

# GLOBAL PARTNER SUMMIT

dunnhumby | Tokyo • 24 - 26 Sep 2019

The Global Partner Summit brings together senior leaders from our global retail network to share ideas and experience first-hand how others are dealing with the challenges and opportunities facing the industry.

This year's Summit will be moving to Tokyo, Japan on Tuesday 24th – Thursday 26th September 2019 at the **InterContinental, Tokyo Bay**.

We'll take a close look at the trends and strategies used on a global scale and experience the Asian retail market first-hand during our store tours.

**This month we wanted to share with you some work that has recently been done by dunnhumby which should give a flavour of the content you can expect to hear at the Global Partner Summit this year.**



**Expect to hear more around the topics at this year's Global Partner Summit. Don't forget to register using the link below.**

If you need any further information, please speak to your client lead.

[Register here](#)

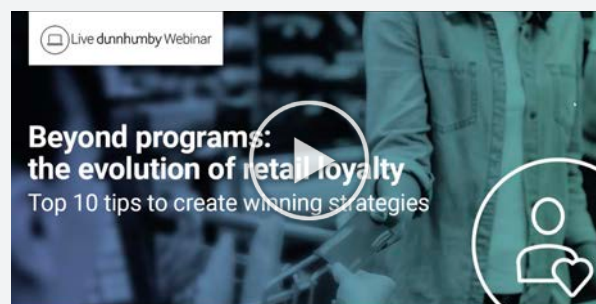
## Forrester video | Part 1



In business today, with players like Amazon and Alibaba disrupting the retail model, it's more challenging for retailers to reach their customers. Having an omnichannel, multi-touchpoint approach to connect with consumers at any stage of the shopping journey, has never been more important. This is where a good media strategy is essential – one that reaches the right customers, at the right time, with the right message.

**Joanna O'Connell, VP Analyst at Forrester, sat down with us to explore why retail media is changing the game and where the greatest opportunities lie.** Look out for part 2 of the series in next month's newsletter.

## Loyalty webinar



Listen again to our recent webinar, **Beyond Programs: the evolution of retail loyalty** where we looked at the challenges of the changing loyalty landscape and shared our 10 top tips for how retailers and brands can create winning loyalty strategies.

Click [here >>](#) to listen to the full webinar which is hosted by our expert presenters, David Ciancio, Global Head of Grocery Retail and Richard Dawson, Customer Engagement Capability Director. You can view the slides at the same time.