

THE SOLAL[®] AWARDS

THE SOLAL MARKETING CONFERENCE

ADAPTING TO NOW!

WESTEND, CINEMA CITY AUDITORIUM 11,
BUDAPEST
13TH SEPTEMBER 2026

THE AWARDS GALA

18.30 – 20.30

Networking time!
Drinks and buffet open

Tables are unallocated –
meet new friends!

20.30 – 22.00

Awards ceremony

Please note that the buffet
will be closed during the
Awards ceremony

22.00 – late

It's party time!
Buffet open again

CENTRE TOURS

Wednesday 14th October

Sponsored by NEPI-Rockcastle

MAMMUT

10.30 – 11.30

Meet at the information desk in
Mammut 2, the larger building.

Transport: Taxis are probably the easiest
option, particularly if you have luggage.
Both Bolt and Uber are available in Budapest,
and taxis can use the dedicated taxi lanes,
making the journey between centres relatively
quick. The Metro is also an easy and convenient
option, with a journey time of approximately
15 minutes, followed by around a 5-minute
walk to Arena Mall.

ARENA MALL

12.30 – 13.30

Meet at the information desk
in front of Zara.

WITH THANKS TO ALL OUR SPONSORS



CONFERENCE AGENDA

9.30 – 10.30

GUIDED TOUR OF WESTEND SHOPPING CENTRE

Meet at Cinema City

10.30 – 11.00

REGISTRATION & COFFEE

Cinema City

11.00 – 11.15

WELCOME TO THE SOLALS

Anita Stampfl & Alan Thornton, Joint Managing Directors, Melissa Moore, Conference, MC



11.15 – 11.30

HUNGARY FOUR MONTHS IN – WHAT'S CHANGED, WHAT'S NEXT?

Atilla Prosits, Chair of the Hungarian Council of Shopping Centres / MD Granit Invest



11.30 – 12.00

MAKING EVERY CUSTOMER FEEL LIKE YOUR ONLY CUSTOMER

Simon Staack, Emplate



12.00 – 12.45

WHOSE DATA IS IT ANYWAY? DATA, TRUST AND THE VALUE EXCHANGE

Panel Discussion:

Simon Staack, Emplate

Justyna Kruger, Kinexio

Jurij Triller, Smartgift

Moderator – Julie Fitzsimmins, Lodestar



12.45 – 13.45

LIGHT LUNCH

13.45 – 14.15

KEYNOTE – ADAPTING TO NOW! - MAXIMISING YOUR TIKTOK RESULTS

Herculano Rodrigues, TikTok



14.15 – 14.45

WINNING THE SOCIAL GAME - TIKTOK, INSTAGRAM & BEYOND

Panel discussion:

Herculano Rodrigues, TikTok

Per Jensen, WPP Media

Michael Wilson, EBM Group

Moderator – Melissa Moore



14.45 – 15.15

THE FUTURE OF MALL ANALYTICS – UNDERSTANDING CUSTOMERS THROUGH SPENDING INSIGHTS

Radomir Dolejsi, VISA



15.15 – 15.45

COFFEE BREAK

Sponsored by Kinexio

15.45 – 16.15

THE NEW FOOT TRAFFIC – WHAT GEN Z WANTS FROM PHYSICAL SPACE

Shivangi Ranjan, University College, London



16.15 – 16.45

DRIVING SALES THROUGH DIGITAL INNOVATION – LESSONS FROM ALLEE SHOPPING CENTRE

Dave Schoonbrood, Retail Insights



SPEED SESSION – GREAT CAMPAIGNS FROM 2025-2026

Maura Teixeira, nHood

Anita Stampfl, AniSta & Partners



16.45 – 17.15

KEYNOTE – OUTRAGEOUS, UNREASONABLE AND REMARKABLE EXPERIENCES – WHY MARKETING WILL BECOME THE DEFINING DESTINATION PERFORMANCE SUPER-POWER FOR REAL ESTATE INVESTORS

Peter Cooper, PC33



17.15 – 17.20

RECAP, GOODBYES AND GET SET FOR TONIGHT...

Melissa Moore, The Retail Advisor



Times may be subject to change.