

9<sup>th</sup> of November 2023, St. Gallen

# Research Workshop «Metaverse Retail»

**Requested Speakers:** Paul Wiedmeier (Head of Industries, Meta), Diego Borgo (former Metaverse Strategist, Adidas), Dan Gleeson (Director of Publishing, Fortnite, Epic Games)

**Academic Speakers:** Prof. Dr. Thomas Rudolph (University of St.Gallen), Prof. Dr. Marc Linzmajer (University of St.Gallen)

The metaverse embodies the future of virtual retailing, which is causing lots of excitement around the world. Facebook, for example, has renamed itself into Meta and invested \$10 billion in internal developments around the Metaverse in 2021 alone. McKinsey estimates the metaverse market size to be over \$5 trillion per year by 2030. Every industry will be affected by the metaverse, according to McKinsey. Consumers are already showing fast-growing interest and searched the term "metaverse" 7,200% more often in 2021 than in the previous year. Already today, billions are being turned over in retail through NFTs and virtual fashion, for example.

In this research workshop, we dive deep into how to conceptualise a metaverse project tailored to your company's needs by developing specific recommendations for retailers. Among other things, we address the following questions:

- What is the Metaverse, how does retailing fit into it, and how relevant is it for retailers?
- What are the challenges and opportunities for retailers engaging in the Metaverse?
- What is essential in designing a Metaverse strategy, and what should retailers keep in mind from a customer, technological and business model perspective?
- How much do Metaverse projects cost, and how do we measure the success of such a project?
- What are next steps in creating a first Metaverse campaign or in improving existing efforts?

The ideal participants are managers with responsibilities in innovation management, omni-channel management, and digital marketing.

## Date

Tuesday, 9<sup>th</sup> of November 2023, 08:30 AM - 4:30 PM

## Language

This Research Workshop is held in English.

## Location

SQUARE at the University of St.Gallen (Building 11), Guisanstrasse 20, 9010 St. Gallen, Switzerland  
Telephone: +41 71 224 76 39, E-Mail: [intendanz@unisg.ch](mailto:intendanz@unisg.ch), <https://www.hsg-square.ch/de/>

## Registration

Please register for all Research Workshops via e-mail at [handelsmanagement@unisg.ch](mailto:handelsmanagement@unisg.ch).