

# AGENDA

- 9:00 - 9:30 **Registration**
- 9:30 - 9:40 **Opening**
- 9:40 - 10:10 **What's up with the economy** Mihkel Nestor, SEB bank
- 10:10 - 10:40 **Consumer Insight & Retail Overview** Ene Liske, NielsenIQ
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- 10:40 - 11:10 Coffee break
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- 11:10 - 11:50 **The Connected Frontline, how retail staff are still relevant in the age of AI** Mark Thomson, Zebra Technologies
- 11:50 - 12:20 **Frontline workers in retail: how to find, onboard, and retain good employees** Paul-Markus Orav, BIURO
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- 12:20 - 13:15 Lunch
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- 13:15 - 14:00 **Panel discussion: Innovate or Not to Innovate?** Kristel Mets, Rimi, Rainer Rohtla, Coop, Diana Gegelytë, Maxima, Tiia Nõmm, Ülemiste  
Moderator: Nele Peil
- 14:00 - 14:30 **Communication as a success factor** Jason Walden, VoCoVo
- 14:30 - 15:00 **What's Cooking in the Retail Technology World?** Vsevolod Boikov, Apollo Group and Andrius Kalašinskas, StrongPoint
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- 15:00 Networking

For questions: [slido.com](https://www.slido.com) BRF2026