



eTail 25 YEARS

The eCommerce & Omnichannel Conference For European Retailers



25-26 June, 2024 • Queen Elizabeth II Conference Centre, London, UK

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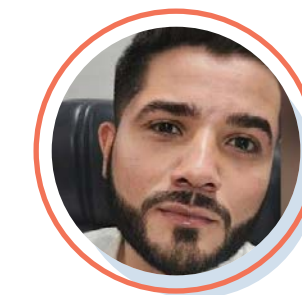


INNOVATION. DISRUPTION. TRANSFORMATION. WE ARE ETAIL.

Since 1999, eTail has been dedicated to supporting the growth of the retail industry. What began with just 50 visionaries in one room, discussing the future of this sector, has evolved into a gathering of more than 500 senior-level eCommerce executives.

You'll get interactive action-packed strategies, peer to peer conversations, and connections with top minds from Europe's most successful & innovative retailers. Return to your office with hundreds of strategic takeaways (in only two days) with no commercials and no fluff.

Leave the tradeshow experience behind and join the retail community at eTail London as we celebrate 25 incredible years together.



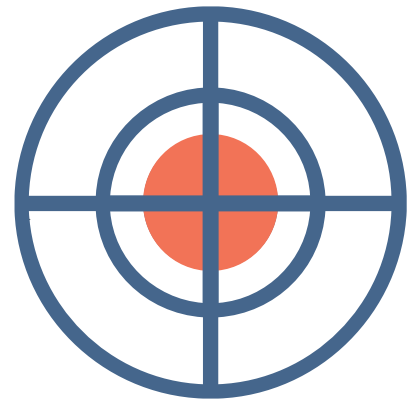
Leo Martinez

Senior Program Director, eTail London

Leucepe.Martinez@wbresearch.com



THE ETAIL DIFFERENCE



Focus on Growing Your Business.

Increase your revenue & profitability.

We're not a tradeshow or a vendor led seminar. Our agenda is 100% focused on your biggest challenges and opportunities.

You'll hear from Founders, CEOs, Heads and those who are in the trenches, doing the work. We cut out the fluff you get at other conferences to give you tons of actionable strategies to increase your profits.

No Talking Heads.
No Big Egos.
No Commercials.



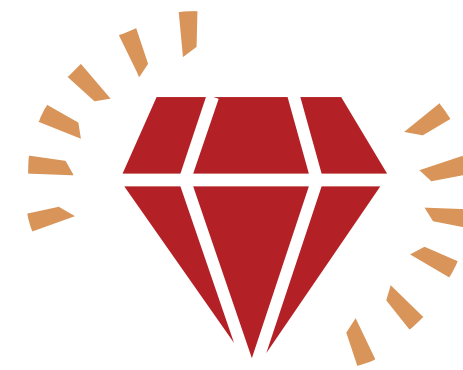
Interactivity. A True Community.

Curated networking sessions ensure that you meet different people every day.

Group discussions, workshops, retailer-only sessions, roundtables and a lot more give you the interaction you crave at other shows.

Don't get that "lost in an airport" feeling. Here you'll come as an attendee, and leave as part of a community.

Not a Massive Tradeshow.



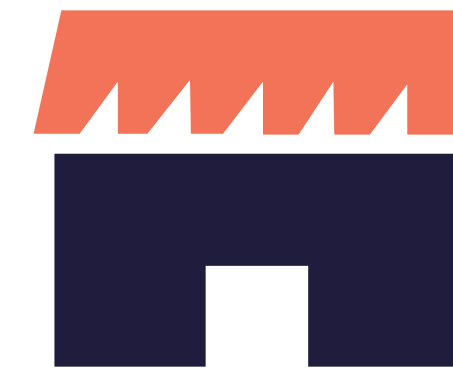
Unparalleled Customer Service.

We've been in this business since 1999 and have changed as the industry has.

We're not here to make a quick buck, but are invested in your long term success. Our staff offer you a concierge service.

Call or email any of us; we're more than happy to help you, anytime.

Not Hired Help.

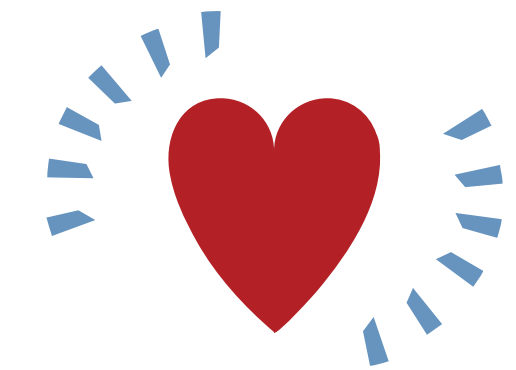


65% Retail Attendance.

Being pitched all day? Presentations full of commercials? That's not us.

We protect our buyer to seller numbers to make sure you are meeting and interacting with the right people; 60+ speakers, 500+ attendees from 250 companies.

Not Packed With Solution Providers.



Networking in the Heart of London!

Located in the heart of the city, right opposite Westminster Abbey.

The QEII is served by exceptional transport links providing easy access to everything the city has to offer, from world-class restaurants and nightlife to shopping and culture.

Location! Location! Location!

WORD ON THE STREET

Valuable Ideas & Inspiration



"A hugely valuable conference with lots of great takeaways, ideas and inspiration. The different tracks allow you to personalise the day & choose the content relevant to you. The two days were incredibly well organised, with lots of networking opportunities with other retailers and vendors."

VICKY BELL

Head of eCommerce

ASTLEY CLARKE

Amazing Networking



"Fantastic opportunity to network and learn from similar companies with similar challenges."

CLAIRE YOUNG

Sr. Delivery Manager Digital IT,

Boots

High ROI on Time at eTail



"eTail is one of the few conferences I try to make every year - size is robust, yet intimate, with the right balance of retailers and vendors - provides higher return on time invested."

JASON KANG

Managing Director

ZAZZLE INTERNATIONAL

World Class Content



"I have enjoyed the eTail Conference. Particularly enjoyed the panel discussions and keynote speakers. Also great networking with some interesting suppliers. Thank you!"

LESLEY GREGORY

Head of Digital

Vision Express

PICTURE YOURSELF AT ETAIL



TRUSTED BY THOUSANDS OF RETAILERS SINCE 1999

We Bring Together Europe's Biggest Retailers



amazon



Arcadia



ASDA

ASOS

Boden

Bonmarché

boohoo.com



Canon



Clarks

Coca-Cola



DEBENHAMS

Disney



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FEELUNIQUE



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SINCE 1849

HOLLAND & BARRETT

Hotels.com

hotter



John Lewis



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MOLESKINE



PRIMARK

RIVER ISLAND

Sainsbury's

SELFRIDGES & CO



TESCO



Waitrose

WHISTLES



YOOX
NET-A-PORTER
GROUP

SERIOUSLY, ALL OF EUROPE'S BIGGEST RETAILERS

Accent Group



acer

Ann Summers



AVON



BLOOM&WILD



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Crabtree & Evelyn LONDON

Curvy Kate D-K cup

Dixons Carphone

Dune LONDON



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MARS

MATALAN



Miss Selfridge

MONTBLANC

moonpig

morecomputers

MYTHERESA



N BROWN GROUP PLC

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nobia



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pets at home



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SHOP DIRECT



slater MENSWEAR

T2



THE MODIST



tjc

TOPSHOP



wallis

Walls and Floors Leading Tile Specialists

Walmart

WAREHOUSE

MEET THE RETAIL REVOLUTIONARIES.

Bold, Brave, Innovative – Only The Best Retailers At eTail.



Balki Subramanian
Chief Digital & Innovation Officer
Mars



Elliott Rayner
Chief Marketing Officer
Arion



Diego Mandelbaum
Chief Executive Officer
KF Beauty



Warren Jonas
Chief Executive Officer
Wild & Stone



Forest Kwok
Chief Marketing Officer
Vitl



Annie Karlsson
Chief Commercial Officer
Benz



Daniel Finley
Chief Executive Officer
Debenhams



Bartlomiej (Bart) Behnke
Chief Marketing Officer
Intersport



Tara McRae
Chief Marketing & Digital Officer
Clarks



Gareth Locke
Chief Growth Officer
Mytheresa



Rosie Mangiarotti
Chief Executive Officer
Perkies



Efrain Rosario
Co-Founder & Host
The FMCG Guys Podcast



Chloe Thomas
Podcast Host & Author
eCommerce MasterPlan



Sayed Gaffar
Vice President, Global Ecommerce
The Topps Company



Kasper Brandi Petersen
Co-Founder & CEO
LABFRESH



David Wilkinson
Executive Director
Steen & Strom



Kshira Saagar
Senior Director, International Data Science
& Analytics
DoorDash



Constantine Gavrykov
Sr. Director, Product Design, E-commerce
Decathlon



Katharina Sutch
Director of Global Shopper Insights
LEGO



Josh Clarkson
Director Digital
Russell Stover

MEET THE RETAIL REVOLUTIONARIES.

Bold, Brave, Innovative – Only The Best Retailers At eTail.



Nick King
Director Insights
AutoTrader



John McDonnel
International Managing Director
Tito's Handmade Vodka



Tony Navin
Director eCommerce, International
Kraft Heinz



Thijs Vermeulen
Director, eCommerce EMEA
Stanley 1913



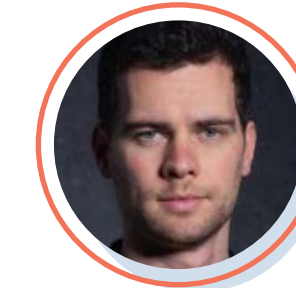
Julia Paulsen
Director E-Commerce Nordics
Elkjøp Nordic AS



Andreas Boerner
Director of eCommerce Operations
Husqvarna Group



Amanda Yu
Director of Customer Experience
Ocado Retail



Marco Trada
Director Ecommerce
Leroy Merlin



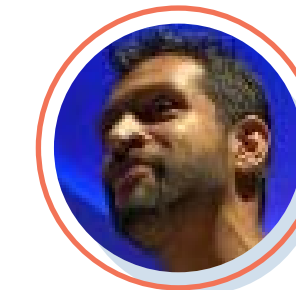
Kimmo Jukuri
Global Head, External Products
H&M



Otavio Leite Bastos
Global Data & AI Strategy Manager
Carrefour



Marcus Oughton
Global Head of Digital Commerce
Clarks



Sumeet Ambre
Head of Ecommerce
The Craft Irish Whiskey Co.



Alex Genov
Head of Marketing Insights and Customer Research
Zappos



Jesper Lindeberg
Head of CRM
Miinto



Ignacio Vazquez Guerra
Global Head of Marketing Travel Retail
Bacardi



Laurent Evain
Head Data Marketing France
Decathlon France



Gianfranco Cuzziol
Group Head CRM & Personalisation,
Avon, Natura & Co.



Johan Larsson
Head of Marketing & Ecommerce,
Board Member
Exxcentric



Elsa Pedro do Souto
Senior Manager Analytics Engagement
Royal Canin



Mario Hiis
Head of E-Commerce, EMEA
SWIMS

MEET THE RETAIL REVOLUTIONARIES.

Bold, Brave, Innovative – Only The Best Retailers At eTail.



Stephanie Weber
Head of User Experience Design
Fielmann



Dr. Anamika Datta
Senior Product Manager, AI
Zalando



Raghuveer Patnala
Head of CRM & Marketing
TJC



Jackson Fernandez
Senior Head of Ecommerce Europe
Puma



Nicholas Balint
Head of Live Commerce
Kjell & Company



Manuela Brgles Cabraja
Global Head Of Customer Care &
Personal Relationship Management
Foreo



Rafael Roldao
Head of Global Retail Experience
Charlotte Tilbury



CONNECT & LEARN



eTail EUROS Cocktail Reception

5:30PM, 25 June

Join us for our happy hour in the exhibit hall to celebrate the first day of the conference! This is your chance to wind down from a full day of idea-sharing and networking with fellow attendees, as well as chat with exhibitors before you head out for the day.



Expo

25 & 26 June, Morning and Afternoon Refreshment Breaks

The Expo is your one-stop-shop to scout current and future eCommerce Tech. No matter what your technology needs, we have the solutions designed just for you in our curated exhibit hall



Cheers With Peers Pairings

The Afternoons of 25 & 26 June

Join our exclusive drink and food pairings as you relax with retailers during the conference. Cheers With Peers are exclusive sponsored parties taking place in the afternoon throughout the show. Tastings will be held on 25 & 26 June.



Get expanded session specifics including start/end times and registration links.

MORNING PLENARIES

Registration + Breakfast

Welcome Remarks

Leo Martinez, Program Director, [eTail London](#)

Chairperson's Opening Remarks: Understanding Today's Retail Consumer Behaviours

KEYNOTE FIRESIDE CHAT: Maintaining Human Connections in an AI Driven World

Moderator: [Walter Pasquarelli](#), Generative AI & Data,
[The Economist](#)

[Balki Subramanian](#), Chief Digital & Innovation Officer, [Mars](#)

KEYNOTE CLIENT CASE STUDY: Unleashing the Power of AI, Data, and Future Tech for Tomorrow's Retail Success

KEYNOTE PANEL DISCUSSION: Mastering the Art of Optimizing Brand, Loyalty, and Trust

[Warren Jonas](#), Chief Executive Officer, [Wild & Stone](#)

[Forest Kwok](#), Chief Marketing Officer, [Vitl](#)

[Diego Mandelbaum](#), Chief Executive Officer, [KF Beauty](#)

[Elliott Rayner](#), Chief Marketing Officer, [Arion](#)

[Annie Karlsson](#), Chief Commercial Officer, [Bemz](#)

Morning Boost Networking Break

CONCURRENT PLENARIES

CLIENT CASE STUDY

CASE STUDY: From eCommerce to Xperience Commerce: How AR & AI Are Enriching the Customer Experience

[Bartlomiej \(Bart\) Behnke](#), Chief Marketing Officer,
[Intersport](#)

CLIENT CASE STUDY

PANEL DISCUSSION: Human Centric-AI: The Convergence of Artificial Intelligence & Authentic Intelligence

Moderator: [Walter Pasquarelli](#), Generative AI & Data,
[The Economist](#)

[Marcus Oughton](#), Global Head of Digital Commerce,
[Clarks](#)

[Otavio Leite Bastos](#), Global Data & AI Strategy
Manager, [Carrefour](#)

[Alex Genov](#), Head of Marketing Insights and Customer
Research, [Zappos](#)

[Efrain Rosario](#), Co-Founder & Host, The FMCG
Guys Podcast, Global Head of Futures & Shopper
Insights, [Diageo](#)

CONCURRENT WORKSHOPS

WORKSHOP 1: How Brands Are Converting More Customers and Driving Loyalty with AI

WORKSHOP 2: Why Product Data is The Basis of An Omnichannel Customer Experience

Get expanded session specifics including start/end times and registration links.

AFTERNOON PLENARIES

Networking Lunch + Expo

SUMMIT A: Future Of eCommerce Summit

Chair Opening Remarks

A Shopping Trip in 2030: Warning - Spoiler alert into the Future! (FUTURE TECH)

Dr. Anamika Datta, Senior Product Manager, AI, **Zalando**

CLIENT CASE STUDY

How To Put in Place The Right Infrastructure And Localisation Strategy To Achieve Successful Global Expansion

Mario Hiis, Head of E-Commerce, EMEA, **SWIMS**

Mary-Ann Cabio, Head of Marketing, EMEA, **SWIMS**

PANEL DISCUSSION: Embracing New Digital Innovations To Better Engage And Serve Customers Through The Entire Buying Journey

Joaquin Mencia, Chief Innovation Officer, **Chalhoub Group**

Josh Clarkson, Director Digital, **Russell Stover**

David Wilkinson, Executive Director, **Steen & Strom**

Daniel Finley, Chief Executive Officer, **Debenhams**

SUMMIT B: Customer Loyalty & Retention Summit

Chair Opening Remarks

Digital Empathy 360: Merging Emotional Design with Omnichannel Brilliance

Stephanie Weber, Head of User Experience Design, **Fielmann**

CLIENT CASE STUDY

The Importance of Agile Customer Experience And The Role of Consumer Co-Creation

Laurent Evain, Head Data Marketing France, **Decathlon France**

PANEL DISCUSSION: How To Build Brand Loyalty Through Relationship-Marketing Strategy That's Rooted In A Value Exchange

Kasper Brandi Petersen, Co-Founder, **LABFRESH**

Constantine Gavrykov, Sr. Director, Product Design, E-commerce, **Decathlon Group**

Manuela Brgles Cabraja, Global Head Of Customer Care & Personal Relationship Management, **Foreo**

TUE

25 JUN

DAY ONE

Digital Innovations and Growth Strategies

[Click to See Full Schedule Online](#) >

Get expanded session specifics including start/end times and registration links.

AFTERNOON PLENARIES

Sweet & Savory Afternoon Break

PANEL DISCUSSION: Branding with Purpose: The Art of Storytelling to Drive Meaningful Customer Connections

Sayed Gaffar, Vice President, Global Ecommerce, **The Topps Company**

Kimmo Jukuri, Global Head, External Products, **H&M**

Sumeet Ambre, Head of Ecommerce, **The Craft Irish Whiskey Co**

CLOSING FEATURED SPEAKER

Chairperson's Closing Remarks

Kickoff to eTail Euros Reception



Get expanded session specifics including start/end times and registration links.

MORNING PLENARIES

Networking Breakfast in the EXPO | eTail
Advisory Board Breakfast

WBR Welcome Remarks

Leo Martinez, Program Director, **eTail London**

Chairperson's Opening Remarks

KEYNOTE FIRESIDE CHAT

PANEL DISCUSSION: Retail is About More Than eCommerce - The Emergence of 'Unified Commerce' Omnichannel Experience

Tara McRae, Chief Marketing & Digital Officer, **Clarks**

Gareth Locke, Chief Growth Officer, **Mytheresa**

Amit Keswani, Chief Omnichannel Officer, **Chalhoub Group**

CLIENT CASE STUDY

PANEL DISCUSSION: Revamping eCommerce Offerings To Offer Personalized And Engaging Shopping Experiences

Gianfranco Cuzziol, Group Head CRM & Personalisation,
Natura & Co., Avon

Katharina Sutch, Director of Global Shopper Insights, **LEGO**

Kshira Saagar, Senior Director, International Data Science
& Analytics, **DoorDash**

Recharge Morning Break

CONCURRENT PLENARIES

CLIENT CASE STUDY

PANEL DISCUSSION: How Social Commerce & The Content Creator Economy Are Revolutionizing Retail

Thijs Vermeulen, Director, eCommerce EMEA,
Stanley 1913

Jackson Fernandez, Senior Head of Ecommerce
Europe, **Puma**

Nicholas Balint, Head of Live Commerce,
Kjell & Company

Energize Networking Break

How Legacy Brands Achieve Retail Excellence

Tony Navin, Director eCommerce, International,
Mytheresa

Social Media: How You Can Grow From 100 to 100.000+ Followers And 20x Global Turnover With Zero Capital Raise

Johan Larsson, Head of Marketing & Ecommerce,
Board Member, **Exxcentric**

CONCURRENT WORKSHOPS

WORKSHOP 3: Return on Relationship And The Brand Impact of Retail Media

WORKSHOP 4: The Future of Personalisation: Convergence of Artificial Intelligence & Authentic Intelligence

Get expanded session specifics including start/end times and registration links.

AFTERNOON PLENARIES

Networking Lunch + Expo

SUMMIT C: eCommerce Marketplace Summit

Chair Opening Remarks

Online Marketplaces In A Nutshell: Why You Should Start Now Online

Dr. Anamika Datta, Senior Product Manager, AI, **Zalando**

CLIENT CASE STUDY

eCom Segmentation: How To Prioritize 3rd Party eCom Retailers & Online Marketplaces

Julia Paulsen, Director E-Commerce Nordics, **Elkjøp Nordic AS**

PANEL DISCUSSION: Do's And Dont's of CX in A Cross Border Marketplace

Rafael Roldao, Head of Global Retail Experience, **Charlotte Tilbury**

Mario Hiis, Head of E-Commerce, EMEA, **SWIMS**

John McDonnell, International Managing Director, **Tito's Handmade Vodka**

Andreas Boerner, Director of eCommerce Operations, **Husqvarna Group**

SUMMIT D: Personalization in Brand Marketing Summit

Chair Opening Remarks

Tech Innovations Driving Personalization in Travel Retail

Ignacio Vazquez Guerra, Global Head of Marketing Travel Retail, **Bacardi**

CLIENT CASE STUDY

How Do Luxury Brands Differentiate Themselves In The Digital World

Amit Keswani, Chief Omnichannel Officer, **Chalhoub Group**

PANEL DISCUSSION: Transparency And Values-Based Branding To Serve Today's Conscious Consumer

Nick King, Director Insights, **AutoTrader**

Amanda Yu, Director of Customer Experience, **Ocado Retail**

Marco Trada, Director Ecommerce, **Leroy Merlin**

Elsa Pedro do Souto, Senior Manager Analytics Engagement, **Royal Canin**

Get expanded session specifics including start/end times and registration links.

AFTERNOON PLENARIES

Afternoon Tea Networking Break

FIRESIDE CHAT: Defining The Digital Advertising Mix of the Future

Efrain Rosario, Co-Founder & Host, The FMCG Guys Podcast, Global Head of Futures & Shopper Insights, **Diageo**

CLOSING PANEL: Brand vs. Performance Marketing: How To Successfully Combine Both

Chloe Thomas, Podcast Host & Author, **eCommerce MasterPlan**

Raghuveer Patnala, Head of CRM & Marketing, **TJC**
Jesper Lindeberg, Head of CRM, **Miinto**

CHAIR CLOSING REMARKS

End of eTail London 2024





BOOK IT!

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* Discounts do not apply to vendors / solution providers

Friends Don't Let Friends Attend eTail Alone

Invite your colleagues to share the eTail experience together. Divide and conquer sessions for maximum learning, and equip your team with strategies for 2024 and beyond.

Register your team and get up to an additional 35% off each pass



VENUE

Queen Elizabeth II Conference Centre

Broad Sanctuary, Westminster, London SW1P 3EE

P: 020 7222 5000

[qeiicentre.london](https://www.qeiicentre.london)

Here are just a few of the highlights the Queen Elizabeth II Conference Centre has to offer:

- The Centre is uniquely situated in a stunning location adjacent to Big Ben, Westminster Abbey and the Houses of Parliament
- The Centre is very close to the Circle, District and Jubilee tube stops - make it ultra convenient for anyone traveling locally

Hotel Options

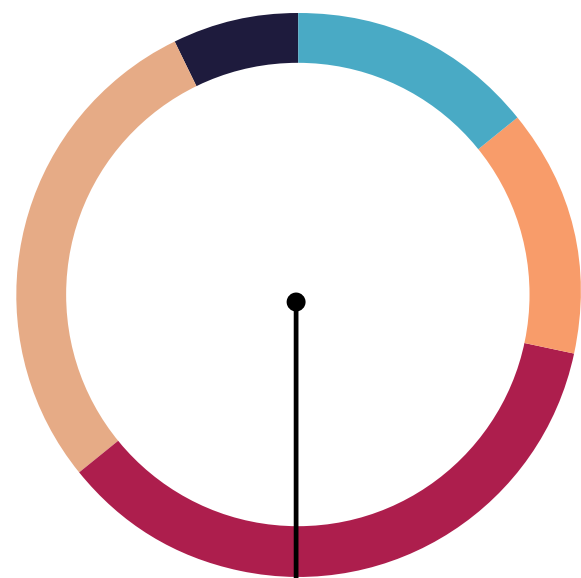
While there is no accommodation at the Queen Elizabeth II Conference Centre, we have partnered with [HotelMap.com](https://www.hotelmap.com) to provide discounted rates at hotels nearby:

<https://HotelMap.com/MIKYI>



ETAILED AUDIENCE PROFILE

As eTail is not a professional obligation (no association or journalistic influence). Our attendees are more personally motivated, since **they're here by choice!**



SENIORITY

- 14%** C-Level/President/Founder
- 16%** VP/Head of
- 35%** Senior Director/Director
- 28%** Senior Manager/Manager
- 7%** Other

79%

of the executives surveyed are ready to buy solutions within the **NEXT 12 MONTHS**

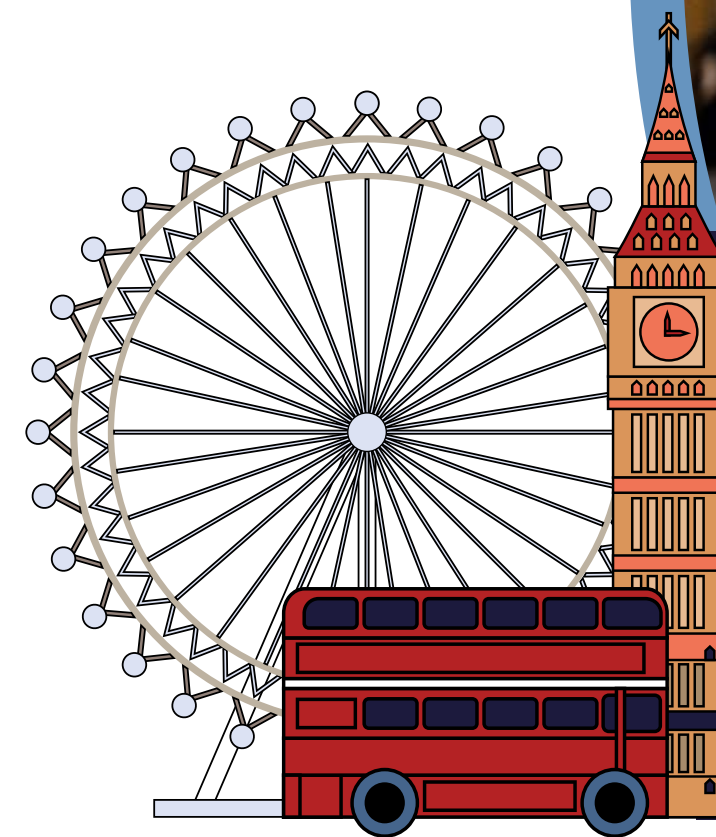
66% Future Tech (Conversational Commerce, AI, ML, etc.)

60% Loyalty/Retention/Customer Engagement

60% UX/Conversion Optimization/Content

59% Personalization

59% Online Advertising



Interested in sponsoring or exhibiting at eTail London?



Contact Scott Rossen
at 1.646.200.7526
or sponsor@wbresearch.com

[CONTACT SCOTT](#)

PRICING & DISCOUNTS

Retailers & Brands

FULL ACCESS PASS
25-26 June, 2024

~~£599~~
£199

Register by 29 February, 2024
Save £400

REGISTER

Non-Retailers

FULL ACCESS PASS
25-26 June, 2024

£2,599

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Retailers & Brands

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TEAMS of 3-4
20% off
each ticket

TEAMS of 5-7
30% off
each ticket

TEAMS of 8+
35% off
each ticket

Book your teams
by emailing Arlene Mulvey at
arlene.mulvey@wbresearch.com.

Is your company speaking at eTail London?

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