

## 3<sup>RD</sup> 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**
- ❖ Rob Feldman, CEO, **Brandalley**
- ❖ Glenn Abell, Vice President, Head of Direct to Consumer Channels EMEA, **LEGO**
- ❖ Troy Collins, Founder / CEO, **Endource**
- ❖ Paul Sulyok, Founder & CEO, **Green Man Gaming**
- ❖ Kai Herzberger, Director DACH & EMEA eCommerce & Transformational Retail, **Facebook**
- ❖ Carlos Marquez, Head of eCommerce, **Heineken**
- ❖ Marco Roncaglio, Sr. Director Digital & CRM, **Philips**
- ❖ Cliff Stevenson, **International Trade Expert and Brexit Strategy Consultant**
- ❖ Sarah Caseberry, EMEA Digital, Social & Omnichannel Lead, **HP**
- ❖ Mark Hammond, Chief Digital Officer, **PetsPyjamas**
- ❖ David Kohn, Customer & eCommerce Director, **Heal's**
- ❖ Will Prosser, Senior Product Manager - Europe, **TUI Group**
- ❖ Barbara Martinez, Global Head of UX, CRO and eCommerce, **Iberia Airlines**
- ❖ Vicky Zadeh, CEO, **Rakuten Fits Me**
- ❖ Daniel Infanger, VP international B2C, **Conrad Electronic**
- ❖ Joel Freeman, Co-Founder, **Grabble**
- ❖ David Hathiramani, CEO, **A Suit That Fits**
- ❖ Alastair Stirling, Industry Head - Retail, **Google**
- ❖ Nupur Manchanda, COO, **Practicology**
- ❖ Will Lockie, (Formerly) Head of Multichannel, **Evans Cycles**
- ❖ Michel Koch, (Formerly) CMO, **Time Inc. UK**
- ❖ 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**

## Day 1: Delivering Customer-Centric Excellence



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| 8:00  | <b>Registration &amp; Full Breakfast for all Speakers, Delegates and Sponsors</b>  |
| 8:45  | <p><b>Opening Remarks from Savant Events &amp; Chairperson's Welcome</b></p> <h1>Practicology</h1> <p><i>[defining]comm/erce</i></p> <p>Nupur Manchanda, COO, <b>Practicology</b></p>  |
| 9:00  | <p><b>Shop Direct Ireland's Digital Transformation Journey: Starting with a Mindset</b></p> <ul style="list-style-type: none"> <li>• Moving away from printed catalogues to full digital business: How we started</li> <li>• Our methods of leadership engagement in online transformation</li> <li>• Creating new values and addressing the challenge of transcending them across organisation</li> <li>• The gradual shift of mind-sets top to bottom: Taking your people on the journey</li> <li>• Our new approach to hiring</li> <li>• The impact of the changes</li> </ul> <h1>Littlewoods Ireland</h1> <p>Geoff Scully, Managing Director, <b>Shop Direct Ireland</b></p>   |
| 9:25  | <p><b>Case Study with Retailer:<br/>The Business to Human Revolution: Omnichannel Personalization for the Modern Shopper</b></p> <p>Anoop Vasisht, GM Europe, <b>Dynamic Yield</b></p>   |
| 9:55  | <p><b>Retailer Innovation Spotlight:<br/>Retailers at the Forefront of the Customer Experience Revolution: What are the trailblazers up to?</b></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&amp;A, where you will be able to ask your questions, receive feedback and share your own insights.</p> <ul style="list-style-type: none"> <li>• Consolidating customer behaviour and personalisation to deliver world-class customer experiences</li> <li>• What you don't market is just as significant as what you do - Injecting relevance into your personalisation strategy</li> <li>• Building up a meaningful, trusted relationship with your users through enhanced UX &amp; content curation</li> <li>• Native Mobile Apps vs. Mobile web</li> </ul> <p>    </p> <p><b>In the spotlight:</b><br/> Mark Hammond, Chief Digital Officer, <b>PetsPyjamas</b><br/> Joel Freeman, Co-Founder, <b>Grabble</b><br/> Vicky Zadeh, CEO, <b>Rakuten Fits Me</b></p> |
| 10:35 | <b>Refreshment &amp; Networking Break</b>  |


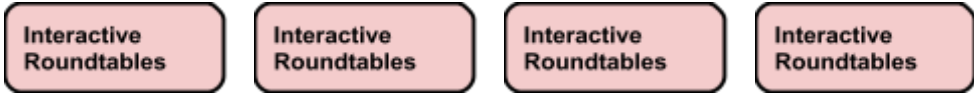

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| 11:05 | <p><b>Fireside Chat:</b><br/> <b>Tearing Down the Barriers of Online Shopping Process and Putting the Customer at the Heart of Your Business</b></p> <p>Join our Chairman Nupur Marchanda as she is having an informal conversation with Troy Collins, Founder &amp; 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><b>ENDOURCE</b></p> <p>Troy Collins, Founder / CEO, <b>Endource</b><br/> Nupur Manchanda, COO, <b>Practicology</b></p>  |
| 11:30 | <p><b>Case Study with Retailer:</b><br/> <b>Uncovering Creative Approaches to Connect with Consumers through Branded Content</b></p> <ul style="list-style-type: none"> <li>Identifying your consumer demographics with razor-sharp accuracy</li> <li>Moving away from a transactional relationship to a customer-centric one</li> <li>Producing branded content that is gripping and relevant to an over-exposed consumer market with a short attention span</li> <li>Delivering an authentic and relatable brand story to foster trust, add value creation and build long-standing relationships</li> <li>Specific examples of interactive and compelling content these brands developed to achieve the highest level of connectivity to their customers. What were the outcomes?</li> </ul> <p><i>Reserved for sponsor</i></p>  |
| 12:00 | <p><b>Keynote:</b><br/> <b>Transforming Your Bricks and Mortar into the One-Stop-Shop of the Future</b></p> <ul style="list-style-type: none"> <li>Breaking down the physical and digital barriers – Incorporating digital technology to be a mainstream component of in-store visits</li> <li>Upgrading in-store experience by integrating digital technology.</li> <li>Examining in-store advantages that can be leveraged</li> <li>Monetising your data – Utilising in-store and online visits and behaviour to create superlative customer experiences and instant return</li> <li>Establishing an overall view of the Customer Life Cycle with on and offline tracking</li> </ul>  <p>Glenn Abell, Vice President, Head of Direct to Consumer Channels EMEA, <b>LEGO</b></p>   |
| 12:25 | <p><b>Interactive Think Tanks</b></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><i>Reserved for sponsors</i></p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="288 1778 512 1868" style="border: 1px solid black; border-radius: 10px; padding: 5px; background-color: #f08080;">Interactive Roundtables</div> <div data-bbox="541 1778 764 1868" style="border: 1px solid black; border-radius: 10px; padding: 5px; background-color: #f08080;">Interactive Roundtables</div> <div data-bbox="793 1778 1016 1868" style="border: 1px solid black; border-radius: 10px; padding: 5px; background-color: #f08080;">Interactive Roundtables</div> <div data-bbox="1045 1778 1268 1868" style="border: 1px solid black; border-radius: 10px; padding: 5px; background-color: #f08080;">Interactive Roundtables</div> </div> |
| 13:10 | <p><b>Lunch &amp; Networking Break for all Delegates</b></p> <p><b>C-Level Invite-Only Private Lunch</b></p>   |


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|              | <p>Exclusive, by-invite-only small group discussion in a private room on pressing, mission critical topics. This is open exclusively to our C-level retail attendees to roadmap 2017 and beyond. Interested in joining?</p>   |
| <p>14:10</p> | <p><b>Keynote:</b><br/> <b>Personalised Marketing: How Philips is measuring social media ROI?</b></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 &amp; CRM, <b>Philips</b></p>   |
| <p>14:35</p> | <p><b>Keynote:</b><br/> <b>The future of retail: How retailers can compete online with private label</b></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 &amp; 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"> <li>• New emerging retail channels disrupting the shopping experience</li> <li>• The manufacturer's eCommerce priorities and how this impacts private label</li> <li>• The rise of D2C and what retailers need to know about it</li> <li>• Where private label is heading and what it will look like in the future</li> <li>• Amazon's plans for private label</li> <li>• Defining the core insights every retailer will need to inform and shape its growth</li> </ul> <p>John Maltman, CEO, <b>E Fundamentals</b></p>  |
| <p>14:55</p> | <p><b>Keynote:</b><br/> <b>Harnessing Consumer Insight to Truly Connect to your Customers and Drive Innovation</b></p> <p>Gathering information on your customers can play a great hand in shaping long-lasting and prosperous relationships – if you know how to utilise it correctly. What, when and how they buy products is helpful, but needs to be put in context in order to keep communication relevant and compelling. Hear how one leading brand does it.</p> <ul style="list-style-type: none"> <li>• Exploring the impact that Brexit has had on both retailers and consumers to date</li> <li>• Doing your due diligence to deliver a targeted, seamless and relevant experience across all communication channels</li> <li>• Collecting the right information to put every visit into context</li> <li>• Developing a focused and structured survey to better understand your consumer.</li> <li>• Building a valid VoC programme to drive the right efficiencies</li> <li>• Lessons learned from a leading retailer</li> </ul>  <p>Alastair Stirling, Industry Head - Retail, <b>Google</b></p> |
| <p>15:20</p> | <p><b>Innovation Spotlight:</b><br/> <b>Pushing Consumer Engagement to the Forefront to Promote Brand, Conversations and Conversions</b></p>  |

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|       |  <b>TheMotion</b>   |
| 15:30 | <b>Refreshment &amp; Networking Break</b>  |
| 16:00 | <p><b>Keynote:</b><br/> <b>How are new technologies like IOT, AI and conversational commerce revolutionising online retailers?</b></p> <ul style="list-style-type: none"> <li>• Thoughts on how connected devices, AI and conversational commerce will change online retailing</li> <li>• How to manage, analyse and act on the reams of data pouring in from all of the connected devices?</li> <li>• How AI can help online stores achieve a personalised customer experience</li> </ul>  <p>Kai Herzberger, Director DACH &amp; EMEA eCommerce &amp; Transformational Retail, <b>Facebook</b></p>  |
| 16:25 | <p><b>Innovation Spotlight:</b><br/> <b>How to seamlessly integrate programmatic into your overall marketing strategy</b><br/> <i>Reserved for sponsor</i></p>   |
| 16:35 | <p><b>Future Ball Gazing PANEL:</b><br/> <b>Gaining Consumer Traction and Competitive Edge in a Digital World</b></p> <p>With an abundance of choice at its fingertips, the demands and expectations of the consumer base is steadily rising. Retailers are now having to benchmark their performance against that of industry giants, regardless of industry. Overcoming the Amazon effect can be overwhelming but is attainable. Join these leading experts in their interactive discussion on staying ahead of the game, meeting evolving needs and exceeding consumer expectations.</p> <ul style="list-style-type: none"> <li>• Rising above and beyond to exceed consumer needs and expectation. How to create the next generation shopping experiences?</li> <li>• In what way can exceeding growing expectations of today's consumer market be done profitably?</li> <li>• What are new solutions and tech start ups out there that could help your business stay ahead of the curve?</li> <li>• Forecasting future trends – How will this evolve in the next 5 years?</li> </ul>    <p>Moderator:<br/> Nupur Manchanda, COO, <b>Practicology</b></p> <p>Panelists:<br/> Joel Freeman, Co-Founder, <b>Grabble</b><br/> David Hathiramani, CEO, <b>A Suit That Fits</b><br/> David Kohn, Customer &amp; eCommerce Director, <b>Heal's</b></p> |
| 17:20 | <b>Official Ping Pong Drinks Reception for all attendees</b>   |

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

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| 8:15  | <b>Registration &amp; Full Breakfast for all Speakers, Delegates and Sponsors</b>  |
| 8:50  | <b>Chairperson's Welcome</b>   |
| 9:00  | <p><b>Keynote:</b><br/> <b>The Rise of 'Smart, Connected Everything' and What This Means for Your Business</b><br/>           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"> <li>• The state of IoT and realtime measurement &amp; analytics in a smart, connected world – should we believe the hype?</li> <li>• Assessing the rise of IoT, Big Data and Mobility in retail and beyond</li> <li>• Understanding how physical products are going digital at scale (smart tags, printed electronics and digital serialization).</li> <li>• Now that products can speak, generating new data at every stage of their journey, how does this change how you go to market?</li> <li>• How can smart products personalize emotional experiences at scale to drive greater engagement, sales and loyalty?</li> </ul>  <p>Andy Hobsbawm, Co-founder &amp; CMO, <b>EVERYTHNG</b></p> |
| 9:30  | <p><b>Case Study with Retailer:</b><br/> <b>Tapping into New Frontiers to Capitalise on International e-Commerce</b></p> <ul style="list-style-type: none"> <li>• Mapping out the global market and identifying the opportunities for growth</li> <li>• Evaluating the challenges for global expansion</li> <li>• How localised offer will increase your conversion rates</li> <li>• How to improve the cross-border customer experience</li> <li>• Client case study: Showcasing a successful international expansion strategy</li> </ul> <p><i>Reserved for sponsor</i></p>  |
| 10:00 | <p><b>Semiotics vs. Semantics: Who's the winner?</b></p>  <p>Lluis Martínez Ribes, Associate Professor, <b>ESADE</b></p>  |
| 10:45 | <p><b>Innovation spotlight:</b></p> <p>Sacha Wilson, Sales Director EMEA, <b>Avalara</b></p>   |
| 10:55 | <b>Networking Break &amp; Refreshment</b>  |
| 11:25 | <p><b>Case Study with Retailer:</b><br/> <b>Mobile: Increasing M-Commerce and Achieving CX Standout</b></p> <ul style="list-style-type: none"> <li>• Focusing on customer behaviour – Which demographic is quick to adopt mobile as the preferred channel? Which is more traditional? How does this affect your overall strategy?</li> <li>• Meeting in the middle – integrating mobile, web and in-store</li> <li>• Launching mobile applications.</li> <li>• Identifying the right app for you: Responsive vs. hybrid vs. native</li> </ul>  |

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|       | <ul style="list-style-type: none"> <li>• Ensuring brand consistency across all mediums</li> <li>• Assessing the best tools to implement for tracking your mobile initiative</li> <li>• How can mobile minimise key customer pain points?</li> <li>• Raising the bar – Using mobile to generate ‘never been seen before’ experiences</li> </ul> <p><i>Reserved for sponsor</i></p>  |
| 11:55 | <p><b>PANEL:</b><br/> <b>Revitalising your Omnichannel Programme for Flawless Consumer Experiences</b></p> <ul style="list-style-type: none"> <li>• Putting an effective and innovative omnichannel programme into practice</li> <li>• Keeping brand consistency at the forefront of your strategy</li> <li>• Ensuring all necessary departments are appropriately looped in</li> <li>• Developing a mobile first strategy using mobile to integrate offline and online</li> <li>• Accessing key data to provide the best proposition and the highest impact experiences</li> <li>• Cross-device targeting – Responding to customer demand, rather than trying to influence it</li> <li>• Launching interactive and seamless experiences across stores and digital channels</li> <li>• Specific examples of industry leaders, their programmes and how they were able to capitalise on customer engagement and drive customer loyalty</li> </ul>  <p>Moderator:<br/> Will Lockie, (Formerly) Head of Multichannel, <b>Evans Cycles</b></p> <p>Panelists:<br/> Julian Burnett, Chief Information Officer, <b>House of Fraser</b><br/> Sarah Caseberry, EMEA Digital, Social &amp; Omnichannel Lead, <b>HP</b><br/> Will Prosser, Senior Product Manager - Europe, <b>TUI Group</b><br/> Daniel Infanger, VP International B2C, <b>Conrad Electronic</b></p> |
| 12:40 | <p><b>Interactive Think Tanks</b></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><i>Reserved for sponsors</i></p>   |
| 13:25 | <p><b>Lunch &amp; Networking Break for all Delegates</b></p>   |
| 14:30 | <p><b>PANEL:</b><br/> <b>Brexit: What Does It Mean for Online Retailers?</b></p> <ul style="list-style-type: none"> <li>• How to manage the regulatory changes</li> <li>• How does Brexit change the regulation in terms of compliance with “EU distance selling regulation”?</li> <li>• How does Brexit influence cross-border retailers and VAT arrangements?</li> <li>• How does Brexit affect consumer demand and spending?</li> <li>• How to retain customers in a post-Brexit era?</li> </ul>  <p>Moderator:<br/> Michel Koch, (Formerly) CMO, <b>Time Inc. UK</b></p> <p>Panelists:<br/> Rob Feldman, CEO, <b>Brandalley</b><br/> Cliff Stevenson, <b>International Trade Expert and Brexit Strategy Consultant</b></p>   |

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|       | Paul Sulyok, Founder & CEO, <b>Green Man Gaming</b>  |
| 15:10 | <p><b>What are the Dos and Don'ts When Launching in Emerging Markets? Sharing Lessons Learnt in Different Countries</b></p> <ul style="list-style-type: none"> <li>• Accurately gauging market size and opportunity and reducing exposure to risk</li> <li>• Understanding cultural differences and buying habits</li> <li>• Maintaining customer experience across multiple websites and cultures</li> </ul> <p><i>Reserved for Trusted Shops</i></p>   |
| 15:30 | <p><b>Keynote:</b><br/><b>Working with International Marketplaces</b></p> <ul style="list-style-type: none"> <li>• Examining the opportunities and the challenges of working with marketplaces</li> <li>• Using marketplaces to break into new markets</li> <li>• Exploiting the power of the marketplace's data</li> <li>• What is the long term future of the market place – how will retail supply chain evolve?</li> </ul>  <p>Carlos Marquez, Head of eCommerce, <b>Heineken</b></p> |
| 16:00 | <p><b>Keynote:</b><br/><b>POS, Online, Omnichannel ... and then?</b></p> <ul style="list-style-type: none"> <li>• The lifestyle app use case: one app for all, or all apps for one?</li> <li>• Open APIs and service-clusters: solving retail problems beyond retail</li> <li>• Virtual reality and biometrics: what's the point?</li> </ul>  <p>Sikander Hauser, Head of Ecommerce Business Development, EMEA, <b>Alipay</b></p>   |
| 16:20 | <b>Final Conclusions by the Chairman &amp; Savant Events</b>   |
| 16:30 | <b>Networking Break &amp; Refreshment</b>  |
| 17:00 | <b>End of Conference</b>   |



## Our Sponsors & Media Partners

