

3RD ANNUAL SAVANT E-COMMERCE LONDON

Delivering Customer-Centric Excellence




Senior level e-commerce summit for advanced pure players and omnichannel retailers in Europe


2 - 3 November, Bounce Farringdon, London



Confirmed Speakers:







- ❖ Julian Burnett, Chief Information Officer, **House of Fraser**
- ❖ Geoff Scully, Managing Director, **Shop Direct Ireland**
- ❖ Andy Hobsbawm, Co-founder & CMO, **EVERYTHNG**
- ❖ Bruce MacInnes, Chairman, **Brandalley**
- ❖ Glenn Abell, Vice President, Head of Direct to Consumer Channels EMEA, **LEGO**
- ❖ Troy Collins, Founder & CEO, **Endource**
- ❖ Donna Chen, Director Digital, **Debenhams**
- ❖ Carlos Marquez, B2C eCommerce Lead, **Heineken**
- ❖ Marco Roncaglio, Sr. Director Digital & CRM, **Philips**
- ❖ Joel Freeman, Co-Founder, **Grabble**
- ❖ Sana Ali Aamir, Co-Founder & Managing Director - UK, **bloomon**
- ❖ Cliff Stevenson, **International Trade Expert and Brexit Strategy Consultant**
- ❖ David Kohn, Customer & eCommerce Director, **Heal's**
- ❖ Vicky Zadeh, CEO, **Rakuten Fits Me**
- ❖ Alastair Stirling, Industry Head - Retail, **Google**
- ❖ Daniel Infanger, VP international B2C, **Conrad Electronic**
- ❖ Nupur Manchanda, COO, **Practicology**
- ❖ Will Lockie, (Formerly) Head of Multichannel, **Evans Cycles**
- ❖ Simon Lloyd, Chief Marketing Officer, **LingoZING!**
- ❖ Michel Koch, (Formerly) CMO, **Time Inc. UK**
- ❖ Michael Llewelyn-Jones, (Formerly) VP, MD & Senior Credit Officer, **Citi**
- ❖ Paul Sulyok, Founder & CEO, **Green Man Gaming**
- ❖ Linda Ligios, Managing Editor, **Springwise**
- ❖ Sikander Hauser, Head of Ecommerce Business Development, EMEA, **Alipay**
- ❖ John Maltman, CEO, **E Fundamentals**
- ❖ Sacha Wilson, Sales Director EMEA, **Avalara**
- ❖ Anoop Vasisht, GM Europe, **Dynamic Yield**
- ❖ Naveen Aricatt, Legal Expert UK, **Trusted Shops**
- ❖ Alexander Kayser, CEO & Co-Founder, **yReceipts**
- ❖ James Palmer, Director EMEA, **Smartling**
- ❖ Andreas Brueckner, Search Evangelist, **ATTRAQ**
- ❖ Iñigo Vega, Co-founder and CEO, **TheMotion**
- ❖ Michael Adesina, Retail Senior Sales Manager - EU, **ChannelAdvisor**
- ❖ Mark Garwell, Business Growth Director, **Oban International**
- ❖ David Tradewell, Business Development Director, **Oban International**

Day 1: Delivering Customer-Centric Excellence



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| 8:00 | <p>Registration & Full Breakfast for all Speakers, Delegates and Sponsors at Bounce</p> |
| 8:50 | <p>Opening Remarks from Savant Events & Chairperson's Welcome</p> <h1>Practicology</h1> <p><i>[defining]comm/erce</i></p> <p>Nupur Manchanda, COO, Practicology</p> |
| 9:00 | <p>Shop Direct Ireland's Digital Transformation Journey: Starting with a Mindset</p> <ul style="list-style-type: none"> • Moving away from printed catalogues to full digital business: How we started • Our methods of leadership engagement in online transformation • Creating new values and addressing the challenge of transcending them across organisation • The gradual shift of mind-sets top to bottom: Taking your people on the journey • Our new approach to hiring • The impact of the changes <h1>Littlewoods Ireland</h1> <p>Geoff Scully, Managing Director, Shop Direct Ireland</p> |
| 9:25 | <p>How personalization & customer engagement is being considered at companies amidst obfuscation created by Point Solutions: A Deep Dive into use-cases at Ocado & Tottenham</p> <p>Anoop Vasisht, VP at Dynamic Yield, will show you practical examples and easy-to-deploy customer engagement strategies that cut across all your channels. Specifically focused on customer experience teams, this presentation will show you useful capabilities easy-to-deploy use-cases that will deliver positive impact on your revenue and engagement within the first 90 days.</p> <p>Anoop Vasisht, GM Europe, Dynamic Yield</p> |
| 9:55 | <p>Retailer Innovation Spotlight: Retailers at the Forefront of the Customer Experience Revolution: What are the trailblazers up to?</p> <p>Join this interactive session, where 3 innovative e-commerce players and brands will have 8 minutes to 'pitch' their experiences on how providing a personalised service and experience for their customers bolstered their brand perception and equity. The floor will then be opened for Q&A, where you will be able to ask your questions, receive feedback and share your own insights.</p> <ul style="list-style-type: none"> • Consolidating customer behaviour and personalisation to deliver world-class customer experiences • What you don't market is just as significant as what you do - Injecting relevance into your personalisation strategy • Building up a meaningful, trusted relationship with your users through enhanced UX & content curation • Native Mobile Apps vs. Mobile web <div style="display: flex; justify-content: space-around; align-items: center;">    </div> <p>Moderator: Nupur Manchanda, COO, Practicology</p> <p>In the spotlight: Joel Freeman, Co-Founder, Grabble</p> |



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| | <p>Vicky Zadeh, CEO, Rakuten Fits Me Simon Lloyd, Chief Marketing Officer, LingoZING!</p> |
| 10:30 | <p>Speed Networking Break & Refreshment <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. 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> |
| 11:30 | <p>Fireside Chat: Tearing Down the Barriers of Online Shopping Process and Putting the Customer at the Heart of Your Business Join our Chairman Nupur Marchanda as she is having an informal conversation with Troy Collins, Founder & CEO of Endource to discover how Troy and his team are tackling the 3 key barriers of online shopping experience across multiple fashion retailers: (1) the problem of choice, (2) the inconvenience of multiple checkouts, and (3) the lack of universal delivery and returns process. This is an invaluable opportunity to learn how to stay customer centric without sacrificing operational excellence.</p> <p>ENDOURCE</p> <p>Troy Collins, Founder / CEO, Endource Nupur Manchanda, COO, Practicology</p> |
| 11:50 | <p>Innovation Spotlight: Marketplace Optimisation: How to Stand Out from the Crowd Michael will be discussing common problems faced by those looking to sell more through e-commerce and how to overcome them with a specific focus on optimising product listings on Marketplaces. With so many competing sellers out there it can be hard to know how to stand out from the crowd and capture customers. Michael will be delivering tips on how best to stand out from the crowd and to ensure your listings are as visible as possible, think SEO for Marketplaces. Michael Adesina, Retail Senior Sales Manager, ChannelAdvisor</p> |
| 12:00 | <p>Keynote: Transforming Your Bricks and Mortar into the One-Stop-Shop of the Future</p> <ul style="list-style-type: none"> • Breaking down the physical and digital barriers – Incorporating digital technology to be a mainstream component of in-store visits • Upgrading in-store experience by integrating digital technology. • Examining in-store advantages that can be leveraged • Monetising your data – Utilising in-store and online visits and behaviour to create superlative customer experiences and instant return • Establishing an overall view of the Customer Life Cycle with on and offline tracking  <p>Glenn Abell, Vice President, Head of Direct to Consumer Channels EMEA, LEGO</p> |
| 12:25 | <p>Interactive Think Tanks</p> <p>You are invited to join one of the following roundtables and take a deeper dive into the topic of your choice with 10-15 of your fellow audience members. This interactive session will give you the chance to share your insights and experiences, brainstorm with your peers, ask questions and receive direct feedback in a more intimate setting:</p> <p>Think Tank 1: Rise Above the Competition: Guide to Effective Localisation for International e-Commerce James Palmer, Director EMEA, Smartling</p> <p>Think Tank 2: On-Site Search is Evolving: Make Sure you Make the Most of Search Today</p> |



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| | <ul style="list-style-type: none"> • The role of search is evolving • Improving conversion rates with product discovery • Quick win tactics for search <p>Andreas Brueckner, Search Evangelist, ATTRAQT</p> <p>Think Tank 3: Moving Beyond Localisation: How Culturalisation Will Give You the Edge</p> <ul style="list-style-type: none"> • Cultural Strategy • International Audience Intent • Actionable Insights <p>Mark Garwell, Business Growth Director, Oban International David Tradewell, Business Development Director, Oban International</p> <p style="text-align: right;"></p> <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 Think Tank</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; background-color: #f8d7da;">Interactive Think Tank</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; background-color: #f8d7da;">Interactive Think Tank</div> </div> |
| 13:10 | Lunch & Networking Break for all Delegates |
| 14:10 | <p>Keynote: 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></p> <p>Marco Roncaglio, Sr. Director Digital & CRM, Philips</p> |
| 14:35 | <p>Keynote: The future of retail: How retailers can compete online with private label</p> <p>Brands have been making great strides towards changing the way they market and sell online. As this shift occurs, CEO John Maltman will be addressing how this affects retailers, what they need to be doing to ensure they don't lose their online market share & why intelligence and nimbleness is key to prevent this. To help shape the future direction of retail's eCommerce proposition, John will be looking into:</p> <ul style="list-style-type: none"> • New emerging retail channels disrupting the shopping experience • The manufacturer's eCommerce priorities and how this impacts private label • The rise of D2C and what retailers need to know about it • Where private label is heading and what it will look like in the future • Amazon's plans for private label • Defining the core insights every retailer will need to inform and shape its growth <p>John Maltman, CEO, E Fundamentals</p> |
| 14:55 | <p>Keynote: Ok Google - What's Next for the Future of Retail</p> <p>Now the disruptive technology of mobile is in full sight for retailers, what are the next tech and consumer trends retailers should be focusing on? This talk will cover the technologies Google are focusing on and their application in retail.</p> |

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| |  <p>Alastair Stirling, Industry Head - Retail, Google</p> |
| 15:20 | <p>Innovation Spotlight: Dynamic Video Ads: The New Revolution in the Advertising Space</p> <ul style="list-style-type: none"> • Why Facebook is the ideal platform for e-commerce • How to create high-quality, branded product videos at scale & quickly upload them to your Facebook account • Why are major brands - like Kayak, Home24, Privalia and many others - jumping into the Dynamic Video Ads game in Facebook <p>Iñigo Vega, Co-founder and CEO, TheMotion</p> |
| 15:30 | <p>Refreshment & Networking Break</p> |
| 16:00 | <p>Keynote: How Bloomon Converts the Data It Collects into Actionable Process Improvements Across All Points in the Value Chain</p>  <p>Sana Ali Aamir, Co-Founder & Managing Director - UK, bloomon</p> |
| 16:25 | <p>Future Ball Gazing PANEL: Gaining Consumer Traction and Competitive Edge in a Digital World</p> <ul style="list-style-type: none"> • Rising above and beyond to exceed consumer needs and expectation. How to create the next generation shopping experiences? • In what way can exceeding growing expectations of today's consumer market be done profitably? • Voice: The progress with chatbots, digital voice assistants like Siri, Alexa, Google Now and native language recognition in AI is empowering a new shift towards a conversation based ecommerce development - how to make voice commerce work for your ecommerce • AI: How Artificial Intelligence is transforming the e-commerce Industry and how can retailers make the most of it     <p>Moderator: Nupur Manchanda, COO, Practicology</p> <p>Panelists: Joel Freeman, Co-Founder, Grabble Linda Ligios, Managing Editor, Springwise David Kohn, Customer & eCommerce Director, Heal's</p> |
| 17:05 | <p>Final Conclusions by the Chairman</p> |
| 17:30 | <p>Official Ping Pong Cocktail Reception for All Attendees</p> |

Day 2: Uncovering New Frontiers for e-Commerce Expansion, Innovation and Growth

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| 8:15 | Registration & Full Breakfast for all Speakers, Delegates and Sponsors at Bounce |
| 9:00 | <p>Chairperson's Welcome</p>  <p>Simon Lloyd, Chief Marketing Officer, LingoZING!</p> |
| 9:15 | <p>Inspirational Keynote: The Rise of 'Smart, Connected Everything' and What This Means for Your Business</p> <p>By 2020, nearly 1 billion products a year will have some kind of smart digital capability. Join this essential, inspirational session to learn more about:</p> <ul style="list-style-type: none"> • The state of IoT and realtime measurement & analytics in a smart, connected world – should we believe the hype? • Assessing the rise of IoT, Big Data and Mobility in retail and beyond • Understanding how physical products are going digital at scale (smart tags, printed electronics and digital serialization). • Now that products can speak, generating new data at every stage of their journey, how does this change how you go to market? • How can smart products personalize emotional experiences at scale to drive greater engagement, sales and loyalty?  <p>Andy Hobsbawm, Co-founder & CMO, EVERYTHING</p> |
| 9:45 | <p>Innovation spotlight: Selling in the US and the need for Sales Tax Automation</p> <ul style="list-style-type: none"> • How global tax compliance is changing and how it affects ecommerce retailers • Focus on US Sales Tax – what is it, does it apply, what happens when it goes wrong... • How companies use tax automation solutions to manage this complexity <p>Sacha Wilson, Sales Director EMEA, Avalara</p> |
| 9:55 | <p>Speed Networking Break & Refreshment</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. 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> |
| 10:55 | <p>PANEL: Organising your business for omnichannel success in a customer led market</p> <p>This panel will explore how industry leaders set about structuring their teams, people and talent to deliver consistently excellent customer experiences. Key topics will include overcoming organisational barriers, critical success factors when organising teams to deliver change, and how to keep the business always focussed on ‘customer first’.</p> |

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| | <p>HOUSE OF FRASER DEBENHAMS CONRAD</p> <p>Moderator: Will Lockie, (Formerly) Head of Multichannel, Evans Cycles</p> <p>Panelists: Julian Burnett, Chief Information Officer, House of Fraser Donna Chen, Director Digital, Debenhams Daniel Infanger, VP International B2C, Conrad Electronic Alexander Kayser, CEO & Co-Founder, yReceipts</p> |
| 11:40 | <p>Inspirational Keynote: Philosophy versus Cosmetics: Who is the winner for your business strategy? "If something is cool, people are going to love it. Anything appealing attracts." But is that alone enough? During this speech we will find out, from neuroscience point of view, which pleases the brain more, philosophy or cosmetics, and how it can be applied to business.</p> <p>ESADE</p> <p>Luis Martinez Ribes, Associate Professor, ESADE</p> |
| 12:25 | <p>Lunch & Networking Break for all Delegates</p> |
| 13:30 | <p>PANEL: Brexit: What Does It Mean for Online Retailers?</p> <ul style="list-style-type: none"> • How to manage the regulatory changes • How does Brexit change the regulation in terms of compliance with "EU distance selling regulation"? • How does Brexit influence cross-border retailers and VAT arrangements? • How does Brexit affect consumer demand and spending? • How to retain customers in a post-Brexit era? <p>BrandAlley  Time Inc. </p> <p>Moderator: Michel Koch, (Formerly) CMO, Time Inc. UK</p> <p>Panelists: Bruce MacInnes, Chairman, Brandalley Cliff Stevenson, International Trade Expert and Brexit Strategy Consultant Paul Sulyok, Founder & CEO, Green Man Gaming Michael Llewelyn-Jones, (Formerly) Vice Chairman, Managing Director & Senior Credit Officer, Citi</p> |
| 14:30 | <p>3 Steps for Tackling Internationalisation from a Legal Perspective</p> <ul style="list-style-type: none"> • The need of understanding applicable law in B2C contracts • Translations- the importance of a tailored solution • Knowing the different sanction systems <p>Naveen Aricatt, Legal Expert UK, Trusted Shops</p> |
| 14:50 | <p>Keynote: Working with International Marketplaces</p> <ul style="list-style-type: none"> • Opportunities and the challenges of working with marketplaces • Understanding channel conflict and how to play • Breaking into new markets – do's and don't's • Exploiting the power of (limited) data • A vision on long term future of marketplaces, and their implications to manufacturers, distributors and retail |

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| |  <p>Carlos Marquez, Head of eCommerce, Heineken</p> |
| 15:15 | <p>Keynote: POS, Online, Omnichannel ... and then?</p> <ul style="list-style-type: none"> • The lifestyle app use case: one app for all, or all apps for one? • Open APIs and service-clusters: solving retail problems beyond retail • Virtual reality and biometrics: what's the point?  <p>Sikander Hauser, Head of Ecommerce Business Development, EMEA, Alipay</p> |
| 15:40 | Final Conclusions by the Chairman & Savant Events |
| 15:45 | Networking Break & Refreshment |
| 16:00 | End of Conference |

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