



Bert Huls

Kick-off TREX

Creative director Bert Huls will open the event on the first day with an explanation regarding the 'I am nature' theme.

Wed 12 Feb - 10.00 Mainstage



Jeroen van der Schenk

Reimagine green retail

Reimagining is fun, but how do you do it? The real change resides within yourself.

Wed 12 Feb - 11.00 Mainstage

Thu 13 Feb - 10.00 Mainstage



Victor Lamme

Press the right buttons in the consumers brain

Professor Victor Lamme will provide an interactive masterclass about neuromarketing and the effective influencing of consumer behaviour.

Wed 12 Feb - 12.30 Mainstage



Ynzo van Zanten

Crazy about Chocolate, serious about people

Tony's Chocolonely, sustainability as an opportunity for entrepreneurs, modern slavery, and leadership.

Wed 12 Feb - 14.00 Mainstage

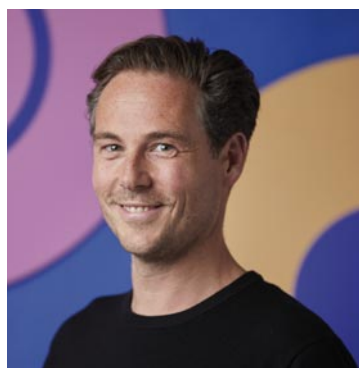


Guy Topping

The Flower Bowl. The ultimate diversification for Garden Centres

The British entrepreneur of Barton Grange GC about leisure in retail. To his garden centre he has added; restaurants, cook- and farm shops, a bowling alley, a golf course, and a movie theatre with three cinema rooms.

Wed 12 Feb - 15.30 Mainstage



Jan-Willem Lijnes

The consumer of tomorrow

About Bol.com, the online consumer of the future, and why this is the time to get on board of the 'marketplaces' train.

Thu 13 Feb - 11.30 Mainstage



Sven Polak

REAL contact with the customer

Everything that goes wrong when communicating with a customer, how did it happen, and more important; a way of preventing this from happening.

Thu 13 Feb - 13.00 Mainstage



Arjan Postma

Life in the garden

Forest ranger Arjan Postma on how examples from the animal world can help us gain a different perspective on ourselves.

Thu 13 Feb - 14.30 Mainstage

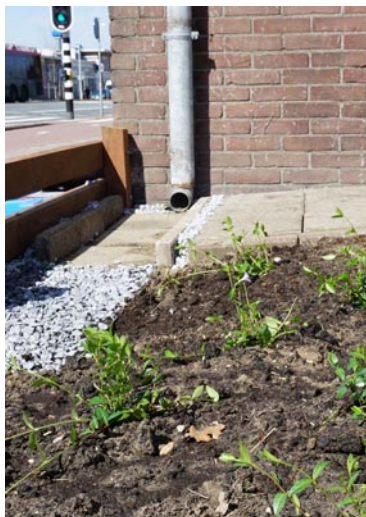


De Unie

The playful career game

Fun, sustainable employability and inspiration are the pillars of the activities at De Unie. There are the opportunities to participate in the playful career game and/or to speed date with career coaches of 'De Unie Consultancy' about your own career.

Continuing program
Living Garden Park



A competition in uncoupling rain-water drainage from the sewage

By participating in the uncoupling challenge, you'll be able to win an in-store course and become a rain-water ambassador.

Continuing program
Living Garden Park



Aafje Nijman

IRRESISTIBLE -

Trends of the Garden Industry 2020

A presentation regarding the trends on changing views throughout time, how consumers change, and how the Garden Retail can provide an answer to these changes.

Wed 12 Feb - 10.30 Kiem! Academy
Thu 13 Feb - 9.30 Kiem! Academy



Chantal Riedeman

(Always) Putting the customer first?

A sneak peek into our consumer's brain and the golden tip on how to, very easily, change the behaviour of consumers.

Wed 12 Feb - 12.00 Kiem! Academy
Thu 13 Feb - 12.30 Kiem! Academy



De Haan Group

Smart garden centre

De Haan Group and partners will showcase the newest technology applicable to retail. Examples are; product selectors, interactive systems, AR & VR, voice systems, etc.

Besides from this, there will also be the introduction of the 'Garden Centre CheckUp' – a basic quality check for garden centres in The Netherlands and Flanders.

Continuing program
Smart Garden Centre



Dimitri van der Ark

Is there even a future left for brick-and-mortar stores?

The finest examples from the international retail industry. Which opportunities are there and how can you start using them tomorrow?

Wed 12 Feb - 13.30 Kiem! Academy
Thu 13 Feb - 15.30 Kiem! Academy



Mirko van Ingen

Together, Climate proof

How can we help and inspire garden owners to make their gardens sustainable and climate proof.

Wed 12 Feb - 16.30 Kiem! Academy
Thu 13 Feb - 11.00 Kiem! Academy



Dries Jansen

TreeEbb

This biodiversity tool, connected to the tree database 'TreeEbb' created by tree nursery Ebben, helps with making public areas and private gardens more sustainable.

Wed 12 Feb - 11.30 + 14.30 + 16.00
Thu 13 Feb - 10.30 + 13.30 + 15.00
Safari bus



Sven Polak

Workshop REAL selling

How to prevent miscommunication when dealing with customers and finding out what it is you can do to be of service to this person – all while still staying true to yourself.

Wed 12 Feb - 15.00 Kiem! Academy



Ineke Radstaat

Gardens for butterflies and bees, a stimulus for biodiversity

How a private garden becomes an extension of the surrounding nature: an oasis for butterflies, bees and other insects.

Thu 13 Feb - 14.00 Kiem! Academy



Pier Oosterkamp

With the power of nature

How ECOstyle uses natural processes to make plants and pets grow, as well as keeping them healthy and happy.

Wed 12 Feb - 13.00 Safari bus
Thu 13 Feb - 12.00 Safari bus