

The Retail Reset: Looking Forward to the Near-Future of In-Store

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Join us for the Future Stores Digital Summit

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April 28, 2020 1:30 – 2:00 PM ET

Nudge Rewards presents:

(RE)OPENING SOON: How to prepare your frontline for a post-COVID reality

No one could have predicted the stark, new realities of retail in 2020. Whether you've been scaling down operations and fighting to survive by doing more with less or struggling to keep up with new buying behaviors and disruptions across the supply chain, you need to plan for the future.

What can you do now to prepare for re-opening? And how will you ensure that your workforce is ready? As retailers ask themselves these questions, one thing is clear – frontline associates will play a more critical role than ever before, having a make-or-break impact on business survival and recovery.

[Join us for a 30-minute presentation](#) on how to prepare your frontline for retail's post-COVID reality alongside acclaimed brand leadership expert and bestselling author, Denise Lee Yohn.

We'll dig into the following topics:

- Strategies for engaging and maintaining relationships with furloughed employees
- Associate communication tactics to support business recovery
- How brands can accelerate productivity in a new world of heightened customer expectations

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Our speakers

Brand Leadership Expert | Best Selling Author

Denise has 25+ years of experience working with world-class brands, speaking to thousands at international conferences, including TEDx, the Consumer Electronics Show, and the National Restaurant Show. By reverse-engineering great brands and exceptional organizations, she has worked with businesses to increase their competitive advantage, overcome challenges of changing landscapes, and engage both customers and employees.



Chief Revenue Officer, Nudge Rewards

Brennan, the CRO at Nudge Rewards, brings 15 years of expertise in the space of employee engagement and customer experience intelligence. One of the industry's most thoughtful CX practitioners, Brennan shares Nudge's passion for the inextricable link between customer and employee experience and plays a pivotal role in helping forward-thinking brands unlock the potential of their associates.

