



CONNECT

13th – 14th September 2016
Sopwell House, St. Albans

**Where eCommerce
Leaders Connect**



Where eCommerce Leaders Connect
Invitation Only | A True VIP Experience | Personalised Networking

Advisors:

- Neal Matheson, Head of Store Product and Digital Product, **Tesco**
- Dave Elston, Head of eCommerce EMEA, **Clarks**
- Mike Durbridge, Director of Omni-Channel, **B&Q**
- Jonathan Newton, Head of eCommerce, **Wilko**

Speakers Confirmed:

- John Pillar, Head, Digital Software Engineering, **Arcadia Group**
- Tony Rivenell, Chief Digital Officer, **Halfords**
- Andrew Towers, Head, Mobile, **eBay**
- Sayed Gaffar, Head, International eCommerce, **Mothercare**
- Ian J Dobson, Head of Customer & Market Insight, **Argos**
- Maxime Taieb, Director, eCommerce, **Carrefour**
- Robin Phillips, Omni-Channel and Development Director, **Boots**
- Mike Durbridge, Director of Omni-Channel, **B&Q**
- Anica Wislawski, Head of eCommerce Product & Creative Design, **River Island**
- Jonathan Newton, Head of eCommerce, **Wilko**
- Kirsten Taylor, Head, Omni Channel Proposition and Strategic Development, **B&Q**
- Alex Murray, Director, **Lidl UK**
- Dave Elston, Head of eCommerce EMEA, **Clarks**
- Mark Lilley, Head of eCommerce, **Chain Reaction Cycles**

Guest Speaker

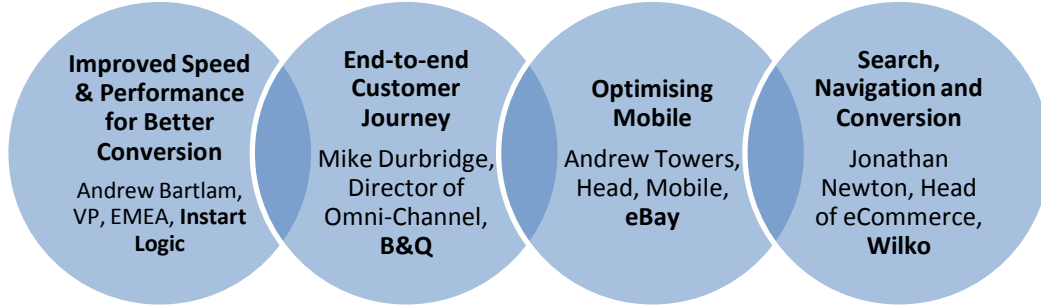
- Itiel Dror, Senior Research, UCL – Cognitive Neuroscience



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20:00	THE EVENING BEFORE 12th September 2016 8:00 ► Networking Nightcap @ Sopwell House	
	AGENDA DAY ONE 13 th September 2016 ► Sopwell House, St. Albans	
08:00	Registration, Networking & Coffee	
09:00	Welcome & Orientation ► Debbie Haym, Content Director, eTail Connect <small>This session briefs all participants on how to get maximum value from the interactive formats and meetings throughout the day. Icebreaker Networking Session & Speed Business Card-Swap</small>	
09:15	Chairperson's Opening Remarks	
09:25	Opening Keynote: Linking your mobile efforts and in-store transformation to drive loyalty in the current market Robin Phillips, Omni-Channel and Development Director, Boots	
10:00	Fireside Chat: ► How To Use Customer And Purchase Data To Understand Intent And Effectively Personalise The Full Customer Cycle <small>During this interactive (retailer-only) workshop our thought-leading speaker will divulge the results of their recent market audit. The results of which will establish how to link up your disparate data sources to create an advanced marketing system that automates actions based on behavioural analytics. You will discover which retailers are ahead of the curve and how they are innovating to create scalable personalisation campaigns. Key points this interactive workshop will outline and explore include:</small> <ul style="list-style-type: none"> - Highlighting the internal and technical hurdles restricting a complete customer view - Determining what the true ROI of personalised marketing campaigns is - How to link tag management results with your CRM and marketing tools to accurately understand purchase intent and patterns <small>What alternative methods have been considered and tested to create advanced, data-centric solutions? Results?</small> Speaker Required: Bellwether Partner and Client	
10:30	Responsive Webs vs The App - Which is Better for eCommerce Sales Growth? Andrew Towers, Head, Mobile, eBay	
11:10	Networking 1-2-1 Meetings	Interactive Workshop
	1-to-1 Business Meetings <small>Prearranged private meetings with peers & solution providers</small>	How to drive profitability through great channel management whilst managing internal culture change Alex Murray, Director, Lidl UK
11:50	1-to-1 Business Meetings <small>Prearranged private meetings with peers & solution providers</small>	Data-driven experience management for omni-channel commerce <ul style="list-style-type: none"> ● How to think about the selection problem -- that is, how to automate decision making to maximize eCommerce yield for each and every customer across all purchase channels ● How to apply cohort analysis and multivariate testing by delivering segmented experiences to your high value segment ● How to move away from the "average user" thinking that is currently inhibiting our industry ● How to build a messaging framework to engage with users across the purchase funnel
		Anoop Vasisht, Vice President, Dynamic Yield
12:30	Networking Lunch - Feed your brain and your contact book	

13:30 Experience Sharing Roundtables: Lessons Learnt?
“You don't learn to walk by following rules. You learn by doing, and by falling over.” - Richard Branson
 The only real mistake is the one from which we learn nothing. Many times what we perceive as an error or failure is actually a gift. And eventually we find that lessons learned from that discouraging experience prove to be of great worth.
 This highly interactive session is designed so that we can all learn from each others' mistakes!
 You will hear the lessons learnt by your peers so that you can avoid making the same (sometimes costly) mistakes, take short cuts to big wins, and together drive the industry forward onto greater heights. In small discussion groups we encourage you to share stories about the things you have achieved in your business through mistakes or accidents.



Networking 1-2-1 Meetings

Interactive Workshop

14:10 1-to-1 Business Meetings
 Prearranged private meetings with peers & solution providers

Digital Metamorphosis - Lessons Learnt By Shifting Your Business Focus
 This workshop is an opportunity for those making the transition from, traditional brick and mortar or mail order to a digitally enabled omni-channel retailer, to trade war stories and successes from their recent transition. Ultimately, to unearth great advice, inspiration and tips to take back to the office that will impact the transition in your own business.

14:45 1-to-1 Business Meetings
 Prearranged private meetings with peers & solution providers

Tony Rivenell, Chief Digital Officer, **Halfords**

15:20 1-to-1 Business Meetings
 Prearranged private meetings with peers & solution providers

Roundtable Interactive: Streamlining content throughout the whole customer journey for improved brand engagement and loyalty
 Anica Wislawski, Head of eCommerce Product & Creative Design, **River Island**

15:55 Interactive Think Tanks: Round 2 Chatham House Rules apply.
 Champagne will be served during Round 2 of the Think Tanks

16:35 Guest Speaker: How To Truly Engage With Your Customer - Cognitive Commerce & Human Engagement
 Dr. Itiel Dror, Senior Cognitive Neuroscience Researcher, **UCL**

17:15 eTail Connect Networking Reception

19:30 Connect over Dinner – Guest will be treated to a sumptuous dinner



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AGENDA DAY TWO

14th September 2016 ► Sopwell House, St. Albans

8:45	Networking and Coffee		
9:20	Chairperson's Welcome		
9.30	Opening Keynote Address: Our story - Transforming the Arcadia Group into a true technology power house John Pillar, Head, Digital Software Engineering, Arcadia Group		
10:00	Fire Side Chat: How Can You Integrate Compelling Stories, Reviews, Rich Media And Quick Checkout to Improve Engagement and Conversion? The importance and value of content creation has increasingly grown into a challenge many retailers are grappling with in 2016. Numerous questions pursue; Internal vs. external? Language preference? Whose responsibility is content? What is the ROI? Do different device require different formats of content? And many more. Our speakers will address some of these issues to provide you with ideas and next steps to provide more relevant content to your customer base, whilst addressing: <ul style="list-style-type: none"> - Exploring Internal Vs. External Content Creation: What Are The Value, Required Internal Structures And Limitations of both? - How To Exploit User Generated Content (UGC) To Better Link Your Site, Social And Customers - How To Deliver Relevant And Valuable Content To An International Audience: Overcoming Differences in Language, Seasonal Needs And Culture Dave Elston, Head of eCommerce EMEA, Clarks		
10:30	Networking 1-2-1 Meetings	Networking 1-2-1 Meetings	Case Study Interactive
	1-to-1 Business Meetings Prearranged private meetings with peers & solution providers	1-to-1 Business Meetings Prearranged private meetings with peers & solution providers	The Journey towards Personalisation Mark Lilley, Head of eCommerce, Chain Reaction Cycles
11:05	1-to-1 Business Meetings Prearranged private meetings with peers & solution providers	1-to-1 Business Meetings Prearranged private meetings with peers & solution providers	
11:40	Interactive Think Tanks – Round 3 Taking the form of an open roundtable discussion each think tank takes a key area of multichannel as its topic. Discussion will be facilitated, but the emphasis is on making this an interactive session grouping participants around their priority topic areas which will allow for experience sharing and brainstorming. The agenda of each Think Tank will be determined by your needs and challenges. All 5 think tanks run concurrently for 40 minutes. Each one is limited to 12 people. After 40 minutes participants will move to a different roundtable. Attendees select preferred topics on registration. By the end of this session everyone will have participated in 2 different Think Tanks. Chatham House Rules apply. <div style="display: flex; justify-content: space-around; text-align: center;"> <div style="border: 1px solid blue; border-radius: 50%; padding: 10px; width: 15%;"> <p>Improved Speed & Performance for Better Conversion</p> <p>Andrew Bartlam, VP, EMEA, Instart Logic</p> </div> <div style="border: 1px solid blue; border-radius: 50%; padding: 10px; width: 15%;"> <p>Conversion Rate Optimization (CRO)</p> <p>Maxime Taieb, Director, eCommerce, Carrefour</p> </div> <div style="border: 1px solid blue; border-radius: 50%; padding: 10px; width: 15%;"> <p>The End-to-End Customer Journey</p> <p>Kirsten Taylor, Head, Omni Channel Proposition & Strategic Development, B&Q</p> </div> <div style="border: 1px solid blue; border-radius: 50%; padding: 10px; width: 15%;"> <p>Optimising Mobile</p> <p>Andrew Towers, Head, Mobile, eBay</p> </div> <div style="border: 1px solid blue; border-radius: 50%; padding: 10px; width: 15%;"> <p>Search, Navigation and Conversion</p> <p>Jonathan Newton, Head of eCommerce, Wilko</p> </div> </div>		
12:20	Interactive Think Tanks – Round 4		
13:00	Networking Lunch - Feed your brain and your contact book		
14:00	1-to-1 Business Meetings Prearranged private meetings with peers & solution providers		
14:40	Customer experience: Driving an improved customer service through improved technology integration and consistency of brand <ul style="list-style-type: none"> - How does good content ie. compelling stories, reviews, rich media and a quick checkout play a role in improving engagement and conversion? 		

- Looking at the differences in customer behaviour internationally and developing the optimal digital messaging for them
- Understanding how to best manage differences with franchise partners to ensure brand consistency
- How can successful deployment drive global growth of the brand?

Sayed Gaffar, Head, International eCommerce, **Mothercare**

15:10 **Case Study Interactive: How can your team effectively use analytics to make better evidence-based decisions that deliver true value to your customers?**

Ian J Dobson, Head of Customer & Market Insight, **Argos**

15:50 **Closing Keynote: Giving your customers what they want, when they want it: How to deliver a fast, efficient purchasing process to increase margins and satisfy your customers**

Maxime Taieb, Director, **eCommerce, Carrefour**

16:20 **End of Day 2** - Last minute tip: Before you snap into action with the mass of information and inspiration you've gained over these 2 intense days, take a moment to reflect and relax in the Spa...you'll thank us later.