

THE FUTURE OF RETAIL

WHAT HAPPENS WHEN SHOPPING IS NO LONGER JUST ABOUT BUYING?

ABOUT THE TALK

Retail is being reinvented. Changing consumer behaviours, AI and emerging technologies are reshaping not only how we shop, but what consumers expect from stores, brands and shopping experiences. So what will make people choose to visit a physical store tomorrow — and what can the physical world offer that a screen cannot? In this highly visual talk, Bettine Ortmann explores the trends, technologies and pioneering concepts redefining retail. From intelligent and frictionless shopping to immersive experiences, communities and new roles for the physical store, the audience gets a glimpse into where retail is heading next. Most importantly, the talk asks: What could these changes mean for your business

KEY TAKEAWAYS

Your audience will leave with:

- A view of the consumer behaviours reshaping retail
- Insight into technologies changing the shopping experience
- Inspiration from pioneering retail concepts and brands
- New perspectives on the future role of the physical store
- Ideas for creating more relevant, engaging and memorable customer experiences

WHO IS IT FOR?

- Retailers, brands, shopping destinations, leadership teams, marketing and innovation teams, customer experience professionals — and anyone working with the future of physical or omnichannel experiences.

FORMAT

- 45–60 minute highly visual keynote or talk, tailored to your audience and industry.
- Can be combined with a [Retail Safari](#), facilitated discussion or workshop to translate inspiration into new concepts and opportunities.
- Available in English and Danish.

SPEAKER

Bettine Ortmann is a strategist, trend researcher, author and founder of FutureTribe. For almost three decades, she has worked with consumer insights, trends, branding and innovation across businesses, agencies and academia. She is the author of [The Brand Value Circles](#) and *The Physical Space as a Brand Channel*. Her talks combine research, emerging trends and real-world cases with a practical business perspective.



Ready to rethink what retail could be?

Bring the future of shopping into the room — and start a conversation about what comes next.

**LET'S CREATE A TALK FOR
YOUR AUDIENCE →**



MORE THAN INSPIRATION

CONTACT@FUTURETRIBE.DK | +45 22 18 36 97 | WWW.FUTURETRIBE.DK