



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**.

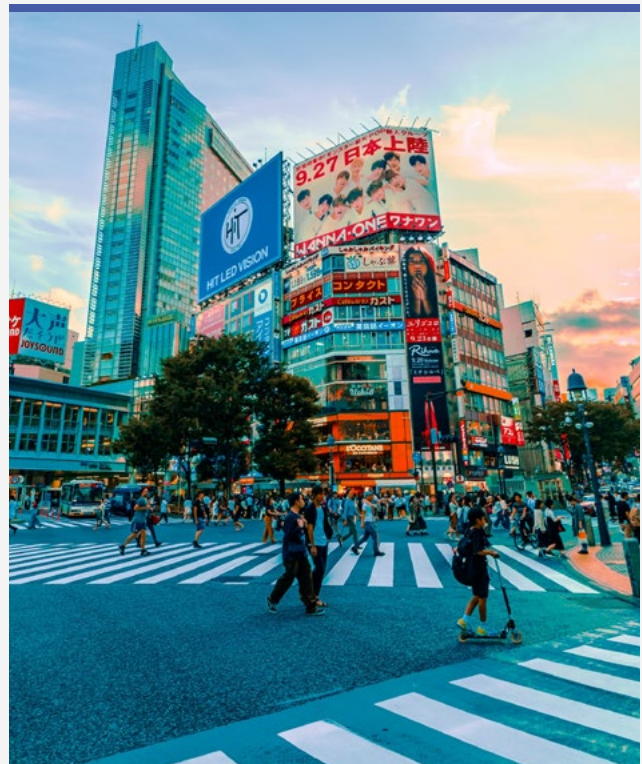
We'll take a close look at the trends and strategies used on a global scale and experience the Asian retail market first-hand during our store tours.

Last month we shared **Part 1** of our video series on why retail media is changing the game. This month we bring you **Part 2** which we hope you'll find equally informative. Expect to hear a lot more about retail media along with other hot topics at the Global Partner Summit this year.



Don't forget to register using the link below.

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



Forrester video | Part II



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.

Watch now

If you missed Part I, [click here](#)

Register here