UPCOMING WEBINAR, “WOMEN OF DIGITAL TRANSFORMATION IN REAL ESTATE”, TO DISCUSS THE ONGOING SHIFTS TO DIGITAL CUSTOMER EXPERIENCE IN DIFFERENT REAL ESTATE SECTORS

Wednesday 16 September, 2020

[London, UK, 16 September, 2020] – *RE:WOMEN to host webinar with FitForCommerce titled “Women of Digital Transformation in Real Estate”.*

Real Estate Women (RE:WOMEN) is delighted to announce the “Women of Digital Transformation in Real Estate” webinar on 23rd
September at 3pm BST (10am EDT, 4pm CEST) in collaboration with FitForCommerce. **REGISTER HERE**

As the global Covid-19 pandemic continues to send shockwaves through the world economy, the question now is ‘How can real estate survive or even become stronger from this Crisis?’ The answer is simple, through *digital transformation*.

In this digital event held on Zoom, inspiring speakers Emma Hindes - VP of Shopping Center Management Portfolio - East Coast at Unibail Rodamco Westfield; Kathryn Malloch, Head of Customer Experience at Hammerson; Bernardine Wu, CEO & Founder at FitForCommerce, and moderator Maria Wiedner, CEO of RE:WOMEN will discuss the ongoing shifts to digital customer experience in different real estate sectors worldwide.

In this very lively seminar, our main points of discussions will be:

- How in an increasingly digitally enabled world, bricks-and-mortar retailers, and the commercial property in general have had to jump years in a matter of months in order to survive the crisis?
- If it is true to say that 2030 arrived in 2020, therefore how are we going to define the customer journey and customer experiences in the near future?
- How can we merge the digital and physical in order to sharpen the value proposition of your brand, in the aftermath of the coronavirus crisis?

About RE:WOMEN

Founded by Maria Wiedner, CEO of Cambridge Finance, RE:WOMEN has been fighting the gender and ethnic inequalities across the real estate sectors since 2012 by providing a platform for safe discussion and more visibility of women in our industry. RE:WOMEN does not only curate interesting events, but we hear every opinion and make diversity of thought count. With over 400 members, RE:WOMEN amplifies our single voices and provides a supporting network that sees careers flourish.

For more information on RE:WOMEN, how to become a member and sign up to the events, please visit www.rewomen.org.

About FitForCommerce

FitForCommerce is a boutique consultancy that helps ecommerce, omnichannel and B2B businesses make smarter investment decisions on strategy, technology, marketing, merchandising, operations, financials, organizational design and more. Our consultants are former retail or brand practitioners that leverage their experience to provide strategic and hands-on guidance on everything needed to build, grow, and accelerate commerce businesses. FitForCommerce runs The Innovation Office, The Annual Omnichannel Retail Index and The Grocery Omnichannel Index.

Learn more about FitForCommerce’s Mall & Meeting Places practice.

For more information:

Contact: Kanaru Fukushima, FitForCommerce

Phone: +1.973.379.7399

Media:

Related Sectors:

Business & Finance :: Construction & Property :: Coronavirus (COVID-19) :: Retail & Fashion ::

Related Keywords:

Retail :: Mall :: Meeting Places :: Digital Transformation :: Real Estate :: Place-Making :: Shopping Centres :: Omnichannel :: Webinar :: FitForCommerce :: RE:WOMEN ::

Scan Me:

Email: media@fitforcommerce.com

Company Contact:

FitForCommerce

T. 9733797399
E. media@fitforcommerce.com
W. https://www.fitforcommerce.com

Additional Contact(s):
kf@fitforcommerce.com

View Online

Additional Assets:
https://www.fitforcommerce.com/?utm_source=REWOMEN-webinar-PRel/

Newsroom: Visit our Newsroom for all the latest stories:
https://www.fitforcommerce.pressat.co.uk