

news +++ Nordstil
27. – 29. July 2024

nordstil

Nordstil Forum: Industry know-how for the success of tomorrow

The programme of speakers at the upcoming Nordstil will focus on sustainability and technological progress: from 27 to 29 July, experts will share their knowledge and recipes for success among visitors to the Forum in Hall B1.EG. Live demonstrations and trend presentations give practical insights and complement the trade fair's supporting programme.



On all three trade fair days, visitors will receive practical tips from experts on the Forum stage. Photo: Messe Frankfurt / Rolf Otzipka

„In addition to new business opportunities, we also offer our trade visitors a platform for valuable industry and knowledge exchange with the Forum. With our curated programme of lectures on topics that continually present retailers with new challenges, we help participants to develop successful business concepts“, explains Susanne Schlimgen, Director Nordstil. The Forum brings together a wealth of expert knowledge on the key topics of sustainability and digital strategies. Innovative store concepts and ideas for the point of sale will also be presented. The complete lecture programme can be found online under: nordstil.messefrankfurt.com/events

Selected presentations by top speakers that you should not miss:

Sustainable brands, green communication - the fine line between green hushing and greenwashing:

Saturday, 27.07.2024, 11:30-12:00 / Sunday, 28.07.2024, 14:15-14:45

There are currently two major trends in the area of sustainability: greenwashing, the attempt to achieve a green image through marketing or PR, and greenhushing, the withholding of sustainability information out of fear of criticism. **Mimi Sewalski**, Managing Director of

Germany's largest online marketplace for a sustainable lifestyle, Avocadostore, explains why it is still worth opting for sustainability, how sustainability is still a convincing purchasing argument and what trends exist in this area.

Shop window and POS decoration - individual, creative, sustainable:

Sunday, 28.07.2024, 13:30-14:00 / Monday, 29.07.2024, 14:15-14:45

What does sustainability actually mean in relation to my shop? Can I make my shop window sustainable? What is the benefit for me? Or am I perhaps already doing this?

Pamela Kler, founder of the label Glückliche Händchen and the creative workshop Bunsenstrasse 2, shares experiences, provides examples and offers space for discussion.

Magic Words – How to inspire your customers in a matter of seconds:

Sunday, 28.07.2024, 15:00-15:30

They are very ordinary words, but they have a considerable effect: communication expert and coach **Birgit Stülten** from Stülten Consulting reveals how trade visitors can use certain words from sales psychology to convince people or win discussions more easily in their favour. Participants will also benefit from tips on body language and 111 "magic words" that they can use profitably in sales.

The Summer Nordstil will take place from 27 to 29 July 2024.
The next Winter Nordstil will take place from 11 to 13 January 2025.

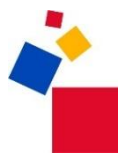
Information for journalists: Further details and photographic material of Nordstil can be found at <https://nordstil.messefrankfurt.com/hamburg/en/press.html>

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