*En tid præget af komplekse og dynamiske
forandringer, der kan skabe usikkerhed.*

*Men det er også en tid, hvor der åbner sig en verden
af muligheder for fremskridt og nytænkning.*



“It is probably helpful to realize there is no ‘new normal’, just the next normal – or perhaps more accurately – the next weird. Shifts will continue to happen. Punches may come out of nowhere.”

– Steven Dennis, writer

*Hvad er den største
mulighed i en brydningstid?*



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Praktik

40 FOREDRAG OG DEBATTER

4 KEYNOTES + 6 TEMASCENER

SILENT STAGES

SPEAKERS CORNER



Praktik

70 STANDE

APP MED INFO

MAD & DRIKKE

MINGLING



CROSS CHANNEL

Fremtidens detailhandel
- fuld integration eller pengene tilbage

Louise Byg Kongsholm
Martin Frederiksen

2014

CROSS CHANNEL

2

Louise Byg Kongsholm
Martin Frederiksen

2016

Total Ret@il

LOUISE BYG KONGSHOLM
MARTIN MICHAEL FREDERIKSEN

2018

RETAIL MEGA MAG

scandinavian trend institute

APRIL
2022

Retail, Etail & Trends

#1



RETAIL MEGA MAG

Udghævet af PwC Gruppen – scandinavian trend institute

APRIL
2023

Retail, Etail & Trends

#2



A close-up photograph of a hand holding a vintage aneroid barometer. The barometer has a circular face with a scale from 320 to 360 and a needle pointing to approximately 345. The needle is red and has a white tip. The background is dark and out of focus. A black rectangular box with white text is overlaid on the right side of the image.

**HVILKE ORD KAN
BESKRIVE TIDEN?**



Nyt ord
PERMA CRISIS



Nyt ord
POLY CRISIS



Nyt ord
VIBECESSION

SALG

Ny adfærd

PRIS PANIK

A close-up photograph of a person's hands holding a stack of blue banknotes. The person is wearing a white t-shirt. The background is blurred. A black rectangular box is overlaid on the center of the image, containing text.

Ny adfærd

FORNUFTSFORBRUG



Ny adfærd
MADEHOLD



Ny tilstand

EN E-Ø?



Fremtids-

TRÆNINGSLÆJR

Strategier – når forandringens vinde blæser



IGONERE



TILPASSE



UDNYTTE



VIL DU MED TILBAGE TIL FREMTIDEN?



Louise Byg Kongsholm

Trend expert, book author, magazine publisher, consultant, keynote speaker and...



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