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- ECR Russia Executive Director, Maximilian Musselius



“Ken presents with high-energy and humour that engages any room, and when combined with the clear expertise in his field, results in a very informative and entertaining experience. His breakout session was one of the highlights of the 2012 ECR Europe conference for delegates, and I would strongly recommend him as a speaker for any conference or industry event”

- ECR Europe Managing Director 2012, Xavier Hua



“Ken is a top rate conference presenter and his address at the Annual ECR Ireland Conference 2012 was met with acclaim by conference delegates. His presentation was fast paced & engaging, extremely perceptive and peppered with succinct shopper insights & humorous observations. His skill is in deciphering shopper behaviour, however his talent is in devising in-store strategies to exploit this analysis. His presentations are always educational, enjoyable and most memorable”

- ECR Ireland General Manager, Declan Carolan

## **KEN HUGHES – SHOPPER BEHAVIOURALIST**

Ken Hughes is one of Europe's leading FMCG shopper and consumer behaviouralists. Over the past 12 years, as the founding Director of Glacier Consulting, he has pioneered developments in shopper behaviour insight, particularly in the fields of ethnography (complete shopper immersions), endomethodology (retail environment experimentation) and biometric shopper research (measuring actual shopper physiological response to stimulus). His expertise in these fields, together with strong knowledge from his consultancy experience in Category Management and Shopper Marketing, results in a strong client base across retailers, suppliers and third party agencies. He is a part-time lecturer in Consumer Behaviour in University College Cork, and a regularly invited keynote speaker at international industry conferences. His interests extend to neuromarketing and behavioural economics, with particular focus on their application to shopper motivation theory

Clients mainly include large international blue-chips: Heineken, Kraft Foods, Coca Cola, Diageo, AXA, Kerry Foods, Unilever, Mars Masterfoods and GSK

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As retail and shopper behaviour are his areas of expertise, consulting with both suppliers and retailers, his fit with the ECR organisation is excellent. Since 2010, he has been regularly invited to speak at ECR events across Europe on a wide range of topics

For industry events or national conferences, talks on the following topics are available (all tailored to the overall conference theme and market were required):

- Retail Innovation & Technology
- Experiential Retail (Retailtainment)
- Harnessing Shopper Irrationality
- Biometric Shopper Measurement
- Neuro-Marketing and FMCG Implications
- Shopper Marketing: Do's & Don'ts

At this year's ECR Europe Conference 2013, he has been invited back to present on Shopper Irrationality and Biometric Shopper Measurement

Should you feel that Mr. Hughes would be a suitable speaker for your conference or industry event, you can contact him directly at [ken.hughes@glacier.ie](mailto:ken.hughes@glacier.ie). A one-day Shopper Marketing Master-Class is also available to retailers, suppliers or as an ECR members' event

Further speaking engagement testimonials are overleaf

## RECENT SPEAKING ENGAGEMENT TESTIMONIALS

*"I have seen many presentations over the years concerning consumer behaviour, but the presentation by Mr. Hughes is the one which has kept my attention. Ken describes consumer behaviour in a very real and simultaneously interesting way. He is a very good presenter with humour and passion for his subject, while bringing it to life using varied case studies. I invited him to address my retail organization and he has helped us to pay attention to details and observe our customers' needs more. Thankfully in these challenging times, we have seen results – CEO Veropoulos Group, Greece – Nikos Veropoulos*

*"I would highly recommend Ken Hughes as a motivational keynote speaker. At the Gala 2012 conference, he shared some exceptional insights into consumer behaviour with our retailers, inspiring the audience with demonstrations of practical and impactful business solutions. I have no doubt that we will work with Ken in the near future". Gary Desmond CEO, Gala Retail Services Ireland Ltd*

*"Having seen Mr. Hughes speak at other events, we invited him to address the delegates at our Category Management conference in Russia. His presentation was one of the most informative and upbeat we have had the pleasure of experiencing, with excellent feedback from the delegates. His knowledge of his subject matched with his easy presentation style means that he engages the room more than most. We would strongly recommend him as a conference and industry event speaker" – ECR Russia Executive Director, Maximilian Musselius*

*"We invited Mr Hughes back to address our 3rd annual Category Management conference due to the strong feedback we received from delegates regarding his presentations at past conferences. Once again, as keynote speaker, his presentation was as entertaining as it was insightful, and was the highlight of the day for most attendees. His skill at applying his expertise to our individual industry and market meant that the session was extremely relevant as well as uplifting"*  
- Joe Manning, Grocery Sales Director, Kraft Foods Ireland

*"Ken is a top rate conference presenter and his address at the Annual ECR Ireland Conference 2012 was met with acclaim by conference delegates. His presentation was fast paced & engaging, extremely perceptive and peppered with succinct shopper insights & humorous observations. His skill is in deciphering shopper behaviour, however his talent is in devising in-store strategies to exploit this analysis. His presentations are always educational, enjoyable and most memorable"*  
- ECR Ireland General Manager, Declan Carolan

*"Ken's master-class at Baltika was both informative and entertaining, managing to hold people's attention for all four hours. Ken was very effective in transforming theory into practice and answering the specific business needs of our Retail & FMCG industry. We gained significant insights and inspiration for our future work and are now reviewing our approach to shopper insight. I would strongly recommend this master class to any organization" – Kirill Shpara, Head of Market & Trends, Baltika Brewery, Russia*

*"Ken presents with high-energy and humour that engages any room, and when combined with the clear expertise in his field, results in a very informative and entertaining experience. His breakout session was one of the highlights of the 2012 ECR Europe conference for delegates, and I would strongly recommend him as a speaker for any conference or industry event"- ECR Europe Managing Director, Xavier Hua*

*"Ken Hughes gave a brilliant, inspirational and practical Shopper Marketing master-class at the Russian Food & Pharmacy Retail Summit in Moscow. As organizers of business conferences and events, for us the best evidence of effectiveness is the feedback we get from our delegates. On this occasion, the 300 CEOs and owners of food and pharmacy retail companies thanked us for inviting Mr. Hughes with words like "even for just this master class it was worth crossing the whole of Russia to get to your Summit". BBCG company will certainly be inviting Mr. Hughes back to speak at future events, especially as it was requested by our delegates." - Julia Chebotareva, producer, B2B conference group*

*"I was fortunate enough to attend a conference in which Ken was a keynote speaker where I found his presentation to be very insightful and relevant. On subsequent invitation he tailored a very precise and thorough discussion to our group of Independent Hardware retailers on category management, shopper motivation and shopper marketing which was very well received by all who attended. I would strongly recommend Ken to any event" - Gerry Fallon, Brand Development Manager, Expert Hardware Group*

*"The feedback from Ken Hughes' presentation was fantastic. He delivered a very engaging presentation around shopper behaviour and everyone in the business has been talking about it since. Ken is not just an excellent conference speaker but he has fantastic insights into shopping behaviour and he uses case studies and videos to deliver his presentation with great impact. Thanks to Ken's presentation, we will be re-evaluating our shopper marketing activity so we can become more effective in targeting our shoppers in-store"- Stephen Cooke GSK Ireland Insight Manager*