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29 January to 01 February 2027

creativeworld

From clicks to customers: Creativeworld 2027 Executive Forum brings decision-makers together

Frankfurt am Main, 21 October 2026. How can a social media trend be turned into sales? What draws customers into stores? And which creative products could be in demand tomorrow? The new Creativeworld Executive Forum explores these questions through keynotes, panel discussions and a guided tour of the fair. The event is aimed specifically at senior executives and strategic decision-makers from retail and industry.

Three days, three business topics: digital marketing expert Dinh Vu Van, retail expert Daniel Schnödt and trend curator Claudia Herke will be exploring digital sales channels, new retail concepts and future consumer trends at the new Creativeworld Executive Forum in Hall 1.2 D06. "We want to help decision-makers recognise changes in the creative market at an early stage and identify opportunities for their businesses. To this end, we are bringing together manufacturers, retailers and experts who can share their experiences and jointly identify and discuss new approaches," says Stefan Schopp, Director Creativeworld.



Setting the course for the future of the creative market. The Executive Forum at Creativeworld brings together decision-makers from all over the world. Photo: Frankfurt/Jean-Luc Valentin

The **Creativeworld Executive Forum** is aimed in particular at senior managers from the specialist retail and wholesale sectors, online and mail-order retailers, DIY stores, garden centres and leading brands in the creative industry. Anyone looking for new approaches to sales, product range planning and customer engagement can attend **the three one-hour sessions from 30 January to 1 February 2027**, each running from **1.00 pm to 2.00 pm** in the Creative Academy area.

Saturday: Turning clicks into purchases

TikTok, Instagram and Pinterest showcase creative techniques in short videos and can spark a desire to buy. In his talk 'Social media as a sales driver: the case of TikTok,

Instagram & Pinterest', Dinh Vu Van explains the role these channels play in sales. He will then discuss the opportunities and challenges for manufacturers with three Creativeworld exhibitors: Sebastian Müller (CEO at Gründl Wolle), Claudia Malcus (Managing Director and Owner at Gustav Selter) and Hanna Dohmeyer (Team Lead Social Media at Edding).

Sunday: More than just goods on the retail shelf

Yarns, pens and paints on a shelf only tell part of the story – what matters is showing customers what they can actually create with them. This is where Daniel Schnödt comes in. In his talk "Retail experience instead of shelf space – bringing creative products to life in stores", the retail expert and business consultant will look at how retailers can present products in ways that make their use and end result tangible for customers. The panel discussion that follows will see Marcel Warnt (owner of creative specialist retailer Schwubbs) and Mogens Link Schmidt (Managing Director at Søstrene Grene) exchange ideas on store concepts and customer engagement.

Monday: What's coming into the product range?

Claudia Herke from Stilbüro bora.herke.palmisano has been analysing international trends in art, design and DIY for years and translating them into potential product range and presentation concepts. Her talk, 'What will sell tomorrow? – Consumer trends in the creative market', focuses on future consumer preferences. Afterwards, the action moves straight to the exhibition floor: during a guided tour, Herke will use selected products to demonstrate how current trends are reflected in the creative market and what insights retailers can draw from them.

[The full programme, including information on all speakers and details on how to attend, can be found on the Creativeworld website.](#)

Next trade fair dates:

Creativeworld will continue to take place at the same time as Ambiente and Christmasworld at the Frankfurt exhibition centre.

Creativeworld: 29 January to 01 February 2027

Ambiente/Christmasworld: 29 January to 02 February 2027

Note for journalists:

Discover further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

Press releases & images:

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