

American Phygital Association Summit

APA Paris Summit 2025, February 27-28, France

“Phygital Impact” Workshop – Designed for Executive and C-Suite Leaders

Workshop Overview: Executive Guide to Phygital Excellence

Title: Executive Guide to Phygital Excellence: Crafting Superior Customer Experiences in the Physical-Digital Realm

Description: This one-day workshop is designed to empower professionals to effectively navigate and embrace phygital transformation. Participants will learn to enhance customer experience strategies across both online and offline channels in their businesses. Through structured learning, application, and discussion, attendees will explore phygital business models and strategies to achieve a seamless blend of physical and digital channels.

Objectives:

- Understand the concept of phygital transformation and its impact on customer experience.
- Learn to integrate physical and digital channels for a cohesive customer journey.
- Explore successful phygital business models and strategies.
- Apply phygital concepts to real-world business scenarios.
- Engage in discussions and collaborative activities to reinforce learning.

Key Topics:

1. **Introduction to Phygital Transformation**
 - Definition and significance
 - Current trends and future outlook
2. **Phygital Business Models**
 - Case studies of successful implementations
 - Key components and best practices
3. **Enhancing Customer Experience**
 - Strategies for seamless integration of physical and digital channels
 - Tools and technologies to support phygital initiatives
4. **Application and Implementation**
 - Practical exercises and real-world applications

- Developing a phygital strategy for your business

5. Collaborative Discussions

- Group activities and discussions
- Sharing insights and experiences

Expert:

Dr. Wided Batat is a renowned business ethnographer, academic, and bestselling author, celebrated for her pioneering work in human-centric experience design in the phygital realm blending physical and digital for positive impact. As the founder of the Human-Centric Business Experience Mindset, Dr. Batat has revolutionized the way businesses approach customer and employee experiences. Her innovative methodologies, including the experiential marketing mix tool and the Phygital Ecosystem, have set new standards in the industry.



Dr. Batat's extensive academic background includes positions at leading universities and business schools in Europe, the United States and across the globe. She is a top-rated Executive Education professor and a sought-after keynote speaker, delivering engaging talks in both English and French to global audiences, including prestigious organizations like Google, MasterCard, Microsoft, and the World Economic Forum.

As a prolific author, Dr. Batat has published over 20 books and more than 100 academic and business articles. Her bestselling book, "Experiential Marketing: Consumer Behavior, Customer Experience, and the 7Es," has been translated into multiple languages and recognized by the Wall Street Journal and BBC Capital as essential reading for modern business leaders.

Dr. Batat's work bridges the gap between academia and industry, providing actionable insights that enhance well-being and drive business success. Her contributions to the field have earned her numerous awards and accolades, solidifying her reputation as a leading expert in experiential and phygital marketing.

With a unique blend of scientific rigor and creative flair, Dr. Wided Batat continues to inspire and influence the next generation of business leaders and marketers. Her commitment to designing meaningful, human-centric experiences makes her a true visionary in her field.

Selected Bestselling Books by Dr. Batat on the Topic:



Target Audience:

- Business executives and managers
- Customer experience professionals
- Digital transformation leaders
- Marketing and sales professionals

Format:

- Interactive presentations
- Case study analysis
- Hands-on exercises
- Group discussions and activities

Duration:

- 1 day

Outcome: By the end of this workshop, participants will gain an in-depth understanding of phygital transformation. They will be equipped with the essential knowledge and tools to create exceptional customer experiences that seamlessly integrate physical and digital realms.

Certification: All attendees who complete the workshop will be awarded an executive certificate of completion from the prestigious American Institute of Business Experience Design, based in New York. This esteemed certification will be presented during an exclusive ceremony at the APA Gala at the end of the day.



Submission Instructions

Submission Instructions: To apply, submit a one-page proposal with the following details:

Contact Information:

- Full Name
- Company
- Position
- LinkedIn URL
- Email

Format:

- Use a standard font like Arial or Times New Roman, size 12.
- Submit as a Word document or PDF.
- Include a 300-word description of:
 - Your goals for attending the workshop
 - Your specific phygital challenges

Deadline and Submission Method:

- Deadline: **October 5, 2024**
- Submit your proposal via the APA Paris Summit 2025 submission portal: APA Paris Summit 2025 Submission Portal: <https://www.aibxd.com/phygital-hub/apa-summit-proposal-submission-form>
- Indicate the “Phygital Impact” Workshop format
- Ensure your proposal complies with all submission guidelines

Important:

- All accepted participants are required to pay their registration and gala dinner fees for the summit.
- An executive certificate will be presented during the APA Gala ceremony. Attendees who successfully complete the APA "Phygital Impact" Workshop will receive the certificate in both paper and electronic formats.
- Final registration date: November 25, 2024.
- Failure to register by this date will result in the withdrawal of your submission.

Important Dates & Deadlines

- **Submission Deadline:** We cordially invite you to submit your proposal for the APA Paris Summit 2025. Please visit the APA Summit website: <https://www.aibxd.com/phygital-hub/apa-paris-summit-2025>. Ensure that your proposal adheres to all the submission guidelines. The deadline for submissions is **October 5, 2024**.
- **Decision Notification:** After a thorough double-blind review process, applicants will be notified of the decision on their submission by **November 2, 2024**.
- **Summit Registration Deadline:** The final date to register for the summit is **November 25, 2024**. Please note that registration is mandatory for participation in any summit keynote or workshop session. All accepted participants are required to pay the registration fees. Failure to comply will result in the withdrawal of their submission.
- **Conference Date:** The conference is scheduled to take place on **February 27-28, 2025**. We look forward to your participation.

About the American Phygital Association (APA)

The American Phygital Association (APA) is a dynamic international network of professionals and scholars, collectively referred to as **Phygitalers**. These pioneers are dedicated to the seamless integration of the physical and digital realms, crafting innovative, human-focused experiences that foster positive transformation. In 2025, the APA is set to host the **APA Paris Summit**, a distinctive assembly of this worldwide community. The summit's theme, "Phygital Research for Positive Change: Uniting Physical and Digital Worlds through Theory-Driven Methods and Human-Centric Solutions in Business Implementation," encapsulates the essence of their mission. This event is organized by a top leading institution specialized in the phygital, the American Institute of Business Experience Design (AIBXD), based in New York, USA. The summit promises to be a landmark occasion in the evolution of phygital science and its application in business for positive impact.

- **Aims and Objectives.** The APA Summit aims to bridge the gap between academia and industry, navigating the phygital frontier. It encourages, supports, and publicizes the phygital research paradigm, a field of research that enhances human-centricity for positive transformation through the blend of physical and digital realms.
- **What to Expect.** The summit offers participants an unparalleled opportunity to immerse themselves in intensive brainstorming sessions, engage in thought-provoking debates, and disseminate groundbreaking innovations to a global audience. It serves as a platform where the power of phygital science is harnessed for the transformation of business innovation and societal change, driving a positive impact.
- **Focus Areas.** The APA Summit focuses on inclusivity, empowering young professionals and academics, and bridging the gap between academia and the general public. It emphasizes leveraging theory-guided phygital research, connecting industry professionals, academia, and policymakers to create theory-focused and implementation-driven solutions.
- **Who Should Attend.** We invite senior and junior academics, industry professionals, non-academics, PhD students, NGOs, and other institutional organizations, as well as scholars from non-business science disciplines, to join us in this transformative journey. Apply to a track (12 track themes) now and be part of the APA Phygital Summit 2025!
- **Unique Features.** A unique feature of the summit is its "Author to Publish" format, which offers various publication opportunities to disseminate and promote the research produced during the summit. Academics, professionals, students, NGOs, and other organizations are invited to join this transformative journey at the APA Phygital Summit 2025.

The APA Summit is a significant event that promises to drive positive transformation in the phygital realm. By fostering a collaborative environment for academia, industry professionals, and policymakers, it aims to leverage phygital research for societal change and business innovation. The summit is not just an event, but a transformative journey that invites individuals and organizations from



various disciplines to contribute to the evolution of phygital science and its application for positive impact. It is a testament to the power of uniting physical and digital worlds through theory-driven methods and human-centric solutions.

APA Paris Summit 2025. Pioneering the phygital frontier together with our globally thriving industry-academic community of phygitalers.