

Savant e-Commerce Amsterdam

Developing a data driven, personalised, omnichannel e-commerce strategy to drive conversion rates

28-29th June 2017 - ANDAZ AMSTERDAM, PRINSENGRACHT

*Following the great success of 2016 Savant e-Commerce Amsterdam is back in June 2017. Over two days the event will bring together over 100 leading international retailers to share their experiences, challenges and questions on: **Customer Centricity**, developing a data driven, personalised approach and **Cross border Expansion**, working with international marketplaces, successful localisation strategies, as well as an examination of the specific and evolving challenges of **international B2B e-commerce**. Speakers from **Zalando, Philips, WE Fashion, Google, Made.com, Heineken** and many more will be sharing their experiences and debating the future of the e-commerce. Take this opportunity to benefit from the latest industry thinking and develop a data driven, personalised, omnichannel e-commerce strategy that will drive you conversion rates.*

Speakers:

- Ken Fontijn, Country Manager Benelux, **Zalando**
- Jens Christian Buhl, Ecommerce Director, **Bestseller**
- Wim Van Zijl, Head of Global e-Commerce, **Scotch & Soda**
- Adrian Pritchard, Global Ecommerce Manager, **ECCO**
- Samir Talya, Senior Manager B2B eCommerce, **Philips**
- Patrick Dicker, Head of Online Partnerships, **WE Fashion**
- Casper Overbeek, Customer Service Director, **bol.com**
- Damien Poelhekke, Head of Benelux, **made.com**
- Melanie Kyrklund, Head of Site Optimisation, **Staples**
- Asbjørn Jørgensen, Founder & CEO, **The Cloakroom / Maxwell**
- Rick Molenaar, Chief Marketing Officer, **Helloprint**
- Vincent Hosman, MD Netherlands, **Foodora**
- Vasuki Muralidhar, Head of Ecommerce and IT, **Fabory - a Grainger company**
- Janina Vriesekoop, Senior Consultant Digital Media, **Heineken**
- Joost Louwagie, Regional lead global accounts BeNeLux & Country Manager Belgium Luxembourg, **Herman Miller**
- Marco Wolters, Global Head of Fashion, Home & Lifestyle, **GfK**
- James Rogers, Managing Director, **CR Retail**
- Alberto Billato, International eCommerce Manager, **De'longhi**
- Thomas Kolster, Director Digital Transformation, **Danfoss**
- Marco Roncaglio, Sr. Director Digital & CRM, **Philips**
- Arthur Werner, Director Global E-commerce Projects, **Harman International**
- Ruben Klerks, Social Media Manager, **KLM**
- Frank Quix, Vice Chairman Global Education Council, **Association for Retail Environment**
- Rick Hoving, E-Commerce Manager EMEA, **ASICS Europe**
- Wesley Valstar, E-Commerce Manager, **OGER**
- Carolina Agudo, EMEA Digital & E-Commerce Manager, **Havaianas Europe**
- Eric Harding, Sr. Online Marketeer, **CLUSE**
- Ferdinand Goetzen, Lead Growth Hacker/ Trainer, **Growth Tribe**
- Bart Bouter, CEO, **KATO Group**
- Julien Flandrois, EMEA Director of Sales, **SessionM**
- Bas Blom, Commercial Director, **Kenshoo**

- Anoop Vasisht, Vice President, **Dynamic Yield**
- Sara Bijvoet, Area Manager Benelux and Nordics, **TextMaster**
- Iñigo Vega, Co-Founder & CEO, **TheMotion**
- Nir Debbi, Co-Founder & CMO, **Global-e**
- Alvar Piepers, Marketing Manager, **Paazl**
- Christopher Baldwin, Head of Marketing, Northern Europe, **Selligent**
- Sacha Wilson, Director Sales EMEA, **Avalara**

Conference Day One: Customer centricity: Developing a data driven, personalised approach

Wednesday 28th June 2017

8:15	Registration & Coffee for all Speakers, Delegates and Sponsors
9:00	<p>Opening Remarks from Savant Events & Chairperson's Welcome Millennials (1982-1996) and iBrains (1997-2011) will drive disruption in shopper behaviour. Want to know how to reach and win the hearts of tomorrow's shopper today? Marco Wolters, Global Head of Fashion, Home & Lifestyle, GfK</p>
	Personalisation with Smart Data
9:15	<p>Examining the customer centric approach of leading pure-play online fashion leader Zalando</p> <ul style="list-style-type: none"> ● Structuring your company to make it customer focussed: integrating, data, marketing, content, online and offline teams ● Delivering multichannel customer experience built on interaction and content engagement ● Integrating brands, stores, stylists, bloggers, advertisers, retailers and other players for coherent communication ● Encouraging customers to interact beyond the purchase ● Providing a services that keeps customers coming back for more <p>Ken Fontijn, Country Manager Benelux, Zalando</p>
9:45	<p>Customer centricity is putting the customer at the heart of your business but how do you make that a reality rather than paying it lip service?</p> <ul style="list-style-type: none"> ● Listening the customer feedback and UX design analysis and responding ● Ensuring that every one of the omni channels is focussed on the customer ● Restructuring your company to make it customer focussed: integrating, data, marketing, content, online and offline teams ● Managing customer communication including chatbots ● Measuring the success of campaigns to enhance further customer interaction: improving NPS. <p>Casper Overbeek, Customer Service Director, bol.com</p>
10:15	<p>Innovation spotlight: How to forge stronger customer relationships through smarter engagement Julien Flandrois, EMEA Director of Sales, SessionM</p>

10:25	<p>Refreshment & Networking Break & Speed Networking Session</p> <p><i>Speed Networking is an efficient, face-to-face professional networking model similar to “speed dating” that enables participants to make new contacts through one-on-one focused conversations lasting between 2-4 minutes. Speed networking helps you forge new connections during the event.</i></p> <p><i>These are informal, fun and highly effective introduction sessions giving you a maximum exposure to a large number of conference participants in the shortest time!</i></p> <p><i>60 Minute networking session = 2 Minutes per meeting 25 new connections & 25 potential business opportunities!</i></p>
	<p>Putting the Customer at the Centre</p>
11:25	<p><i>Learning from the Innovators & Growth Hackers</i></p> <p>Panel: The role of data and mobility in personalisation and customer experience success</p> <ul style="list-style-type: none"> • What can we learn from explosive growth story of new mobile social tech companies • How are they using data and managing personal micro service journeys? • Delivering immediacy and seamlessness from the mobile experience • What are the future possibilities of mobile social tech companies? <p>Moderator: Ferdinand Goetzen, Lead Growth Hacker / Trainer, Growth Tribe Asbjørn Jørgensen, Founder & CEO, The Cloakroom / Maxwell Rick Molenaar, Chief Marketing Officer, Helloprint Vincent Hosman, MD Netherlands, Foodora</p>
12:05	<p>Case Study with Retailer: The Business to Human Revolution: Omnichannel Personalization for the Modern Shopper</p> <p>Anoop Vasisht, Vice President, Dynamic Yield</p>
12:35	<p>Interactive Roundtables Hosted by Solution Providers</p> <p>Choose one of the following roundtables to dive into these cutting-edge topics in smaller groups of 10-15 audience members. The roundtables last for 45min. The roundtables enable you to exchange your ideas, get direct feedback and make new contacts in small discussion groups.</p> <ol style="list-style-type: none"> 1. Connecting Search & Social: Creating a cross-channel digital strategy. Hosted by Bas Blom, Commercial Director, Kenshoo 2. How to tackle the 4 most common obstacles in website localisation and e-commerce translations. Hosted by Sara Bijvoet, Area Manager Benelux and Nordics, TextMaster 3. Achieving Consumer-Centricity: The death of traditional marketing. Hosted by Christopher Baldwin, Head of Marketing, Northern Europe, Selligent <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #f8d7da;">Interactive Roundtable</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #f8d7da;">Interactive Roundtable</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #f8d7da;">Interactive Roundtable</div> </div>
13:20	<p>Lunch & Networking Break for all Delegates</p>
	<p><i>Data Driven Customer Interaction</i></p>

14:45	<p>Social commerce: Is it just hype? To what extent are brands moving beyond customer engagement and brand building on social media to social selling?</p> <ul style="list-style-type: none"> ● Using social media to build brand identity ● Ensuring effective use of data to personalise social media use and maximise ROI ● Is social commerce over hyped or will we see the uptake of in app purchasing? ● What are the latest developments in shoppable ads from Instagram and Snapchat and buy now buttons from brands? <p>Damien Poelhekke, Head of Benelux, made.com</p>
15:15	<p>Personalised Marketing: How Philips is measuring social media ROI?</p> <p>When it comes to the ROI of social it seems some have foregone the expectation, opting to use social media as a comms channel. For others, any hope of measuring ROI stops at tracking redemption rates of coupons distributed through social media. But Social CRM is opening up more opportunities than ever expected to track social efforts with current and potential customers from first engagement through to sale and beyond. Join this presentation to learn how Philips is measuring social media ROI.</p> <p>Marco Roncaglio, Sr. Director Digital & CRM, Philips</p>
15:45	<p>Innovation spotlight: How to accelerate sales with dynamic video ads in Facebook</p> <ul style="list-style-type: none"> ● Why video ads are critical for any online acquisition strategy ● How dynamic video ads work ● Case studies: e-commerce and travel sector <p>Iñigo Vega, Co Founder & CEO, TheMotion</p>
15:55	<p>Refreshment & Networking Break</p>
16:25	<p>Social media advertising for brand awareness, engagement and performance driven conversion campaigns</p> <ul style="list-style-type: none"> ● How to set up your entire sales funnel within social media? ● What is the added value of brand awareness campaigns? ● Do social influencers really have an impact? ● How should you measure your performance and which KPI's do you use? ● Our challenges, mistakes and learning moments <p>Eric Harding, Sr. Online Marketeer, CLUSE</p>
16:55	<p>Examining the latest trends e-commerce for the fashion and accessories industry</p> <ul style="list-style-type: none"> ● What are the challenges specific to fashion: conversion rates, sizing charts ● Omni-channel strategies: integrating physical and digital stores and enabling accurate inventory management ● How important is the mobile user experience for fashion ecommerce? ● What is the role of social media and digital storytelling for fashion ecommerce? <p>Moderator: Marco Wolters, Global Head of Fashion, Home & Lifestyle, GfK Rick Hoving, E-Commerce Manager EMEA, ASICS Europe Wesley Valstar, E-Commerce Manager, OGER Wim Van Zijl, Head of Global e-Commerce, Scotch & Soda</p>
17:40	<p>Official Welcome Drinks Reception for all Attendees</p>

Conference Day Two: Cross Border Expansion: Working with international marketplaces, successful localisation strategies & international B2B

Thursday 29th June 2017

8:15	Registration & Coffee for all Speakers, Delegates and Sponsors
9:00	Chairperson's Welcome Frank Quix, Vice Chairman Global Education Council, Association for Retail Environment
	<i>Breaking into New Markets</i>
9:15	Working with international marketplaces to expand e-commerce channels across brands and markets <ul style="list-style-type: none"> ● Taking 20+ brands online in 15 markets ● Examining the opportunities and the challenges of working with marketplaces ● Using marketplaces to break into new markets ● Exploiting the power of the marketplace's data ● What is the long term future of the market place – how will retail supply chain evolve? Jens Christian Buhl, Ecommerce Director, Bestseller
09:45	PANEL: What are the dos and don'ts when launching in new markets? Sharing lessons learnt in different countries <ul style="list-style-type: none"> ● Accurately gauging market size and opportunity and reducing exposure to risk ● Understanding cultural differences and buying habits ● Maintaining customer experience across multiple websites and cultures Moderator: James Rogers, Managing Director, CR Retail Adrian Pritchard, Global Ecommerce Manager, ECCO Alberto Billato, International eCommerce Manager, De'longhi Arthur Werner, Director Global E-commerce Projects, Harman International
10:15	Innovation spotlight: Effective localisation as a driver to boost international online sales Nir Debbi, Co-Founder & CMO, Global-e
10:30	Refreshment & Networking Break
11:00	Working with international marketplaces <ul style="list-style-type: none"> ● Examining the opportunities and the challenges of working with marketplaces ● Using marketplaces to break into new markets ● Exploiting the power of the marketplace's data ● What is the long term future of the market place – how will retail supply chain evolve? Patrick Dicker, Head of Online Partnerships, WE Fashion
11:30	Innovation Spotlight: Sacha Wilson, Director Sales EMEA, Avalara

11:45	<p>Interactive Roundtables Hosted by Retailers: Choose one of the following roundtables to dive into these cutting-edge topics in smaller groups of 10-15 audience members. The roundtables last for 45min. The roundtables enable you to exchange your ideas, get direct feedback and make new contacts in small discussion groups.</p> <ol style="list-style-type: none"> Sharing experiences with chatbots. Hosted by Asbjørn Jørgensen, Founder & CEO, The Cloakroom / Maxwell Developing effective social media campaigns. Hosted by Ruben Klerks, Social Media Manager, KLM Ensure an optimum UX, put the customer at the heart of the design. Hosted by Melanie Kyrklund, Head of Site Optimisation, Staples <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; background-color: #f8d7da;">Interactive Roundtable</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; background-color: #f8d7da;">Interactive Roundtable</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; background-color: #f8d7da;">Interactive Roundtable</div> </div>
12:30	<p>Lunch & Networking Break for all Delegates</p>
	<p><i>New Business Models: International Restructuring & B2B Evolution</i></p>
13:45	<p>How will online change international B2B sales models?</p> <ul style="list-style-type: none"> • Making the case that digital increases both online and offline sales • Expanding into new locations • Enabling customers to make informed choices online <p>Joost Louwagie, Regional lead global accounts BeNeLux & Country Manager Belgium Luxembourg, Herman Miller</p>
14:15	<p>The importance of local delivery options when expanding cross-border</p> <p>Bart Bouter, CEO, KATO Group Alvar Piepers, Marketing Manager, Paazl</p>
14:45	<p>Transformation of industrial B2B organisations</p> <ul style="list-style-type: none"> • De-mystifying Digital Transformation (it includes transforming the entire organization not just adding a digital overlay) • How to organize in order to make the transformation happen in large B2B organizations • How to scope the transformation (think big but don't boil the ocean) <p>Thomas Kolster, Director Design and Creation, Danfoss</p>
15:15	<p>PANEL: The changing face of B2B e-commerce: Capitalising on the international growth of B2B e-commerce and the shift to B2C</p> <ul style="list-style-type: none"> • How is the B2B market changing and what is the role of data in this? • Addressing the challenge of limited or complex customer data • What are the omnichannel trends in B2B and how can you communicate effectively with the end customer • Working with marketplaces on B2B partnerships • Developing new business and pricing models to compete with B2C online players <p>Moderator: Frank Quix, Vice Chairman Global Education Council, Association for Retail</p>

	Environment Sam Talya, Senior Manager B2B eCommerce, Philips Janina Vriesekoop, Senior Consultant Digital Media, Heineken Vasuki Muralidhar, Head of Ecommerce and IT, Fabory - a Grainger company Thomas Kolster, Director Design and Creation, Danfoss
16:00	Refreshment & Networking Break
16:30	End of conference

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