

OUR HOST ALAN SHORTT

It's our pleasure to introduce Alan Shortt, as the host for The Retail Retreat 2025.

Alan is an Executive Communication Coach with over two decades of experience empowering leaders across industries. His expertise in refining presentation, leadership, and interpersonal skills has made him a trusted partner for senior executives, entrepreneurs, and retail leaders alike.

Alan has worked with a wide range of clients, from high-profile media personalities to top brands, including BBC, RTÉ, and Sky News.

His dynamic approach, rooted in emotional intelligence, helps individuals build confidence, manage conflict, and communicate more effectively. Known for his engaging personality and hands-on coaching style, Alan brings a unique blend of expertise and energy that will make this retreat an unforgettable experience.

Get ready for a day of insights, inspiration, and a few laughs along the way with Alan at the helm!



GET COMFORTABLE WITH BEING UNCOMFORTABLE!

Alan Shortt

Host for The Retail Retreat 2025

CEO & Founder, Media Skills Ireland; Executive Communication Coach

MEET THE SPEAKERS

Get Ready to Be Inspired!

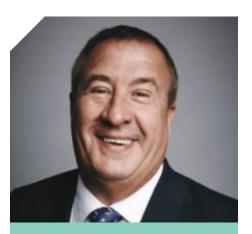
We're thrilled to welcome an incredible lineup of speakers to this year's Retail Retreat,. These industry leaders, will take to the stage to share real retail stories, practical insights, and bold ideas that are shaping the future of our sector.

Through dynamic panel discussions and thought-provoking keynotes, you'll hear directly from those driving success on the ground - from independent retailers to global brands.

Across a series of engaging panel discussions and keynote sessions, our speakers will cover the most relevant and pressing topics facing the industry today, including:

- Retail leadership and resilience in a changing world
- Driving in-store innovation and digital transformation
- Enhancing the customer experience through data and design
- The future of retail employment and workplace culture
- Marketing that connects: storytelling, brand building
 & omnichannel success

Expect honest conversations, valuable takeaways, and the kind of inspiration that can only come from real-world experience. This is your opportunity to learn from the best, ask big questions, and leave with fresh perspective and renewed energy for your retail journey.



Peter Cowgill
Former CEO & Chairman,
JD Sports

"From Zero to Billions: The JD Sports Growth Story"



Edoardo Bortolato

Director, Large Customer Sales at

Google Italy & Iberia

"Human + Al: The New Formula for Peak Performances"



Holly Hayes

Former Social Media Manager for The Diary of a CEO with Steven Bartlett

"Mastering Social Media: The Subtle Sell"



Matthew Brown

Retail Futurist & Founder, Echochamber

"Best of Big Apple Retail! Learn the Latest Innovation and Emerging Retail Trends in New York"



William Diamond
Founder, Diamond Furniture
"How Embracing Setbacks and
Failures Can Become the

Foundation to Success"



International Speaker

"Think Outside the Aisle: Untapped Resources That Can Transform Your Retail Landscape."



Scott Shashua
Co-Founder, The Couture
Club
"The 360° Marketing Play Book"



Tommy Smyth
Director, Tom Smyth
Associates
"What's the Difference?
Leadership v Management"



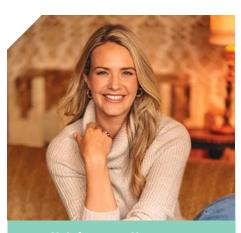
Barry Whelan
CEO, Excel Recruitment Group
"Talent Tug-of-War: Culture,
Costs, and the Future of Irish
Retail HR"



Chief Product Officer, Elavon Europe
"Every Sale Tells a Story: Making it Simple Across All Channels"



Sharon Kelly
Chief People Officer, Woodies



Aoibhín Garrihy
Co-Founder, beo



Hillary Collins
People & Culture Director,
PHX Ireland



David O'Kelly
Partner, Head of M&A, KPMG Ireland

"Understanding the How, Where and Why of Irish Shoppers"



Head of Human Resources,
Applegreen



Ruth Roberts
Co-Founder, Cogs Toys & Games



Brad Kearns
Sales & Business Development,
StudioForty9

"Thriving Online: Trading Through Turbulent Times"



John Clancy Founder, Galvia

"Retail Moves Fast: Petstop is Staying Ahead by Turning Insights into Action"



Anthony Gallagher
Director, Petstop

"Retail Moves Fast: Petstop is Staying Ahead by Turning Insights into Action"



Fiona Dillon
eCommerce Manager,
O'Brien's Wines



Paul Harvey
Co-Owner, Windyridge
Garden Centre



Paul Dunne
Country Manager Ireland,
Elavon Europe



Seán Gleeson

Digital and E-Commerce Leader,
McCabes Pharmacy



Caroline Walsh Browne
HR Manager, Dairygold Agribusiness



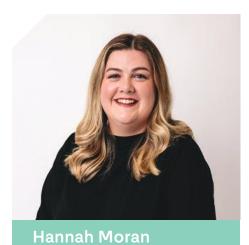
Seamus Stapleton
Managing Director, Applegreen



Michele Ryan
Head of People, Carrolls Irish Gifts



Sinéad O'Sullivan Owner, Fifth Avenue



Marketing Manager,
McElhinneys Department Store



Cathal Divilly
CEO, Great Place to Work®

"Culture as Strategy: Great Place to Work Visionaries Reshape Retail"



Edward Fitzgerald
Independent Retail Consultant

"How Independents Can Stand Out Amongst the Crowd"



ALAN DILLON

Minister of State

for Small Business & Retail & Circular Economy

LOCATION LYRATH ESTATE HOTEL

This magnificent venue seamlessly blends historic charm with contemporary elegance.

Lyrath Estate Hotel in Kilkenny offers 5-star luxury, scenic parkland, and world-class facilities - the perfect setting for relaxation, inspiration, and connection at The Retail Retreat 2025.



Venue Details

A luxury 5 star hotel in the medieval heart of Ireland, Kilkenny. Lyrath Estate is celebrated for its gorgeous grounds that are spread across 170 acres of Irish countryside, complete with picturesque lakes, historic gardens, and emerald woodlands.

Attention to detail is key throughout, from international service, indulgent pampering treats, first class events and entertainment venues, an award-winning spa, exciting onsite outdoor pursuits and activities to sumptuous food and wine.



Address

Paulstown Road, Lyrath, Kilkenny, R95 F685



Phone

(056) 776 0088



Website

www.lyrath.com

MEET OUR

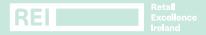
PARTNERS

More than just an event - it's a unique chance to connect directly with our trusted partners and solution providers who are here to support you in every aspect of your retail journey.

From tech and payments to logistics, HR, eCommerce, marketing and more - they're ready to help you drive growth, solve challenges, and excel in today's competitive market.

Whether you're an independent retailer or a multi-site brand, this is the place to:

- Discover the latest tools and technologies shaping the future of retail
- Build partnerships with suppliers who understand your business
- Gain insights and practical solutions tailored to your retail needs







PLATINUM

PARTNERS















































BECOMEAN REI MEMBER

Retail Excellence Ireland is Ireland's largest retail industry body, representing over 2,000 of the most progressive and innovative retail companies operating in the Irish market.

Established in 1995, we are a not-for-profit, member-owned organisation committed to supporting Irish retailers to be the best they can be. Everything we do is driven by the needs of our members. Our mission is to enhance the retail experience for consumers by promoting excellence in retail standards, developing industry skills, and championing a vibrant, competitive, and world-class retail sector in Ireland.

Why Become a Member?

As a member of Retail Excellence, you gain access to expert support, exclusive insights, national advocacy, training programmes, networking opportunities, and best practice sharing with Ireland's leading retailers. Join a trusted community that empowers you to grow, innovate, and succeed in today's fast-changing retail environment.



Powerful Representation



Networking Opportunities



Comprehensive Updates



Learning and Development Initiatives



Complimentary HR and Legal Support



Day-to-Day Support



Expert Retail Advice





BOOKING INFORMATION

Date

Tuesday, May 27th

Location

Lyrath Estate Hotel, Kilkenny

REI

Retall Excellence Ireland Book Through our Website www.retailexcellence.ie

For Further Information

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- retail_excellence
 - retail-excellence-ireland

CHANGES TO BOOKINGS:

All cancellations must be made in writing to info@retailexcellence.ie on/before May 15th.

No fees will be reimbursed after this date however substitutes may be made at any time.

CANCELLATION OR ALTERATION:

Retail Excellence Ireland reserves the right at any time to cancel or alter the date of the event or change the venue or speakers. In these circumstances, any liability will be strictly restricted to the delegate fee paid.

Retail Excellence Ireland will not be held responsible for any transport, accommodation, or other cost incurred by delegates.

