



Workshops by industry leaders offer superb opportunities to gain practical training at IRX & eDX

The Workshops programme at IRX & eDX offers superb opportunities to receive practical training from more than 20 leading industry companies such as Experian and Royal Mail.

There are sessions to suit everyone on topics such as automating advertising optimisations, real-time personalisation, affiliate marketing, customer experience, returns abuse, payments and showcasing many of the latest technologies. Among the organisations presenting are Rudderstack, eComOne, visualsoft, AWIN, Bidnamic, AWIN and Forter.

Louise Smith, Marketing Manager for IRX and eDX says: “There are many fascinating sessions in the workshop programme right across the two days which will enable delegates to take away valuable learning from industry experts.”

As well as the workshops, IRX and eDX offers a comprehensive conference featuring keynote speakers such as Steve Hewitt, executive chairman of Gymshark. The conference has been created to directly address current challenges and issues faced by the retail sector with tracks covering Customer Experience, Data & Insights, Fulfilment and Sustainable eCommerce, with engaging presentations, case studies and panel discussions,

There will also be an extensive exhibition showcasing over 100 leading suppliers, all with cutting-edge technology and innovative services to enhance customer experiences, increase sales and deliver efficiencies

IRX (InternetRetailing Expo) & eDX is taking place on 13 & 14 October 2021 at the NEC, Birmingham.

Register – for free – [here](#).

#IRX21

www.internetretailingexpo.com

ENDS

For further information contact:

Emma Blake: emma.blake@cigroup.co.uk / Chris Lewis: chris.lewis@cigroup.co.uk

Notes to editors:

IRX (InternetRetailing Expo) & eDX is the UK's number one digital retail show and takes place on 13 & 14 October 2021 at the NEC, Birmingham.

The event will be COVID-secure, with all attendees expected to prove they have been fully vaccinated or have a recent negative lateral flow test. For more information about travel to the show, click [here](#).