

# DISTREE APAC breakout sessions to cover omnichannel strategies and new consumer tech trends

*Series of group sessions will focus on key issues impacting regional consumer tech channel*

ANTONY, PARIS, FRANCE, October 26, 2016  
/EINPresswire.com/ -- The fourth annual [DISTREE Asia-Pacific](#) (APAC) consumer tech channel event will include a series of breakout sessions focused on some of the latest market trends and business issues. The breakout sessions will enable vendor, distributor and retailer delegates to get up to speed on a number of topics including omnichannel strategies, consumer behaviour, licensing opportunities and current consumer technology market trends.

DISTREE APAC 2016 takes place at the Grand Copthorne Waterfront Hotel in Singapore on 2nd to 4th November 2016. On the morning of Thursday 3rd November, Zebra Technologies will host a breakout session focused on the challenges of implementing an omnichannel strategy. The

session, presented by Stuart Scott, Solutions Marketing Lead at Zebra APAC, will cover how best to connect with shoppers to enhance the in-store experience; how to ensure shelves are fully stocked, and how to improve e-fulfilment with the warehouse of the future.



Liam McSherry, Marketing Director at DISTREE Events

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*Liam McSherry*

Iconic brand Blaupunkt will also lead a breakout session at DISTREE APAC on Thursday 3rd November focused on brand licensing. The session will inform delegates on the benefits of the licensing model and the advantages of a partnership with Blaupunkt.

In a recent media interview, Guenael Bourtembourg, International Licensing & Sales Manager at Blaupunkt, stated: “Our major goal for DISTREE APAC is to attract potential new

brand licensees to become part of and benefit from the rapidly growing Blaupunkt Global Brand Community. The DISTREE event is a first for us, but we believe that brand licensing with Blaupunkt will be a very special and interesting topic for the audience at the event.”

Event Partner GfK will also run a number of sessions at DISTREE APAC. Russell Wee, Senior Manager APAC, IT, Office & Telecommunications, GfK, will deliver a breakout session entitled, ‘Seizing Opportunity in a Dynamic Market’. This session will focus on the innovations happening in the consumer tech space and how this is impacting the retail channel. A second GfK session will explore the connected consumer and the how smartphones and the use of multiple devices is

influencing the process of customer interaction.

Liam McSherry, Marketing Director at DISTREE Events, said: “The breakout sessions form an important part of the overall event experience for delegates at DISTREE APAC. We want to keep them up to speed on some of the latest market trends and give them access to expert speakers.”

In addition, Content Partners Quadmark and CONTEXT will also host sessions during DISTREE APAC. Frederic Cosny, Senior Consultant at Quadmark, will run a session called, ‘What Omnichannel Means for Customer Experience’. This will focus on how vendors and channels can work together within an omnichannel model to define, improve and own the customer experience.

CONTEXT’s session is entitled, ‘Accentuate the Positive, Eliminate the Negative: Key Trends in the IT Industry for 2017’. Howard Davies, Co-Founder & CEO at CONTEXT, will explore how these trends are developing and show where the markets are today - and will be tomorrow - for virtual reality (VR), PC gaming and smart home.

All confirmed delegates attending DISTREE APAC can register for breakout sessions through their event web account. These sessions are then added to their personal agenda, in addition to one-on-one meetings they have arranged with exhibitors. DISTREE Events powerful event platform allows delegates to create a personalised agenda tailored to their precise business needs, ensuring they get maximum return on the time invested in attending DISTREE APAC 2016.

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