

PRO *Experts* FORUM



In Partnership with



NOT TO BE
MISSED!

INVITATION
May 12, 2021



Live digital experience



Dog Breeding has nowadays a fantastic opportunity to build a bright future. A new generation of dog owners is emerging with new codes and in addition to the breeding knowledge, reaching these new owners and adapting to their codes will become critical. Royal Canin wants to accompany you in this journey with this first ever dog breeders PRO Experts Forum.



Agenda

In partnership with the FCI, we will share with international experts specialized in the fields of new generations, digital and physical experience. We will see how to build a memorable experience for these that are now called pet parents.



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 OUDHIRI

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 gives 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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