

European Smart Homes 2018

5th & 6th September - London, UK



Showcasing Smart Home Benefits to Drive Market Expansion

KEY TOPICS INCLUDE:

- Retailer's perspective on the evolution of the smart homes market
- Changing the consumer mindset
- Case studies of successful promotional campaigns
- Utility suppliers reaction to the smart home market developments
- Evolution of platforms supporting the smart home
- Personal data and security of information
- Smart home extensions
- Property developers response to home automation

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Sponsorship & Exhibition Opportunities:

ALEX CHIRIKISHVILI

+48 616 46 7027 or alex@acieu.net



Active Communications International

More Information & Registration:

DIMITRI PAVLYK

+44 (0)203 141 0627 or dpavlyk@acieu.net

European Smart Homes 2018

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2018

Is Europe a slow market for Smart Homes? How to overcome the early adopters and start focusing on the mass consumer market? What are the upcoming opportunities in the energy, utilities, retail and connected home supply chain markets? These are the key questions that need to be answered by the industry.

Join ACI's European Smart Homes 2018 taking place on 5th & 6th September in London, UK to hear answers to these and other important questions within the smart homes market.

In 2017, the European "Smart Home" market has grown dramatically and is expected to increase 14.5% between 2017 and 2022. According to Gartner, it is expected that a typical family home could contain more than 500 smart devices in five years' time. Today not only products but also services – mainly the user experience – are really important for the consumers in order to cover their principal concerns.

Key Topics for Discussion:

- Retailer's perspective on the evolution of the smart homes market
- Utility supplier's reaction to the smart home market development
- Retailer's perspective on the evolution of the smart homes market
- Evolution of platforms supporting the smart home
- Personal data and security of information
- Smart home extensions
- Property developers response to home automation

Speaking Opportunities:

If you would like to be considered as a speaker for the event with a 30-45 minute presentation, please submit an abstract for consideration to:

Angel Mudure

Conference Producer

Tel: +44(0)20 3141 0621

Email: amudure@acieu.net

Who Will Attend:

Senior representatives from telecom, electricity, water and gas providers, manufacturers of smart devices, platform and application developers, property developers, custom integrators and installers, retailers and distribution outlets, advertising and marketing agencies, design consultants, market analysts and insurance providers.

Why You Should Attend:

- Hear from high profile speakers sharing their knowledge and expertise
- Discover the latest innovations facilitating development and interaction with intelligent devices in the connected home
- Network with industry leaders from across the entire value chain and maximising opportunities in the smart home market



Networking at European Smart Homes 2017

Opportunities to Meet your Target Audience:



For information on available sponsorship and commercial opportunities, please contact Alex Chrikishvili:

Tel: +48 616 46 7027 or

Email: alex@acieu.net

Registration is Simple:

If you would like to register for this event or wish to find out more information, you can contact Dimitri Pavlyk by using any of the following methods:

 +44 (0)203 141 0627

 dpavlyk@acieu.net

 <http://www.acieu.net>

 Postal Address:
ACI Europe, 10 Gough Square, EC4A 3DE, London, UK

DAY 1

Wednesday 5th September 2018

08:00 **REGISTRATION & COFFEE**

09:00 **CHAIRMAN'S OPENING REMARKS**

09:15 **SESSION ONE**

Retailer's perspective on the evolution of the smart homes market

- Analysing customer's expectations and feedback on capability of smart devices
- Online and offline marketing instruments and associated buying behaviour traits
- Forecasting the market growth potential based on volume of units shipped

10:30 **MORNING REFRESHMENTS**

11:00 **CONFERENCE PRESENTATION**

Changing the consumer mind-set

- Perception is the biggest challenge. Identifying the reasons of common misconceptions
- Gaining the consumer's trust and its' associated benefits
- Prioritizing the main benefits of connected devices to be promoted

11:45 **SESSION TWO**

Case studies of successful promotional campaigns

- Identifying and targeting distinct consumer groups
- Optimal advertising tools and marketing strategies for specific product categories
- Analysing the promotional campaign's performance and the corrective measures needed to further boost sales

13:00 **LUNCH**

14:00 **CONFERENCE PRESENTATION**

Sound activated devices

- Optimal role in the smart home environment
- Requirements to facilitate integration
- Methods of interaction with other connected devices

14:45 **CONFERENCE PRESENTATION**

Smart home security products

- Smart locks and keys addressing modern day security concerns
- Impact on the cost of home insurance

15:30 **AFTERNOON REFRESHMENTS**

16:00 **CONFERENCE PRESENTATION**

Personal data and security of information

- Collecting and utilizing data originating from the various products in a smart home system
- Implementations required to enhance security of devices and storage of data
- The impact of GDPR on the European smart homes market and connected devices

16:45

SESSION THREE

Evolution of platforms supporting the connected home

- Analysing the role of various platforms and apps in the smart home context
- Customer feedback on the use of applications that operate products and improvements needed to facilitate control of the connected appliances
- Setting standards to enhance communication between different categories of products

18:00

CLOSE OF DAY ONE

DAY 2

Thursday 6th September 2018

08:30

REGISTRATION & COFFEE

09:00

CHAIRMAN'S OPENING REMARKS

09:05

SESSION FOUR

Utility supplier's reaction to the smart home market expansion

- Development of devices associated to the supply of utilities and the conditions to facilitate integration
- Analysing the consumer benefits resulted from the improvement of supply
- Beneficial outcomes to the distribution infrastructure from increased adoption of smart products



Johan Ander
Head of Fortum Smart Living
Fortum

10:55

MORNING REFRESHMENTS

11:25

SESSION FIVE

Smart home extensions

- Electric vehicles and E-mobility. Analysing the impact on the connected home and the supply of electricity
- Virtual assistants and artificial intelligence. How do they work and what are the potential benefits?

12:40

LUNCH

13:40

SESSION SIX

Property **developer's** response to home automation

- Evaluating the customer expectation on the inclusion of connected devices in new home builds
- Technical adaptations required to facilitate integration of intelligent devices
- Consequences on project development from the inclusion of state of the art products

15:30

CHAIRMAN'S CLOSING REMARKS

15:40

END OF CONFERENCE & AFTERNOON REFRESHMENTS


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Registration Is Simple

2 day Conference Pass (Includes Access to Documentation Pack)
5th - 6th September 2018

£1,595.00
(ex.Vat)

2 day Conference Pass - Rate for Retailers, Utilities, Property
Developers, Installers and Architects Includes Access to
Documentation Pack) 5th - 6th September 2018

£1,295.00
(ex.Vat)

2 day Conference Pass - Rate for Start-Ups, Government,
Academia and R&D (Includes Access to Documentation Pack)
5th - 6th September 2018

£995.00
(ex.Vat)

Documentation Packet Only

£470.00

Please Note.

Members and customers of all supporting organizations are entitled to a discount off their conference package.

For more information please call +44 (0)203 141 0627.

Documentation Packet Available

We are selling the European Smart Homes 2018 Summit papers at just £445 (+£25 P&P). Simply tick the box on the booking form, send it with payment and your copy will be on its way to you after the meeting. This important manual will be a source of invaluable reference for the future.

Terms & Conditions:

Payment

Payment must be received within five business days of returning the signed contract. After receiving payment a VAT receipt will be issued. If you do not receive a letter outlining details two weeks prior to the event, please contact the Conference Coordinator at ACI Europe Ltd.

Discounts are available for multiple/group bookings. Please call +44 (0)203 141 0627 for more information.

Cancellations

Substitutions are welcome up to 24 hours prior to the event. Cancellations must be received in writing no less than 3 weeks prior to the start of the conference; a full credit voucher towards a future ACI conference will be issued. Any cancellation received less than 3 weeks prior to the start of the event shall be deemed to be a breach of this contract by client, and accordingly, no credits will be given. Cancellations must be received in writing by mail or fax three weeks before the conference. Thereafter the full conference fee is payable. If for any reason ACI Europe Ltd decides to amend, cancel or postpone this conference, the conference fee will not be refunded. Furthermore, ACI Europe Ltd will not be responsible for covering airfare, hotel or other costs incurred by registrants. In the event that ACI Europe Ltd cancel or postpone the event, ACI Europe Ltd reserves the right to transfer this booking to another conference to be held in the following twelve months, or to provide a credit of an equivalent amount to another conference within the following twelve months. The construction, validity and performance of this agreement shall be governed in all respects by the laws of England to the exclusive jurisdiction of whose courts the Parties hereby agree to submit.

Accommodation

The cost of accommodation is not included in the event fee. Preferential rates will be arranged with or near the event venue, and all confirmed delegates will be given details of how to book accommodation at this rate in due course.

About ACI

ACI, a UK owned company, has been running successful conferences in the USA since 1999. Headquartered in Chicago with offices all around the States, ACI opened its European head office at the end of 2005 and has expanded rapidly, launching a series of events in key