

SHOPTALK EUROPE

2-4 June 2025 • Fira Gran Via, Barcelona

MEETUP GUIDELINES

Estimated time to read: 8 minutes

Shoptalk Europe's onsite Meetup, is Europe's largest meetings programme for the retail industry. We'll facilitate 25,000+ meetings...you ain't seen nothin' like it! Here's what all the buzz is about:

- **You'll get to participate in as many 15-minute speed date meetings as you'd like**, up to 16 timeslots—limited only by your availability and mutual interest. Each meeting is 15 minutes and double opt-in (you both swiped right).
- **Meet the people you need to meet, across dozens of use cases.** Need to meet potential partners? Check. Need to uncover the newest and hottest startups? We got you. Need to find new solutions for your organisation? You bet. Looking for new hires or your next move? Done and done!

Here's what you need to do, and when you need to do it. Don't worry, we'll help you each step of the way with emails, texts, smoke signals, carrier pigeons and reminders. **If you don't get an email, check spam (from donotreply_ste25@eventpt.com), then let us know at experience@shoptalkeurope.com).**

| You must | It'll take | We'll email you on | | Your deadline is | |
|--|--------------------|--------------------|---------------------------------------|------------------|---------------------------------------|
| <ul style="list-style-type: none"> • Assign Meetings Reps (only for organisations who have purchased Hosted Meetings) | <5 mins | - | - | Fri 9 May | 6 pm CEST |
| <ul style="list-style-type: none"> • Complete Your Profile • On-time Registration Deadline | 10 mins | Mon 28 Apr | 9am CEST | Fri 9 May | 6 pm CEST |
| <ul style="list-style-type: none"> • Select your Tabletalks* | 5 mins | | | Fri 16 May | 6 pm CEST |
| <ul style="list-style-type: none"> • Request Meetings | 60-90 mins | Mon 12 May | 9 am CEST | Fri 16 May | 6 pm CEST |
| <ul style="list-style-type: none"> • Opt in to Requests You've Received | <30 mins | Mon 19 May | 9 am CEST | Thu 22 May | 6 pm CEST |
| <ul style="list-style-type: none"> • Accept Tabletalks* | 5 mins | Mon 19 May | 9 am CEST | Fri 23 May | 6 pm CEST |
| <ul style="list-style-type: none"> • Accept Meetings | <10 mins | Fri 23 May | 9 am CEST | Wed 28 May | 6 pm CEST |
| <ul style="list-style-type: none"> • Accept Any Additional Meetings | <10 mins | Thu 29 May | 9 am CEST | Thu 29 May | 6 pm CEST |
| <ul style="list-style-type: none"> • Accept Meetings and Tabletalks* Calendar Invites | <10 mins | Fri 30 May | 9 am CEST | Fri 30 May | 6 pm CEST |
| <ul style="list-style-type: none"> • Shoptalk Europe time! • Attend Your Meetings and Tabletalks* | -- | Mon 2 Jun | See next page for meeting time slots! | Wed 4 Jun | See next page for meeting time slots! |
| <ul style="list-style-type: none"> • Provide Feedback • Claim Travel & Hotel Reimbursement** | 10 mins (feedback) | Thu 5 June onwards | | | |

* Only available to Retailers and Brand ticket types

** Hosted Retailers & Brands only

TIMING OF MEETINGS

All the action takes place on 2-4 June and you'll be in the room where it happens! Below is a general schedule. We get that you may have other stuff going on, so **you can opt out* of any time slots you're not available for**. You will not need to miss any agenda sessions for meetings.

*Hosted Retailers & Consumer Brands are required to be available for all 16 timeslots.

| Start (CEST) | End (CEST) | Mins | Mon Jun | Tue 3 Jun | Wed 4 Jun |
|--------------|------------|------|-----------------|------------------|------------------|
| 10:45 am | 11:00 am | 0:15 | - | Meeting Slot #5 | - |
| 11:00 am | 11:03 am | 0:03 | - | Transition time | - |
| 11:03 am | 11:18 am | 0:15 | - | Meeting Slot #6 | - |
| 11:18 am | 11:21 am | 0:03 | - | Transition time | - |
| 11:21 am | 11:36 am | 0:15 | - | Meeting Slot #7 | - |
| 11:36 am | 11:39 am | 0:03 | - | Transition time | - |
| 11:39 am | 11:54 am | 0:15 | - | Meeting Slot #8 | - |
| 11:55 am | 12:10 pm | 0:15 | - | - | Meeting Slot #13 |
| 12:10 pm | 12:13 pm | 0:03 | - | - | Transition time |
| 12:13 pm | 12:28 pm | 0:15 | - | - | Meeting Slot #14 |
| 12:28 pm | 12:31 pm | 0:03 | - | - | Transition time |
| 12:31 pm | 12:46 pm | 0:15 | - | - | Meeting Slot #15 |
| 12:46 pm | 12:49 pm | 0:03 | - | - | Transition time |
| 12:49 pm | 1:04 pm | 0:15 | - | - | Meeting Slot #16 |
| 1:45 pm | 2:00 pm | 0:15 | Meeting Slot #1 | - | - |
| 2:00 pm | 2:03 pm | 0:03 | Transition time | - | - |
| 2:03 pm | 2:18 pm | 0:15 | Meeting Slot #2 | - | - |
| 2:18 pm | 2:21 pm | 0:03 | Transition time | - | - |
| 2:21 pm | 2:36 pm | 0:15 | Meeting Slot #3 | - | - |
| 2:36 pm | 2:39 pm | 0:03 | Transition time | - | - |
| 2:39 pm | 2:54 pm | 0:15 | Meeting Slot #4 | - | - |
| 2:55 pm | 3:10 pm | 0:15 | - | Meeting Slot #9 | - |
| 3:10 pm | 3:13 pm | 0:03 | - | Transition time | - |
| 3:13 pm | 3:28 pm | 0:15 | - | Meeting Slot #10 | - |
| 3:28 pm | 3:31 pm | 0:03 | - | Transition time | - |
| 3:31 pm | 3:46 pm | 0:15 | - | Meeting Slot #11 | - |
| 3:46 pm | 3:49 pm | 0:03 | - | Transition time | - |
| 3:49 pm | 4:04 pm | 0:15 | - | Meeting Slot #12 | - |

UNTIL 28 APR

If your Organisation has purchased Hosted Meetings: Assign Meetings Reps (takes Organisation Admin 5 minutes)

Org Admin can do this on: Desktop 

1. **If you're an Organisation Admin** you (or another Org Admin) must assign individuals from your organisation as **Meetings Representatives** (to take Hosted Meetings your organisation has purchased) by **Mon 28 Apr**.
 - Individuals must be registered to attend Shoptalk Europe to be assigned as a Meetings Rep.
 - We recommend having 1 Meetings Rep per 10 Hosted Meetings. So, if your organisation has purchased 30 Hosted Meetings, you should assign 3 or more Meetings Reps. There's no limit for how many Meetings Reps your organisation can have.
 - Meetings Reps will be able to complete their profile from 28 Apr - 9 May.

28 Apr – 9 May

Complete Your Profile and Select Tabletalks! (takes 10-15 minutes)

Org Admin can do this on: Desktop  Shoptalk Europe Mobile App 

1. **Start Your Profile on Mon 28 Apr, and complete it by Fri 9 May at 6 pm CEST.** We'll share everyone's profiles at the same time once they're all complete.
 - **Tell us about yourself--select from 100+ data points!** This information will help others determine if they want to meet with you.
 - **Tell us your availability (or default to fully available)** and we'll send you invites to block your calendar. Being available for more time slots increases the chances of being able to schedule meetings for you.
 - You can change your availability at any time from **Mon 28 Apr** to **Thu 22 May at 6 pm CEST.**
 - **Share the love!** Click **Post on Social** to tell your X followers and LinkedIn contacts that you're participating in Shoptalk Europe! While you're there, add your profile photo!
 - **Consider making an Announcement:** Tell the thousands of Shoptalk Europe participants (including 100+ Media & Sell Side Analysts) about your newly announced products, partnerships, funding, acquisitions, research and anything else!

- **If you're a Hosted Retailer & Consumer Brand:**
 - **You're required to be available for all 16 time slots**
 - **Tell us if you want Non-Hosted Meetings.** When you registered, you told us if you want to do Non-Hosted Meetings in addition to your requirement of up to eight (8) 15-minute onsite meetings with participating sponsors ("Hosted Meetings"). When you're completing your Profile we'll ask you to confirm your choice. 80% of Hosted attendees choose to do Hosted and Non-Hosted Meetings. We highly recommend doing both to get the most out of Shoptalk Europe!
 - **If you're an Organisation Admin** you can edit and complete profiles on behalf of participants from your organisation (they can thank you later!).
 - Check out the [Org Admin Pro Tips](#) at the end of these guidelines for more info.
2. **Registration Deadline!** To participate in Meetup, you must register before Fri 9 May at 6 pm CEST.
3. **Start Your Tabletalks* Selections on Mon 28 Apr, and complete them by Fri 16 May at 6 pm CEST.**
- Tabletalks are 50-minute peer group roundtable discussions with 5-8 peers on key industry topics. They're held from 8:00 am - 8:50 am CEST on Tue 3 Jun and 1:10 pm - 2:00 pm Wed 4 Jun.
 - If you're eligible for Tabletalks, tell us how many Tabletalks you'd like to join (one or two), which topics you're interested in, what questions you'd like discussed, and any organisations you'd prefer not to be placed with (yes, you can avoid competitors).
 - Organisation Admins cannot select Tabletalks (or do any other Tabletalks actions) on your behalf.

*Tabletalks only available for Retailers & Consumer Brands

12 MAY – 16 MAY

Request Meetings (takes 30-90 minutes)

You can do this on: Desktop Shoptalk Europe Mobile App

Now's the time to request to meet everyone you'd spend 15 minutes with.

1. Request Meetings:

- Start requesting meetings on **Mon 12 May** and complete by **Fri 16 May at 6 pm CEST**.
- **Expand your squad** from a ton of interesting people!
 - Select everyone you want to meet! At a minimum, we recommend you make meeting requests equal to at least 4x the number of time slots you're available for.
 - Select everyone from an organisation you want to meet—you can have meetings with >1 person from the same organisation (but only once we've scheduled all possible meetings with unique organisations).
 - Use **Filters** and **Predefined Lists** to quickly and efficiently make selections.
 - Don't wait til the last minute to make selections! With tools like **Bookmarks**, you can start your selections and come back if needed to finish them.
 - Indicate your **interest level**. 'Very Interested' selections get scheduled first, before 'Interested' ones.
- **If you're a Meetings Rep:**
 - **Hosted Meeting requests:** You should select ALL Hosted Retailers & Consumer Brands you would like to meet (these will be Hosted Meeting requests). At a minimum, **we recommend you make Hosted Meeting requests equal to at least 4x the number of Hosted Meetings your organisation has purchased**. E.g., if your organisation has purchased 10 Hosted Meetings, you should make at least 40 Hosted Meeting requests.
 - Select everyone from an organisation you want to meet—your organisation won't have >1 Hosted Meeting scheduled with the same organisation.
 - You can also make **Non-Hosted Meeting requests** – select everyone you want to meet!
 - Select everyone from an organisation you want to meet—you can have Non-Hosted Meetings with >1 person from the same organisation (but only once we've scheduled all possible meetings with unique organisations).

2. Org Admins: You can request meetings on behalf of participants from your organisation.

19 MAY – 22 MAY

Opt In to Requests (takes up to 30 minutes)

You can do this on: Desktop Shoptalk Europe Mobile App

- 1. Opt In to Requests You Receive from People You Didn't Previously Select:** They like you! They really like you! Return the love starting **Mon 19 May** by opting in to meeting requests by **Thu 22 May at 6 pm CEST.**
 - **Everyone:**
 - We facilitate meetings based only on the requests you opt in to (and your previous selections), so please opt in to **every request from someone you'd spend 15 minutes with.**
 - The more requests you opt in to, the more meetings you'll likely get.
 - **If you're a Hosted Retailer & Consumer Brand:**
 - **You must opt in to Hosted Meeting requests from at least 24 organisations** (you can opt in to multiple requests from the same organisation, but they'll only count as 1 organisation). If you receive Hosted Meeting requests from <24 organisations, then you must opt in to the number you receive. But remember, we'll schedule only 8 Hosted Meetings max.
 - Your Hosted Meeting requests will be displayed at the top of the screen when you log in.
 - **Non-Hosted Meeting requests:** If you're doing Hosted and Non-Hosted Meetings and you've received Non-Hosted Meeting requests (we get it, you're popular!), you should also opt in to these as well. We facilitate meetings based **only** on the requests you opt in to (and your previous meeting requests), so please opt in to **every request from someone you'd spend 15 minutes with.**
 - **If you're a Meetings Rep:** Opt-ins to requests from Hosted Retailers & Consumer Brands will default to Hosted Meeting requests.
- 2. Org Admins:** You can opt in on behalf of participants from your organisation.
- 3. Availability Deadline!** You can change your availability until **Thu 22 May at 6 pm CEST.**

Accept Your Tabletalks Assignments: You'll get your Tabletalks assignments on **Mon 19 May** and you must accept them by **Fri 23 May at 6 pm CEST.** Tabletalks is where it's at if you want to discuss and debate key industry topics!

23 MAY – 28 MAY

Accept Your Meetings (takes less than 10 minutes)

You can do this on: Desktop Shoptalk Europe Mobile App

1. On **Fri 23 May at 9 am CEST**, you'll receive an email to review and accept each of your meetings. Please do this by **Wed 28 May at 6 pm CEST**. We promise, *it won't take more than 10 minutes* (if that!).
 - **Everyone:**
 - You get meetings with people you selected who also selected you...so, not accepting meetings might disappoint others!
 - If you don't accept a meeting by the deadline, that meeting won't get scheduled :-)
 - You need to accept your own meetings--Org Admins cannot accept on your behalf.
 - **If you're a Hosted Retailer & Consumer Brand:**
 - **You must accept all of your Hosted Meetings** (max of 8). You won't be penalised if the other person doesn't accept.
 - You should also accept your Non-Hosted Meetings (if any).
 - **If you're a Meetings Rep:**
 - **You must accept all of your Hosted Meetings.** Hosted Meetings that aren't accepted will not be refunded to your organisation.
 - You should also accept your Non-Hosted Meetings (if any).

29 MAY

Accept Any Additional Meetings (takes less than 10 minutes)

You can do this on: Desktop Shoptalk Europe Mobile App

1. **Accept Any Additional Meetings:** If you've got any additional meetings, on **Thu 29 May at 9 am CEST**, you'll receive an email to accept them. Please accept these meetings by **Thu 29 May by 6 pm CEST**. This is a quick turnaround, *but it won't take more than 5 minutes*.
 - Additional meetings are either replacements for meetings that were not accepted by the other participant, or new meetings from your previous selections where others have become available.
 - If you previously rejected (or didn't accept) a meeting, you won't be eligible to get an additional meeting in that time slot.

30 MAY

Accept Calendar Invites (takes less than 10 minutes)

You can do this on: Desktop Shoptalk Europe Mobile App

1. **Accept Your Meetings Calendar Invites:** On **Fri 30 May**, you'll receive a calendar invite for each scheduled meeting. YOU MUST ACCEPT all calendar invites by **Fri 30 May by 6 pm CEST**. This is a quick turnaround, but (you guessed it) – *it won't take more than 5 minutes*.
 - a. **Important Note: Neither we nor the person you're meeting will be notified if you decline a calendar invite! So email us at experience@shoptalkeurope.com if you really can't make it to a meeting. *It's not enough to simply decline a calendar invite.***
 - b. We can't change **any** meeting times (fun fact: Shoptalk Europe is enabling 25,000+ meetings!), and you should not reschedule Shoptalk Europe scheduled meetings outside of the programme.
 - c. If a person you're scheduled to meet is no longer available, we'll let you know--people have emergencies, so this does happen once in a while!
2. **Accept Your Tabletalks Calendar Invites:** On **Fri 30 May**, you'll receive separate calendar invites for your Tabletalks. Please accept each calendar invite by **Fri 30 May by 6 pm CEST**. The only change we can make to your Tabletalks assignments is to drop you from them. Tabletalks are super fun, informative, and they always get high marks by participants!
 - Important note: We won't know if you reject a calendar invite! So email us at experience@shoptalkeurope.com if you really can't make it to a Tabletalk.

2 JUN – 4 JUN

Attend Your Shoptalk Europe Meetings and Tabletalks!

1. **Attend Your Shoptalk Europe Meetings: It's time! You're at Europe's biggest meetings programme in retail!** Don't leave 'em hanging! You **must** join all your scheduled meetings. Not showing up may result in you--and your organisation--being *barred* from future participation. Here's what you need to know:

- a. **Where are the meetings?** All meetings are held in a dedicated Meetup area (the size of a football pitch!) and each meeting is assigned a table number.
- b. **How do I know where to go?** Check the Shoptalk Europe mobile app (or your calendar invites) for the assigned table number for each meeting, and at the start of each scheduled meeting proceed directly to the assigned table for your meeting (table numbers are in the app and your calendar invites).
- c. **When should I arrive?** You should arrive at the Meetup area 5-10 minutes before your first scheduled meeting. There is no check-in required. If you have any questions, there will be a Q&A desk.
- d. **What happens if the person I'm meeting doesn't show up?** Give them 5 minutes and if they've still not joined, click the "Mark as No Show" button in the Shoptalk Europe mobile app.
- e. **What other Do's and Don'ts are there?**
 - i. Do join each meeting on time and don't exceed the allotted 15 minutes for each scheduled meeting.
 - ii. Do check the table number for each scheduled meeting--each of your meetings will be at a different table. There is a 3-minute transition time between each meeting.
 - iii. Do download the Shoptalk Europe mobile app ahead of your meetings (if you haven't already). You can take notes and request follow-ups in the app.
 - iv. Do let us know if a solution provider directly reaches out to you about Shoptalk Europe, which they have been instructed not to do.
 - v. Don't approach anyone in the Meetup area with whom you do not have a Meetup meeting.
 - vi. Don't enter the Meetup area at any time you do not have a Meetup meeting.

2. Join Your Tabletalks:

- a. **When are the Tabletalks:** 8:00 am - 8:50 am CEST on Tue 3 Jun and 1:10 pm - 2:00 pm Wed 4 Jun.
- b. **Where are the Tabletalks?** All meetings are held in a dedicated Tabletalks area and each Tabletalk is assigned a table number (check your calendar invite or the Shoptalk Europe mobile app for the table number). Breakfast (Tue) & Lunch (Wed) will be available in the Tabletalks area.
- c. **How do we start the discussion?** Each discussion has a randomly assigned "Starter" who should kick off by introducing themselves. Each intro should be no more than 60 seconds, and each participant should call on another to introduce themselves. The last participant to do an intro should read the first of the suggested questions below to start the conversation, then everyone should help move the conversation along.

5 JUN ONWARDS (& UPWARDS TOO!)

You can do this on: Desktop Shoptalk Europe Mobile App

- 1. Help us to help you!** On **Thu 5 Jun**, you will receive an email to provide feedback on your meetings, the Meetup Programme, Tabletalks (if applicable), and the event to help us improve Shoptalk Europe--please share your thoughts!
 - a. Once you provide feedback, you can download a summary of your meetings, including your notes and contact details of who you met.
- 2. Show me the money!** If you're a Hosted Retailer & Consumer Brand, after you complete feedback, you can provide details for reimbursement starting **Mon 16 Jun**.

That's all Folks!



SOME FINE PRINT: Our participant list is confidential, and shouldn't be (1) shared with anyone else, (2) downloaded or (3) used other than as described by us. Based on information you receive as part of Meetup, you can't solicit participants (including individuals you're scheduled to meet prior to your meetings) outside of the event other than as we permit. If you breach this provision, you may be eliminated from further participation and barred from future programmes. Do not assume that requests (or opt-ins) to meet with you as part of Meetup indicate any interest in meeting with you outside of Meetup.

ORGANISATION ADMINS: PRO TIPS

If you're an Org Admin, here's some more helpful info:

- **Completing Org Admin tasks:** To help complete action items for participants and your organisation, you'll need to use your desktop (the Shoptalk Europe mobile app does not support Org Admin activities). If you're a participant just completing action items for yourself, you can use the Shoptalk Europe mobile app.
- **'Manage Participants & Roles' screen: From this screen you can:**
 - **Select who you want to manage:** Go to 'Manage Participants & Roles' and select the participants from your organisation that you want to 'Manage As Org Admin'. Voilà—you can help complete action items for them.
 - **Add or Assign Org Admins:** Need some Org Admin backup? Click 'Add New Org Admin' to add unregistered individuals as Org Admins, or click 'Assign' to assign participants as Org Admins.
- **Managing different types of Participants:**
 - **Your organisation may have individuals participating in Meetup who have different roles,** for example (1) Hosted Retailers & Consumer Brands, (2) Meetings Reps (if your organisation has purchased Hosted Meetings), or (3) General participants.
 - **As an Org Admin, you can help complete action items for any individuals from your organisation, irrespective of their role.** Please review these guidelines to understand the required action items at each stage.
- **Request Meetings stage:**
 - **'Manage organisation's Participants' Selections' screen:** If you want to help make selections for some or all of the participants you're managing, check the boxes next to their names.
 - **Org Admin view:** Org Admins can request meetings for multiple participants from a single screen. Your productivity just went up!!!
 - To request to meet an individual for one or more of the participants you're requesting meetings for, indicate each participant's interest level ('Interested' or 'Very Interested'). You can also add a reason for each request.

- If you view a System Generated List, you can see if it applies to all, or only some, of the participants you're requesting meetings for.
- You can see if an individual has been selected by other participants from your organisation (if they've shared their meeting requests with one or more of the participants you're requesting meetings for).
- **Collaboration & Efficiency tools:** Just like regular participants, Org Admins can use the full range of collaboration and time-saving features:
 - **Bookmarks:** If you're not sure you want to request to meet someone (for the participants you're requesting meetings for, or yourself if you're a participant), simply Bookmark them and decide later (they'll be under 'Bookmarks').
 - **Saved Lists:** Click 'Save List' to name and save a specific search/filter result so you can come back to it later (it'll be under 'My Lists').
 - **Meetings Rep-specific functionality:**
 - **Share Saved Lists:** If you're a Meetings Rep and an Org Admin, you can share your saved lists with all Meetings Reps from your organisation by toggling the slider when you are saving or editing the list. They'll automatically get any changes you make.
 - **Lists Shared With Me:** If you're a Meetings Rep and an Org Admin, if Meetings Reps from your organisation have shared their lists, they'll be under 'Lists Shared With Me'.
 - **Share Participants' Requests:** You can share the meeting requests of the Meetings Reps you're requesting meetings for from the 'Manage Participants' meeting requests screen. If you're a Meetings Rep, you can share your own meeting requests from there as well. Note that meeting requests can only be shared with other Meetings Reps.
 - **Meeting Requests Progress:** Click the tooltip at the top of the screen to track the progress of participants you're helping manage against their recommended minimum number of meeting requests.
- **Accept Meetings onwards:** From the Accept Your Meetings stage onwards, you may view the ongoing progress and status of the participants you want to manage, including:
 - View if participants have accepted their meetings
 - View if participants have accepted any additional meetings
 - View participants' scheduled meetings
 - View if participants have provided feedback