

Beat: Business

## **MOVE FORWARD - INSPIRATION, REFLECTION & ACTIVATION To Rethink BUSINESS STRATEGY**

**RETAIL, E-COMMERCE, LUXURY, BANKING ...**

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**USPA NEWS** - Decision-makers in Retail, E-Commerce, Luxury, Banking and Insurance, Tourism, Automotive... Finding in this "Move Forward" Edition of HUBFORUM Paris, Material for Inspiration, Reflection and Activation to Rethink their Business Strategy and brilliantly prepare their 2023 Strategy!

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Was held on October 11-12, 2022 @ Maison De La Mutualité (Paris) the Annual Event "Move Forward" including:

- \* 3,500 Decision-Makers
- \* 36 Masterclass
- \* 50 Business Cases
- \* 150 Networking Hours

October 11, 2022 Main Topics (Round Tables & Keynotes):

- \* Hyperbusiness: Turn Chaos into Business Opportunity
- \* V.Hive: Web 3.0 for fan and consumer community engagement
- \* New Generations and Advertising: forget the received ideas
- \* Reconciling stability and innovation: the Banque de France's vision
- \* Club R Pay, the new generation of embedded payment
- \* How L'Oréal is transforming its omnichannel experience with Snapchat
  
- \* "Business with a purpose": What is Back Market's loyalty strategy?
- \* Measured investment, optimized campaigns: enter the era of agile marketing!
- \* How does V and B use digital to explore new opportunities and think about the customer experience of tomorrow?
- \* Digital technology for a sustainable renaissance at Petit Bateau
- \* Meet the young French digital talents!
- \* Decathlon's digital ambitions

Photo Left:

- Giancarlo Miluccio Chief Data Officer - Europe Unibail-Rodamco-Westfield
- Sébastien Moaligou Managing Director - Fifty-five

- \* How does Groupe SEB, an international brand, deliver relevant digital content anywhere, anytime, regardless of culture?
- \* Future of Work - How to ensure the performance of your sales teams in a hybrid world?
- \* How Accor and Yext are improving the search experience for All.com?
- \* Loyalty, Trust, Acquisition: Orange Bank focuses on the customer experience
- \* Hybrid workspace: improve employee engagement through a more inclusive experience
- \* Impact 2028: the new economic strategy of the IDF Region
  
- \* Inaction is no longer an option : welcome to the age of agile
- \* Discover the new brand experience of La Redoute!
- \* Purpose: Dove, a brand that has relied on its values for 20 years

- \* Why is storytelling the key to an engaging customer experience?
- \* The cities engage the transition: a world tour of initiatives
- \* What's Next?

October 12, 2022 Main Topics (Round Tables & Keynotes):

- \* From data-driven enterprise to Augmented business
- \* Data, a sustainable transformation engine for companies?
- \* Becoming a data-powered company: key success factors and future prospects at Unibail-Rodamco-Westfield
- \* How AXA Climate and Equancy are helping companies to anticipate climate risks using data
- \* CDP: How Nestlé drives customer engagement
- \* Marketing Mix Modeling: how to drive media in an omnichannel and untrackable world?
- \* Visual recognition to improve the quality of the intervention at Orange France
- \* Micromania x Insider : Micromania's first party-data strategy to enhance customer experience and drive revenue
- \* Predictive technology at the heart of AXA France's digital strategy
- \* How does Dailymotion combine the precision of contextual targeting with the power of video?
- \* Effective data in the era of inclusive customer relation
- \* Facing the Permacrise: giving back meaning, opening new horizons...?
- \* Engaged, Local & Experiential: How is PVCP shaking up the tourism industry?
- \* From inspiration to purchase: Coty explains how to stand out with inspiring content on Pinterest
- \* Good buzz / Bad buzz: work on your (e-)reputation to stand out in 2023!
- \* Aldi and Waze to conquer new territories through local digital.
- \* Deep connection: how to create a deep and lasting relationship with your customers?
- \* The power of collaboration: MINI's success story
- \* Qonto x YouTube: A full-funnel strategy for the brand
- \* All Ears On You
- \* Brands facing the challenge of inflation
- \* Digital, a perennial ally of French retailers!
- \* Lessons learned from the second edition of the Sustainable Maturity Survey
- \* What's'S Next?

Source: October 11-12, 2022 @ Maison De La Mutualité (Paris) the Annual Event "Move Forward"  
 Celebration of 10 Years of Hub Institute "10 Years of Digital & Positive Impact!"

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