

PRO *Experts* FORUM



In Partnership with



NOT TO BE
MISSED!

INVITATION
May 11-12, 2021



Live digital experience



MAY 11, 2021

Be proactive

Two sessions
10.00 am-12.00 pm CEST
and 2.00 pm-4.00 pm CEST

Introduction

LOÏC MOUTAULT & Dr TAMÁS JAKKEL

PROactive in motion

AXEL DUBOIS

A programme to build together a bright and sustainable future for dog breeding

PROactive initiatives

EASE WORKLOAD - CHLOÉ XUEREB

How to leverage digital solutions to ease the relation between breeders and Kennel Clubs

RAISE KNOWLEDGE - LUCIE RAPILLY

How to boost and raise knowledge to showcase breeders expertise

DECIPHER DNA - ÉLODIE MOREL

How to unlock the potential of DNA testing

Round table / Questions and answers

Conclusion

EMMANUELLE LOUVET

Agenda

MAY 12, 2021

Be the change

Unique Session
2.00 pm-4.00 pm CEST

Introduction

LOÏC MOUTAULT & Dr TAMÁS JAKKEL

Discover the Next Generation of dog owners

JOERI VAN DEN BERGH

Generations Y & Z (the under 40s) - describing themselves as 'pet parents' - are the first generation born and bred in the digital era! The pandemic has not only increased their need for an extra companion at home, but it also dramatically changed their lives. How did they adapt their search for happiness? Discover how this next generation of dog owners is recalibrating its expectations.

Be where they are

RÉMY OUDGHIRI

New generations are more and more skeptical about institutions or traditional ways of seeking for information. Why do they trust higher influencers? Who are these influencers? How could you become the expert influencers of your breed? Let's be equipped to optimize your social media profile, understand your audience and engage with them by creating and posting relevant and expert contents.

Put sparkles in their eyes

PHILIPPE BLOCH

A great physical experience is personalized, seamless, relevant and most importantly memorable. This is what pet parents are expecting when visiting you as pet professionals. How to make it a unique opportunity to showcase your expertise? How to use the moment of collection to give pet parents tips and values to be sure the puppy you're entrusting to them will find the best welcome in his new home?

Round table / Questions and answers

Conclusion

OLIVIER REYMOND



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