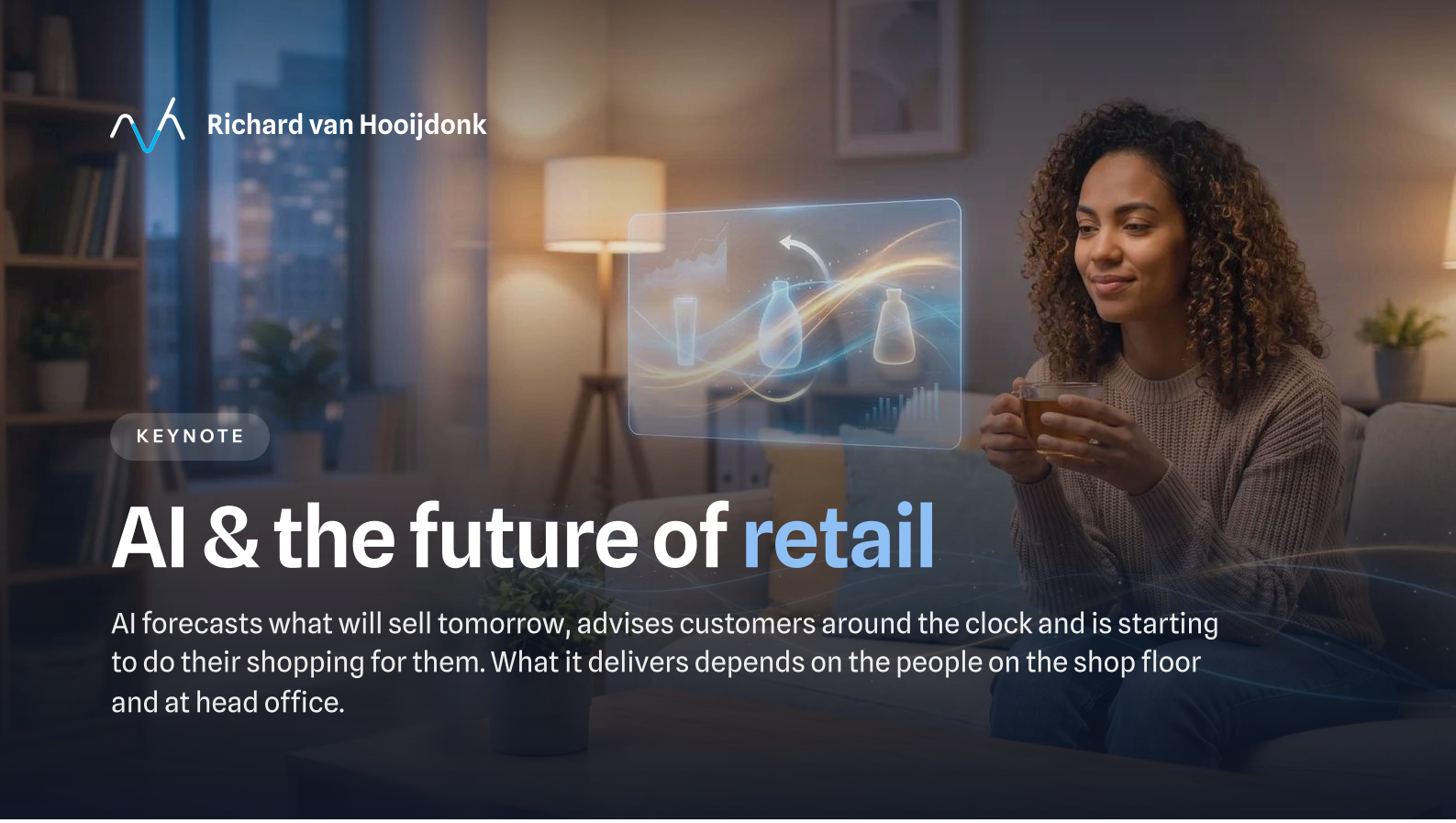


Richard van Hooijdonk

KEYNOTE

AI & the future of retail

AI forecasts what will sell tomorrow, advises customers around the clock and is starting to do their shopping for them. What it delivers depends on the people on the shop floor and at head office.

Demand forecasts, digital sales assistants, agents that complete the purchase: AI is changing every step between first interest and order.

AI and new technology are taking over repetitive work and forecasting across retail, from stock and pricing to service. Futurist and trend watcher Richard van Hooijdonk shows what the retailer of the future looks like and which opportunities that opens up for the sector. AI has been doing the sums behind the scenes for years. It predicts what each store will sell each day, sets prices on digital shelf labels and advises customers in the online shop at three in the morning. Over the next ten years it goes further. Customers will let an AI agent search, compare and pay; McKinsey estimates that this way of shopping could steer 3 to 5 trillion dollars of sales worldwide by 2030. Robots restock shelves at night, and smart glasses turn every shelf into a screen. The harder questions are not about the technology itself: what the shop is still for, what staff will do, and how head office and stores learn together. The keynote separates what earns money today from what is on its way. Can a customer who no longer searches for themselves still find your business?



RICHARD VAN HOOIJDONK

Richard van Hooijdonk is a trend watcher, futurist and international keynote speaker. Many trend watchers and futurists look at the future from a distance. Richard van Hooijdonk lives in it. His team consists of people and AI agents, and he has several chips implanted in his body. He speaks about AI and new technology, the organisation of the future and leadership in the AI era. He takes you into a future you can barely picture today, and shows how you can steer it yourself.

3,000+	650,000+	30+	Bestselling
keynotes	participants	countries	author

What the keynote covers

NOW AI in retail

What AI already does in buying, pricing and the shop, physical and online.



01 Forecasting demand and stock

AI predicts what customers will buy, per store, online and per day. Stock levels are closer to demand, with fewer markdowns and less waste.



02 Prices that move

Prices and promotions follow demand, stock and shelf life. Digital shelf labels bring the same flexibility into the shop.



03 The digital sales assistant

A language model advises customers in the online shop and the app, day and night. Soon the assistant could anticipate what the customer needs.



04 Personalisation at scale

AI tailors the range, the order of products and offers to what each customer bought and viewed before, for millions of customers at once.



05 Campaigns made by AI

AI produces images, video and copy for every customer group and tests which version works. The creative team sets the direction.



06 Smart cameras in the shop

Image recognition spots empty shelves, wrong prices and queues at the till, so staff can step in on time.



07 Agents in the retail organisation

IN PILOTS

Agents process returns, place orders, plan staff rotas and resolve customer queries, within agreed limits.



08 The retail language model

A language model that knows the range, manuals and store policy answers staff questions while they work.

COMING NEXT The future of retail

Where retail could be in five to fifteen years, with AI as the engine.



09 The customer's AI shopper

FUTURE SCENARIO

By around 2040, many customers will let an AI agent do their everyday shopping. Retailers will mostly be selling to agents.



10 Shopping through smart glasses

FUTURE SCENARIO

In the 2030s, millions of customers will wear light AI glasses that recognise every product on the shelf, showing price, origin and alternatives.



11 The shop that runs itself

FUTURE SCENARIO

By around 2040, robots restock shelves overnight while AI orders and sets prices. Staff become hosts, advisers and craftspeople.



12 Your digital twin tries it on

FUTURE SCENARIO

By around 2040, a digital model of your body tests how clothes fit and move. The first fitting moves from the changing room to AI.



13 The supermarket as health coach

FUTURE SCENARIO

By around 2040, your shopping list could reflect your blood test results. The supermarket becomes a health partner, alongside the GP and the gym.



14 The high street of 2040

FUTURE SCENARIO

By 2040, the same shop unit could change its use every day. AI matches local demand, space and shared delivery.

PEOPLE & ORGANISATION

The retail organisation of the future

What AI asks of roles, teams, leaders and culture on the shop floor, in the online shop and at head office.



15 The AI-first organisation

Online and in store, AI and agents take on the work people do not need to do: forecasting, ordering, pricing. Staff help the customer.



16 Beyond the till

Till work is shrinking. New roles appear: supervisors of agents, curators of customer preferences and hosts of shops that run themselves.



17 Store teams with digital colleagues

AI gathers outstanding tasks, draws up rotas and handles orders, payments and campaigns, leaving more time for customers, offline and online.



18 Leadership in retail

Retail leaders take the initiative on AI and new technology, and bring the shop floor and head office along to build the future together.



19 The future academy

A future academy teaches staff to work with AI and new technology, with lessons tied to questions from daily work and programmes for leaders.



20 An ecosystem for the future

Partners, start-ups, scientists and governments tackle shared questions, across borders too, and bring new ideas to customers faster.

THE OTHER SIDE

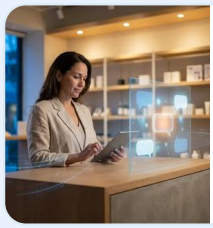
The other side: responsibility and risk

Customer data, AI that gets it wrong, and the criminals who know the online shop too.



21 Data as the foundation

AI only works when data from every part of the business is available, reliable and connected. That is the foundation of a retailer that works with AI.



22 When the AI salesperson slips up

A chatbot that agrees to sell a car for 1 dollar, an AI shopkeeper that gives stock away: AI that sells on its own can also be talked round.

DURATION
30, 45, 60 minutes or longer, with time for questions

LANGUAGE
Dutch or English

FORMAT
On location or online

FEE
On request

PLUS

"Richard succeeded excellently in waking up our leaders and setting them on the path to the future: after the lecture, discussions took place across various parts of the organisation about the topics covered, and initiatives have been set in motion."

Aart van Haren Managing director, PLUS

Deloitte.

"A dazzling journey through new technology. The enthusiasm and energy during his presentation, combined with the visuals, provided a successful kick-off to our event."

Patrick Steemers Partner, Deloitte

Interested in a keynote for your retail event?

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