

Transforming Retail. Together.

The Event For eCommerce & Multi-Channel Retail Innovators



22-24 June 2015
QEII Conference Centre,
Westminster, London

Lead Sponsors:





Transforming Retail. Together.

The Event For eCommerce & Multi-Channel Retail Innovators

Often Imitated, Never Duplicated

We are eTail

22-24 June 2015

QEII Conference Centre
Westminster, London

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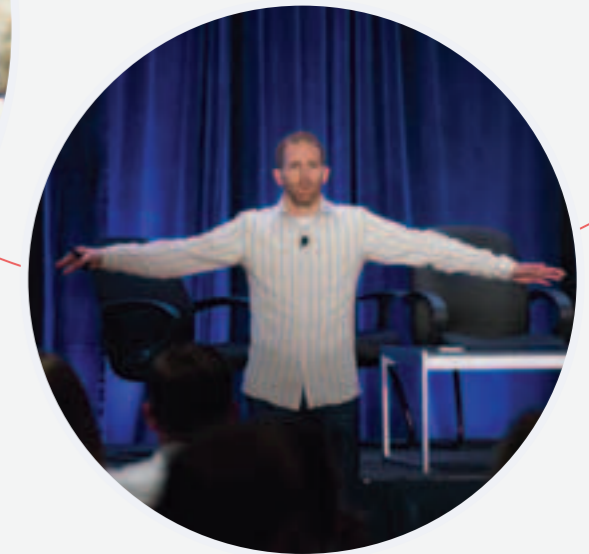
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Why Everyone's Raving About eTail

eTail is the one stop shop for eCommerce and multi-channel executives; an event where you can learn, get inspired, find solutions for your business and build lasting relationships.

- **5 Star Content:** With a mixture of high impact presentations and engagement-driven interactive panels and roundtables, we pride ourselves on the quality of actionable content we provide you. Our speakers focus on what they did, how they executed, and detailed results. You'll hear real-life examples of what works (and what doesn't) from those who have been through the trenches. ***Our mission is to give you the strategies to grow your bottom line, faster.***
- **A Focus On Leading Retailers:** We bring you case study presentations from the top, fastest growing and most innovative retail brands. You'll end up with pages of notes from those who are leading the way in retail. Over 85% of our programme content is from retailers.
- **Disruption & Innovation Focus:** We want you to leave inspired. You'll see an agenda packed with innovators and technologies that are shaping the future of retail experiences. Hear from disruptive brands like Made.com & Secretsales.com, and many others throughout the course of the conference.
- **Let Us Give You The Technology To Succeed:** Connect with leading technology solution providers to boost your bottom line. Our 'Solutions Zone' is your one-stop-shop of ecommerce technology. Get the ROI you need.
- **Unbelievable Customer Service:** While other conferences outsource staff, we ensure that the people you deal with are consistent (from emails to face to face at the event). The eTail staff have an average of 8 years conference experience. We create the event, and we deliver it for you!



Get Inspired

We have new inspirational guest speakers covering the convergence of physical and digital shopping experiences, retail "disruptors" giving you their growth secrets – you're in good company at eTail.

- **Dynamic Guest Speakers:** Don't miss our guest speaker on the afternoon of June 24th, David R. Bell, Wharton Professor and author of "Location Is (Still) Everything". Learn about the surprising influence of the real world on how we search, shop and sell in a virtual one. And hear from Forrester Analyst Michelle Beeson who solves the integration challenges between eCommerce and back-office technologies across channels and touchpoints.
- **Hear From Retail Leaders Who Are Shaking Things Up:** From Tesco to Thomas Pink, B&Q to Boots, and from John Lewis to Jigsaw, learn how traditional retailers are executing successful multichannel and digital strategy, despite the Amazons of the world.

...And Have Fun Doing it!

During the conference you can get involved in competitions to win cash & the latest tech prizes. And in the evenings our receptions are famous (or should that be infamous?) for fun, laughter and all around good times! Competitions, surprise guest entertainers, occasionally a World Cup Party...yep, it all goes down at eTail. We'll create the perfect moments to unwind with the new friends you met during the day.



Retail Speakers Presenting Actionable Take-aways

You'll meet and hear from innovative retailers presenting detailed presentations and interactive panels to drive your business - learn from their successes (and pitfalls). Check etaileurope.com to learn more about the amazing work these speakers have done!



Steve Robinson
CEO
ACHICA **NEW!**



Peter Williams
Chairman
Jaeger **NEW!**



John Straw
Chairman, Digital Advisory Board
Thomas Cook **NEW!**



Robin Phillips
Director of Multi-Channel
Boots **NEW!**



Michael Durbridge
Director of Omni-Channel
B&Q



Cyril Lamblard
Head of eBusiness & Digital Marketing
Nestle Nespresso **NEW!**



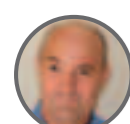
David Lindsay
SVP Technology
Farfetch.com **NEW!**



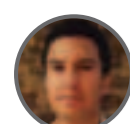
Kelly Kowal
Global Growth Director
Farfetch.com **NEW!**



Jamey Maki
VP- Direct to Consumer
GolfSmith **NEW!**



Adrian Webster
International Best-Selling Author & Motivational Speaker **NEW!**



Andrew Towers
Fmr. Head of Product Development
thetrainline.com **NEW!**



Lee Faetz
eCommerce Director
Wickes **NEW!**



Arif Harbott
Chief Digital Officer
Booker Group **NEW!**



Sebastien Losq
Head of Customer Technology
Transport For London **NEW!**



Jonathan Wall
Group eCommerce Director
ShopDirect



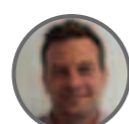
Dave Elston
Head of eCommerce – Europe
C&J Clarks



Jon Asbury
Multichannel Director
GO Outdoors



Stuart McMillan
Deputy Head of eCommerce
Schuh



David Williams
Director of Online
DECKERS EMEA



Paul Kendrick
International Director
N Brown Group PLC (JD Williams and Company)



Thilo Bendler
VP
Otto Group (Germany)



Kirsty Garrish
Global eCommerce Director
Bally Group **NEW!**



Tony Rivenell
Head of Omni-Channel
Waitrose



Rob Jones
Head of eCommerce
Anthropologie Europe



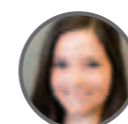
Neil Roberts
Head of Digital
Eurostar



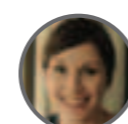
Kate Smyth
Director of eCommerce
The Dune Group



Richard George
Director of Online
eircom Group (Ireland) **NEW!**



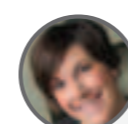
Michelle Beeson
Analyst, eBusiness & Channel Strategy
Forrester Research



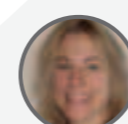
Alison Conway
Global eCommerce Director
Belstaff **NEW!**



Eddie Woffinden
Head of Digital Merchandising
QVC **NEW!**



Natalie Burrows
Director, Multi-Channel Development
Tesco Direct **NEW!**



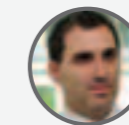
Myra Hunt
Digital Director
British Council **NEW!**



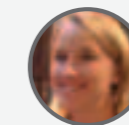
Nish Kukadia
CEO
Secretsales.com **NEW!**



Xavier de Lecaros-Aquise
COO & Co-Founder
Girl Meets Dress



Jack Smith
Group Digital Director
New Look



Kate Parkinson
Sr. Manager, Customer Experience & eCommerce Development
Debenhams **NEW!**



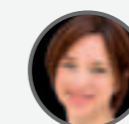
Becky Moffat
Head of Digital Experience
Boots **NEW!**



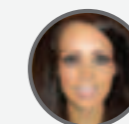
Robin Raven
VP Product, Digital Solutions
The Economist



David Schwarz
SVP eCommerce & Multi-Channel, Non Food
Carrefour (France)



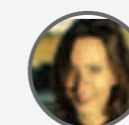
Sarah Venning
Director IT Strategy and Planning
John Lewis **NEW!**



Kelly Hussey
Head of eCommerce
Beyond Retro **NEW!**



Sophie Fenwick-Paul
Digital Strategy Advisor To
The Co-operative Group

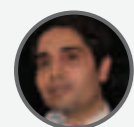


Nathalie Gaveau
CEO & Founder
Shopcade.com **NEW!**



Maxim Romain
General Manager, Europe
Wayfair

Our Retailer Speakers Continued



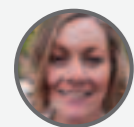
David Hathiramani
CEO & Co-Founder
A Suit That Fits



Martin Newman
CEO
Practicology



Jerome Hiquet
CMO
Tough Mudder **NEW!**



Kate Holt
Group Director of eCommerce
Jigsaw **NEW!**



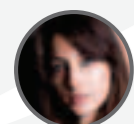
Jonathon Brown
CEO
M & M Direct



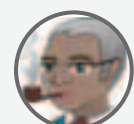
Matt Henton
Head of Ecommerce
Moss Bros **NEW!**



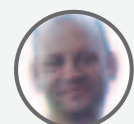
Ed Child
Head of Customer Data &
Media Effectiveness
Asda **NEW!**



Chloe Macintosh
Co-founder & CCO
Made.com **NEW!**



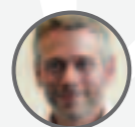
Steve Wind Mozley
SVP eCommerce
BBC Worldwide



Julian Baker
Cross Channel Marketing Director
White Stuff



Andy Murray
EMEA Digital Marketing Manager
Lenovo **NEW!**



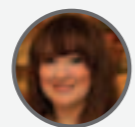
Elliott Pritchard
Chief Marketing Officer
Travel Republic **NEW!**



Mike Pitone
Sr. Manager, Product Management / UX
Urban Outfitters (USA) **NEW!**



Ward Van Duffel
VP, Direct to Consumer EMEA
LEGO (Germany) **NEW!**



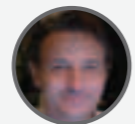
Helen Colclough
eCommerce Development Manager
River Island



Tess Tucker
International Marketing Director
Just-Eat Group **NEW!**



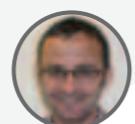
Dave Jennings
Head of eCommerce Development
JD Williams



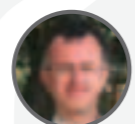
Marco Merkx
Global Head of eCommerce, Non Food
Metro Group (Germany) **NEW!**



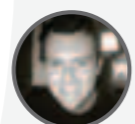
Maximilian Rofagha
Co-Founder & VP Strategy/Business
Development
DeinDeal (Switzerland) **NEW!**



David Kohn
Multichannel Director
Snow+Rock



Francis Nicholas
Group Head of eCommerce
Iglo Group **NEW!**



James Coughlan
Managing Director
HMV Digital



Craig Wheeler
eCommerce Director
Feelunique.com **NEW!**



Steve Webster
Head of eCommerce
Steinhoff UK **NEW!**



Regan Andrew
Head of eCommerce
Cineworld Cinemas



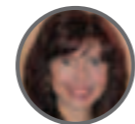
Antony Welfare
eCommerce Director
InnovationGiftShop.com **NEW!**



Justin Stenner
Head of Technology
Heathrow Express **NEW!**



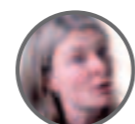
Alexandra Koukoulouian
eCommerce Director
Travel Republic (Italy) **NEW!**



Lisa Schuyler
Sr. Manager Global eCommerce
Overstock.com **NEW!**



Jose Nino
Director of eCommerce, Marketing &
Customer Acquisition
Perry Ellis International



Siobhan Fitzpatrick
Director of Multi Channel
Homebase **NEW!**



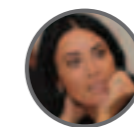
Ameer Chande
Managing Director, NutriCentre
Tesco **NEW!**



Sophie Litvinoff
eCommerce Manager
Temperley London **NEW!**



Jo Hickson
Group Head of Innovation & Strategic
Development
Home Retail Group **NEW!**



Zia Zareem-Slade
Customer Experience Director
Fortnum & Mason **NEW!**



Michael Paulson
CTO
The Co-operative Group **NEW!**



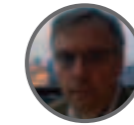
David Bell
eCommerce Professor, Wharton School,
University of Pennsylvania & Best-
Selling Author of Location Is (Still)
Everything **NEW!**



Richard Lim
Head of Retail Insight and Analytics
The British Retail Consortium
NEW!



Beth James
Head of eCommerce Product
Ticketmaster **NEW!**



David McQueen Johnston
VP of eCommerce
Tempur Sealy International **NEW!**



Alberto Billato
Group eCommerce Marketing Manager
DeLonghi Group **NEW!**



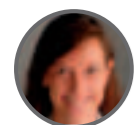











Andrew Shapin
Chief Executive
Long Tall Sally **NEW!**


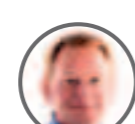



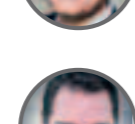
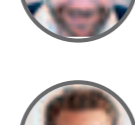
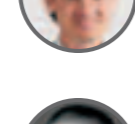





Cathy McCabe
CIO
Jaeger **NEW!**

Our Retailer Speakers Continued

-  **Stephen Green**
Head of Analytics and Optimisation
Majestic Wine **NEW!**
-  **Marcelo Wesseler**
SVP, eCommerce
Singapore Post **NEW!**
-  **Marieke Flament**
Senior Director EMEA
Hotels.com **NEW! !**
-  **Simon Andersen**
Head of International eCommerce
Marks & Spencer **NEW!**
-  **Nadine Sharara**
Head of eCommerce
Thomas Pink
-  **Will White**
Head of eCommerce
Whittard of Chelsea **NEW!**
-  **Sharon Lowrie**
eCommerce Director
Hobbs **NEW!**
-  **Kevin Cornils**
CEO
MyOptique Group **NEW!**
-  **Brian Kean**
CIO
Ulmart (Russia) **NEW!**
-  **Gordon Newman**
eCommerce Manager
Life Style Sports
-  **Rachel Sinton**
Digital Intelligence Manager
Argos **NEW!**
-  **Elliott Jacobs**
Head of Global eCommerce
Vertu **NEW!**

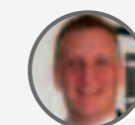



Industry Expert Speakers

-  **David Hsieh**
VP of Marketing
Instart Logic
-  **Jeremy Bedford**
VP EMEA
Sailthru
-  **Dan O'Sullivan**
VP Sales EMEA
Translations.com
-  **Michael Froment**
CEO & Co-Founder
TagCommander
-  **Georges Berzgal**
Managing Director Europe
Bronto
-  **Paul O'Donoghue**
VP, UK Enterprise Sales & Services
Yext
-  **Niklas Adalberth**
Deputy CEO and Co-founder
Klarna
-  **Alex Henry**
Client Solutions Director, EMEA
Monetate
-  **Laura Riches**
Senior Strategist
Qubit
-  **Andy McNab**
UK Managing Director
Rocket Fuel
-  **Chloe Harris**
Head of Innovation
wnDirect

-  **Michael Schirmmacher**
Director UK
BloomReach
-  **Carin Van Vuuren**
CMO
Usablenet
-  **S  verine Philardeau**
VP, Business Development & Partnerships
VoucherCodes.co.uk

Special Thanks To The eTail Europe Advisory Board

-  **Jonathon Brown**
CEO
M & M Direct
-  **Simon Forster**
Executive Director - Multichannel, Marketing & Supply Chain
Selfridges

-  **Pete Mitchley-Hughes**
General Manager eCommerce, Target Australia & Former Head of M&S.com Development
Marks & Spencer
-  **Sean McKee**
Head of Ecommerce and Customer Services
schuh
-  **Robin Phillips**
Director of Multi-Channel
Boots
-  **Jonathan Wall**
Group eCommerce Director
Shop Direct Group



“

Once again, you've raised the bar even higher on industry conferences. I've been attending eTail since 2000 - You've put me in touch with all the right people that have helped me grow every business I've touched since then. And somehow you always manage to make it even better every year. Can't wait for the next one!

Rose Hamilton
CMO & EVP
Pet360

“

eTail is never too big to feel like it's just a crowd having information thrown at them, but instead always has a great gathering of minds sharing valuable information - both at the official presentations, and in the social gatherings.

Bill Aicher
Chief Growth Officer
Musicnotes

“

Some of the most fulfilling parts of the eTail experience come from hearing truly unique ideas coming from a variety of industries. I'm able to leverage ideas from world class companies that I don't typically interact with, which helps to broaden my perspective and create better strategies for my business.

Greg Vilines
Sr. Product Manager
Search, AutoTrader.com



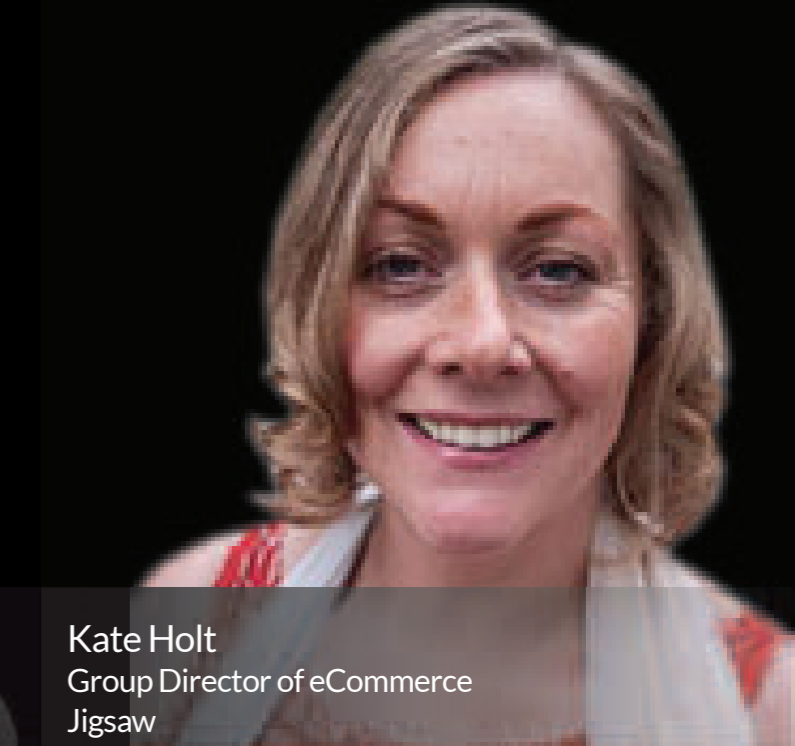
Robin Phillips
Director of Multi-Channel
Boots



Michael Durbridge
Director of Omni-Channel
B&Q

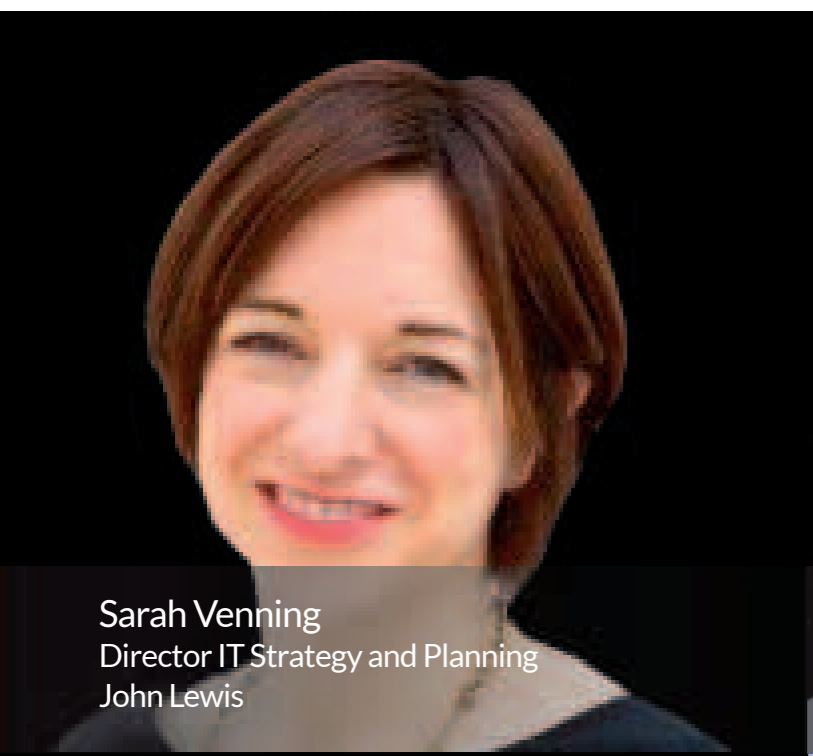


Matt Henton
Head of eCommerce
Moss Bros



Kate Holt
Group Director of eCommerce
Jigsaw

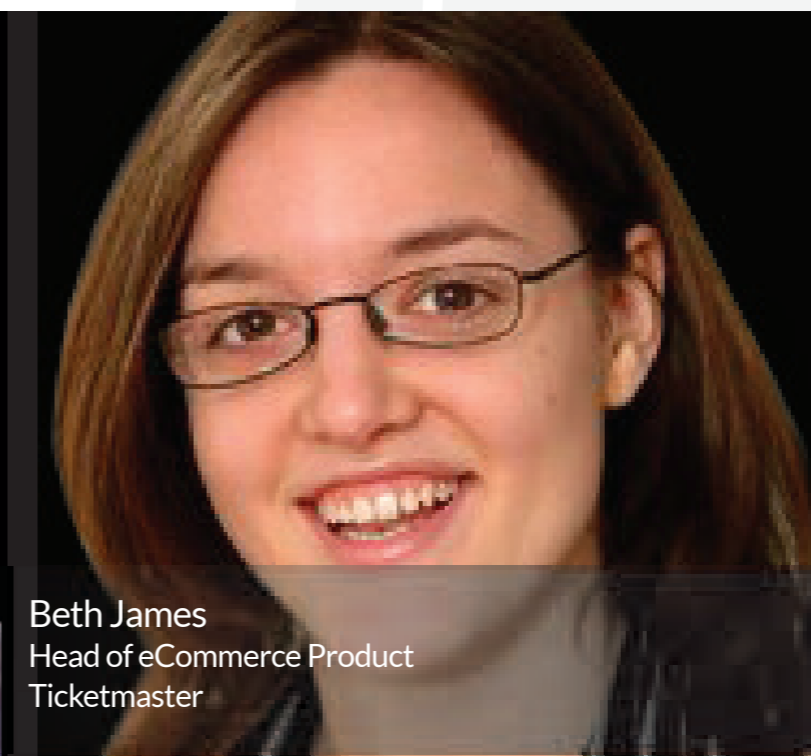
Be Inspired - Here's a Selection of Your 2015 Keynotes & Retail Leaders



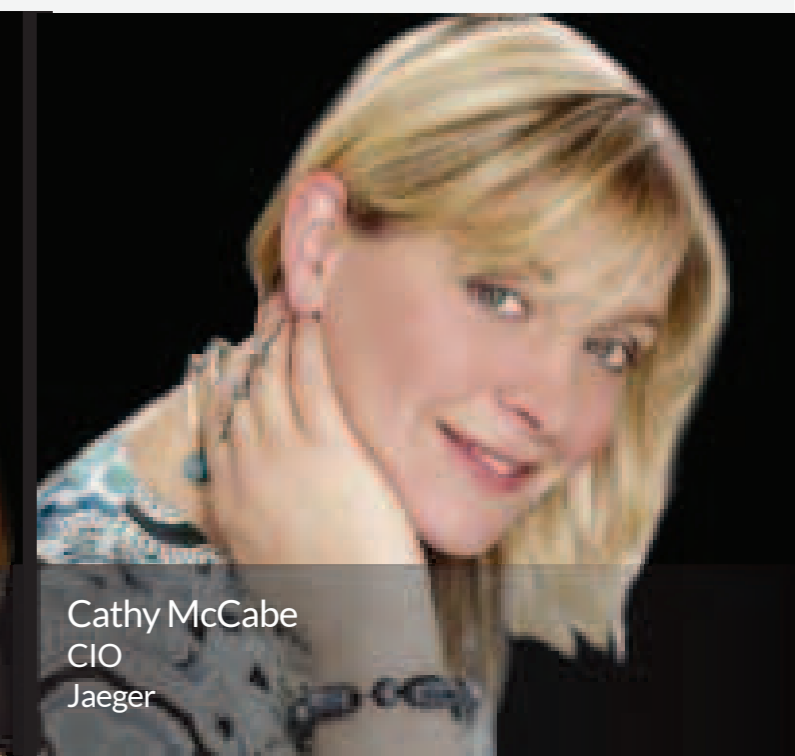
Sarah Venning
Director IT Strategy and Planning
John Lewis



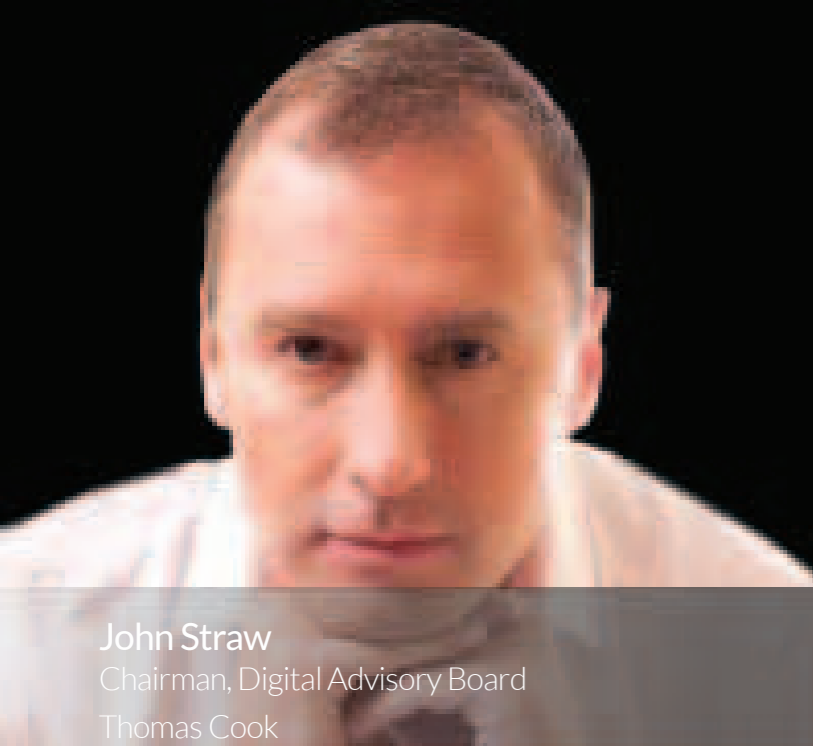
Siobhan Fitzpatrick
Director of Multi-Channel
Homebase



Beth James
Head of eCommerce Product
Ticketmaster



Cathy McCabe
CIO
Jaeger



John Straw
Chairman, Digital Advisory Board
Thomas Cook

Nadine Sharara
Head of eCommerce
Thomas Pink

Jo Hickson
Group Head of Innovation & Strategic Development
Home Retail Group

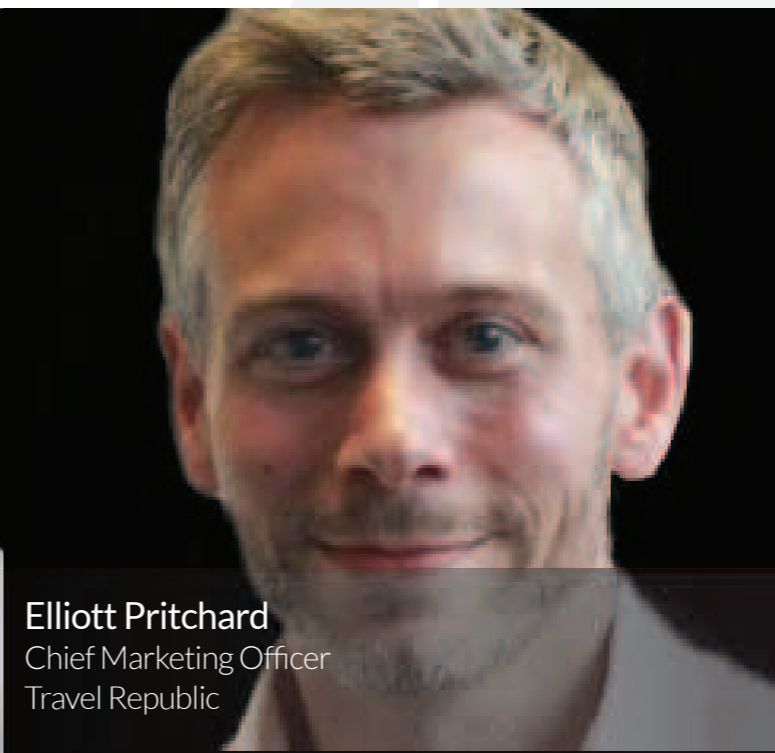
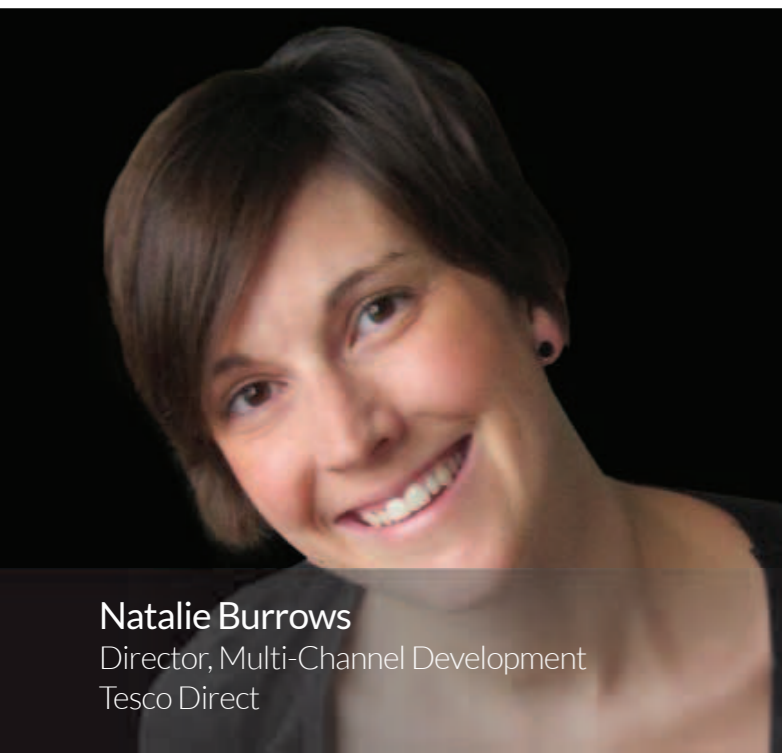
Ed Child
Head of Customer Data & Media Effectiveness
Asda

Be Inspired - Here's a Selection of Your 2015 Keynotes & Retail Leaders

”

The eTail conference is always a superb event.
The speakers are world class, and the content is
relevant and actionable

Brandon McGee, Head of Mobile Growth Marketing, Facebook



Natalie Burrows
Director, Multi-Channel Development
Tesco Direct

Jack Smith
Group Digital Director
New Look

Elliott Pritchard
Chief Marketing Officer
Travel Republic

Michael Paulson
CTO
The Co-operative Group

Agenda Highlights:

Reimagining Retail Day

Its time to get outside your retail comfort zone. High impact presentations that get to the meat of the subject, interactive panels that debate the hottest topics, and a rotating 'open mic' style roundtable with new hosts every 30 minutes. We didn't even mention the parties in the evening!

[Click here to view the full agenda for this day beginning on page 19](#) >>



Outside-In Vs. Inside-Out: Putting The Customer Journey Before Device Type To Deliver A Greater Customer Experience



Siobhan Fitzpatrick
Director of Multi Channel
Homebase

Your gut is already telling you that customer experience is the key to business success. Now you can prove it by tapping into the transformative power of managing from the outside in. An organisation like Homebase- or any retailer- must master the many disciplines of customer experience including strategy, customer understanding, design, measurement, governance, and culture in order to create a sustainable source of competitive advantage. With over 25 years of brand development & multichannel strategy behind her, Siobhan will delve into:

- How to recognise customer changes in-line with the evolution of our means of digital communication
- How to tackle leaps of expectation around convenience, choice, reliability and speed
- How to focus on brand consistency through effective internal collaboration
- How to move away from the belief that the organisation knows best as far as channel mix is concerned



Enhancing Product Discovery & Designing A Best In Class Checkout Process To Explode Your eCommerce Conversion Rate



Beth James
Head of eCommerce Product
Ticketmaster

The most forward-thinking online retailers are incorporating "guided discovery" processes that target specific items for a consumer based on user suggestions, to narrow down the purchase decision. Ticketmaster are seeing great success by creating this custom guidance, helping shoppers spend less time browsing and more time locating exactly what they need. Beth is responsible for this cutting-edge discovery, as well as creating a checkout process that maximises conversion. Here, Beth will share practical examples to implement in your own business:

- How to go from awareness to purchase as seamlessly and quickly as possible
- How to develop a technology-backed, data - driven consumer engagement strategy utilising algorithm based expert recommendations
- Overcoming cart abandonment by proving your customer with all the information they need at the final stage to make an informed, confident decision to purchase



Be Disrupted Or Be The Disruptor: Transform Your Entire Retail Journey To Be Personal, Digital & Highly Profitable



John Straw
Chairman, Digital Advisory Board
Thomas Cook

Becoming a digital business is no longer simply about how we incorporate technology into our organisations; it's about how we use technology to reinvent those organisations to get out in front of the dramatic changes that technology is creating. For large enterprises especially, the opportunity to shift from disrupted to disruptor cannot be overstated. How will organisations use the next three years to redefine their places in this new world? Learn to apply tactics based on John Straw's groundbreaking new role, where he is responsible for:

- Advising Thomas Cook Group's Board on leading-edge trends for online businesses, while being the conduit to identify and attract the brightest and best digital talent
- Facilitating strategic innovation and bringing significant differentiation to the Group's digital road map at this critical point of the company's evolution
- Embedding a 'high tech, high touch' ethos to drive profitable growth
- Recognising the potential of the travel and tourism industry to embrace the currently under-utilised opportunities of the evolving technological landscape

Agenda Highlights:

Day One, Track A: Innovation & Disruption

“eCommerce moves fast. But eTail moves faster.”

Learn how like-minded retailers are getting ahead of the game as they look to implement new technologies for the digital age. Our attendees love eTail's case study presentations because they tell it straight- Are the early rewards outweighing the risks?

[Click here to view the full summit agenda on page 19](#) >>



Embedding Multichannel Into A Complex Enterprise Technology Estate



Sarah Venning
Director IT Strategy and Planning
John Lewis

John Lewis is renowned for great customer service in its stores. As Director of IT Strategy and Planning, Sarah has to balance John Lewis' innovation with 50+ years of investment in existing IT infrastructure. Here Sarah explains how to capitalise on the opportunities offered by digital technologies to enrich customer experience, delight customers in store and embed the long-term omnichannel business model by:

- Rigorously selecting and investing in new technology that will improve both the front and back-end of the business
- Implementing a solution that provides a competitive advantage



Digital Success Story: Rewriting The Rules Of Revenue Collection Through Acceptance Of Contactless Payments At The Gate



Sebastien Losq
Head of Customer Technology
Transport For London

Customers on the tube and most of London transport can now travel using a contactless debit or credit card, part of a process that the capital's transport chiefs hope will eventually make other ticketing systems redundant. Sebastien was the project lead on this vast transformation- he'll discuss some of the impacts of the innovative redesign as well as share tips on how to avoid some of the pitfalls of an undertaking on this scale. Among these, he'll cover:

- The movement of payment processing to the back office
- The need for a robust security system that maintains customer confidence



How Digital Properties Act As The Tie-That-Binds Direct & Retail Into A Cohesive, Activated Shopping Experience



Mike Pitone
Sr. Manager, Product Management / UX
Urban Outfitters

Joining us from Philadelphia, USA, Mike is a whole-systems thinker and believer that form follows function- he recognises the value of stunning visual design and technical innovation, but not at the expense of delivering well-crafted functionality and a meaningful experience. Mike shares his lessons learned in:

- Developing non-standard KPI's to be more customer focused than goal-oriented in your measures
- The interplay between on-demand web-based information, native applications & in-store technology in changing the retail landscape on a daily basis

Agenda Highlights:

Day One, Track B: Data & Personalisation

“Because you never get a second chance to make a first impression.”

This Track's focus is not only on tangible take-aways from your peers, but retailers working together to solve their pain points. And you'll have data experts leading the discussions – bring your challenges and you'll get answers right away.

[Click here to view the full summit agenda on page 21](#) >>



Beyond Product Recommendations: Combining Segmentation With Content To Create A Personalised Experience



Nish Kukadia
CEO
Secretsales.com

As smartphone adoption grows at an unparalleled rate, brands that create the most interactive, personalised experiences for apps and overall mobile campaigns will capture consumer attention and secure a prominent place in consumers' everyday lives. Learn how Secretsales earned a place on the Sunday Times Tech Track 100 (the UK's fastest growing tech firms) by:

- Developing a segmentation strategy that focuses on improving customer retention, loyalty and lifetime value across all levels of the customer base
- Targeting customers with personalised recommendations across the mobile channel
- Understanding the demographic, preferences and intent of each unique visitor



Using Data To Understand Changes In Consumer Behaviour & Optimise Their Future Experience



Tony Rivenell
Head of OmniChannel
Waitrose

The data that you need for true customer insight is likely in many forms and contained in many disparate systems. In his role as Head Of Omnichannel, Tony is proactively using data to deliver a consistent & seamless customer proposition across all Waitrose channels. In this talk, you'll discover how to:

- Predict buyer behavior and use this insight to improve all aspects of your operations, including sales and inventory planning, marketing optimisation, fraud prevention and more
- Identify critical trends that can impact the products you sell and the channels used to sell them
- Overcome the steep learning curve that is presented by the complexity of analytics tools



Digital Success Story: Personalisation & On Open Customisation Without CRM



Kate Smyth
Director of eCommerce
The Dune Group

You never get a second chance to make a first impression. According to a 2013 study from Experian, personalised emails were shown to lift transaction rates and revenue per email six times higher than non-personalised emails. This session will show how Dune London leveraged two exciting products that allowed them to send personalised and localised emails for every customer using only their recent browse behaviour and data captured at the moment they open the email. Kate will give step-by-step takeaways that answer:

- Is it possible to create engaging, personalised emails if all you have is an email address?
- How can you globalise email?
- How can you appeal to customers who's previous purchase is something they won't buy again?

MONDAY 22ND JUNE, 2015

Agenda Highlights:

Day One, Track C: Multi-Device

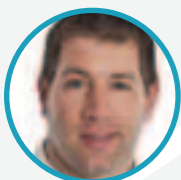
“Don’t Shrink, Rethink”

This summit marries hands-on testing and usability sessions, site redesign examples that have moved the needle for retailers and tactics to future proof your digital design. And did we mention you’ll get expert advice on how to balance your product roadmap? Too good to be true? Not at eTail.

[Click here to view the full summit agenda on page 23](#) >>



Site Speed Demystified: It’s Not As Hard As You Think To Speed Up Your Website



Stuart McMillan
Deputy Head of eCommerce
Schuh

Bottom line: slow websites are a poor user experience and can be bad for conversion. Improving site speed is rarely seen as the job of eCommerce teams and is the responsibility of the developers, which can often cause conflict. In a presentation designed for eCommerce people of any level, Stuart McMillan will lift the lid on site speed and give you some fundamental understanding of the subject. Stuart used to be a senior developer before moving in to eCommerce, and has worked closely with the development team in schuh to dramatically improve the site speed. You’ll come away with lots of ideas of how to improve your site. The session will cover:

- How websites load
- How you measure site speed
- What causes websites to be slow
- How can we speed them up?
- Some top tips!



Don’t Shrink, Rethink; Designing Mobile UX For 2016 And Beyond



Nathalie Gaveau
CEO & Founder
Shopcade.com

As the mobile channel matures and technologies develop, so too does the field of Mobile User Experience. Good UX is what separates successful apps from unsuccessful ones, and lets social shopping upstarts like Shopcade.com topple big brands by creating more compelling apps. Hear the most important Mobile takeaways from one of the Top 100 Women in Tech (Techcrunch; 2012):

- Prioritising and presenting core features from other channels that have special relevance in a mobile environment
- Ensuring that fundamental features and content are mobile optimised
- Offering relevant mobile-only functionality
- Arranging content into a logical structure to help users find information and complete tasks



Unlocking The Potential Of Second Screen Multi-Channel Merchandising: Providing A Seamless Customer Experience



Eddie Woffinden
Head of Digital Merchandising
QVC

Eddie heads up QVC UK’s digital merchandising operations including the TV channels QVC Beauty, QVC Extra and QVC Style, and all digital platforms, qvcuk.com and mobile apps. During his three years there, the company’s digital landscape has changed significantly with the re-platforming of its website, the launch of iPhone, Android and iPad apps as well as the launch of two new TV channels on the Sky and Freeview platforms. Here, Eddie will walk us through the challenges and opportunities that arise when the prime focus has traditionally been on TV and the presenters’ relationships with customers. How do you provide a seamless customer experience across different devices and touch points?

TUESDAY 23RD JUNE, 2015

Agenda Highlights:

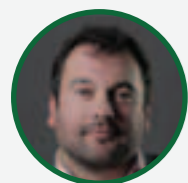
Main Conference Day One

The main conference days are not to be missed. Hear inside stories from the most iconic names in retail, all under one roof. You'll learn of big wins with big data and how to defend your spend across channels and devices. But before that, the UK's No.1 motivational speaker, Adrian Webster, will kickstart your day.

[Click here to view the full agenda for this day beginning on page 25](#) >>



Building The Virtual Relationship: Reworking & Replatforming Your Systems & Processes To Fully Connect With Customers In A Digital World



Michael Durbridge
Director of Omni Channel
B&Q

A recent Google survey reveals that 52% of consumers are less likely to engage with a business after a single bad digital experience. If a customer has to wait longer than a split second for a webpage to load, or if that site cannot deliver a rich multichannel experience, that customer could be lost forever. Already, many retailers are realising that their current platforms are no longer suited to their demanding digital customers' needs. Here Michael offers valuable insights into building B&Q's digital proposition and which critical factors need to be considered to ensure success.

- Knowing when the time is right to replatform
- Proactively determining the infrastructure required to deliver an amazing digital experience
- Getting ahead of market demands rather than trying to keep up
- Enhancing usability, responsiveness and agility while avoiding spreading your resources too thinly



Big Wins With Big Data: Building The Right Models To Create More Targeted Marketing Messages & Remain Relevant To Your Customer Base



Ed Child
Head of Customer Data & Media Effectiveness
Asda

The holy grail of Single Customer View continues to evolve and big data and visualisation provide two new hot topics of how to integrate. As an experienced data, insight and CRM professional, Ed's role is to develop Asda's SCV and maximise marketing ROI. Here he'll share his exclusive insight:

- Retail example of SCV evolution
- Understanding the pros and cons of big data – is it all hype?
- Opportunities presented by visualisation
- Lessons learned on how to capitalise and continue delivering from the SCV



From Concept To Creation: Developing An Agile Payments Strategy



Cathy McCabe
CIO
Jaeger

The retail payments sector is undergoing major change primarily due to the disruptive impact of mobile and tablet, with the next decade yielding a period of even faster change. As these new payment concepts and business structures continue to displace traditional cash and card, consumers, banks, merchants and regulators are realigning their visions and rethinking commercial models. Recognising these trends, Cathy shares her vision around the mobile centric customer experience:

- Tracking customer trends and inventory
- Boosting speed of checkout
- Converging mobile payments and wearable technology

Agenda Highlights:

Day One, Track A: Blurring Online & Offline

“What’s In-store?”

Instead of getting mad about digital disruption in-store, many retailers are getting even. For these trailblazers, this is creating a better connection between the brand and customer. So listen to their early approaches and take their lessons back to your workplace.

[Click here to view the full summit agenda on page 26](#) >>



Putting The Customer At The Centre Of The Product Development Process



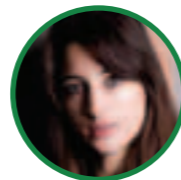
Kate Parkinson
Sr. Manager, Customer Experience &
E-Commerce Development
Debenhams

Fact: Being keenly attuned to client needs translates into major sales. Debenhams have mastered the art of proactively listening to customers then customising products for very specific segments. Every day, Kate is defining Debenhams’ digital customer experience strategy and transforming insights into action:

- Understanding the current customer journey across digital channels
- Co-ordinating user acceptance testing
- Developing a roadmap to deliver change
- Designing the future customer journey across key projects



Success Story: Try Before You Buy- Using Virtual Reality To Digitise Your Product Range



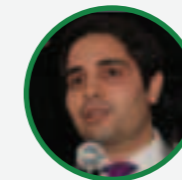
Chloe Macintosh
Co-founder & CCO
Made.com

There are no square footage constraints online. Retail space is endless. So coming up with ways to showcase a full catalogue was a big challenge for Made.com. Chloe and the team achieved this by incorporating digital in-store elements in ways that add value without adding gimmicks. Now customers are browsing the catalogue on full-scale virtual chairs and buy in store using iMacs. Top takeaways include:

- Use your store as an engagement tool, rather than a ‘hard-sell’ space
- Use your store as a testing ground, rather than a full showroom
- Make the most of instore POS to convert the sale on the spot



How Is Delivery Changing? Investigating Home Delivery, Collect Route Vs. Click & Collect



David Hathiramani
CEO & Co-Founder
A Suit That Fits

Where Should You Direct Your Energy & Resource?
As purchasing patterns shift, a battle is brewing over the fastest and most efficient way to get goods and services into the hands of consumers- 2015 is the year of The Delivery War. Small and nimble players like A Suit That Fits are leading the charge on package delivery with emerging technologies and new business models. Here David guides us through the emerging delivery trends and discusses the three essential elements of success:

- Cost-effective shipping
- Real-time tracking
- Cross-border logistics

Agenda Highlights:

Day One, Track B: International Expansion

“The world is all gates, all opportunities”

Retailers are rejecting a ‘one-size-fits all’ approach to international expansion, and are instead implementing smarter, agile options for cross-border trade. Now is the time to listen to the ten international ecommerce commandments!

[Click here to view the full agenda for this day beginning on page 27](#) >>



The 10 International eCommerce Commandments of Farfetch



David Lindsay
SVP Technology
Farfetch.com



Kelly Kowal
Global Growth
Director
Farfetch.com

As eCommerce sales skyrocket across the developing world, building an online presence is a low-risk way to test new markets or complement existing store footprints. David & Kelly are bringing together Farfetch’s international strategy and seeing that going global really is big business. Here they’ll share 10 real-world takeaways from their experiences opening up the International side of the company.

- First thing first, choose the right expansion model
- Design the optimal reporting structure
- Select the best technology
- Find trustworthy partners
- Tailor your digital marketing
- Enjoy the ride!



European Expansion: Successfully Aligning Infrastructure With Strategy & Logistics



Dave Elston
Head of eCommerce – Europe
C&J Clarks

Despite many large European retailers expanding to far-flung destinations, the UK and continental Europe remain the best commercial opportunity. Clarks have rejected a ‘one-size-fits all’ approach to international expansion, and are instead implementing smarter, agile options for cross-border trade. In his five years there, Dave has successfully launched 5 international websites for Clarks across Europe and is leading the charge to align online with new infrastructure and logistics. Hear his story on:

- How to select the right markets
- How to create payment and delivery strategy
- Going pure online vs. expanding your store presence
- Marketing nationally while facilitating locally



How Mobile Behaviour Changes Outside The UK And What This Means For Your Growth Plans



David McQueen Johnston
VP of eCommerce
Tempur Sealy International

Did you know that overseas online sales by British retailers will jump to 28 billion pounds by 2020? That’s seven times the amount that we see today. With mobile playing a huge role in this projected growth, the real challenge is how to build for international mobile users. What are their purchase preferences? With global responsibility for implementing Tempur Sealy’s eCommerce strategy, David can is well-qualified to answer this question. Join him for a deep-dive discussion on:

- The barriers to entry in cross-border retail
- The effects on IT & mobile payment infrastructure
- The complexity of managing multiple acquirer relationships and optimising processing fees on a per-transaction basis

Agenda Highlights:

Main Conference Day Two

The second main conference day charts the rise of the multi-device, multi-touchpoint super shopper. Intrigued? So are we... Hear major turnaround stories from Bally Group & HMV and marketing-centric panels in the afternoon. Then leave the building armed with a huge arsenal of actionable takeaways for 2015 and beyond.

[Click here to view the full agenda for this day beginning on page 30](#) >>



It's Not The Tech You Use, It's The Way You Use It: This Is The Real Digital Lesson



James Coughlan
Managing Director
HMV Digital

HMV is back with a bang and very much looking towards the future. HMV.com is finding the balance between entertainment and product promotion, creating an online hype generator that is driving footfall in the high street. Behind this resurgence is James Coughlan, who launched the fully responsive mobile site, app & desktop sites. James talks us through the recent success in promoting deeper engagement with customers both new and old.

- Encouraging retail staff to embrace online adoption
- Disrupting the in-store experience through tablets, new layouts & using it as a hub to test items that have been reserved online
- Linking online with in-store through click & collect



Major Turnaround Story: Electrifying The Brand Of A 163-Year-Old Retailer



Kirsty Garrish
Global eCommerce Director
Bally Group

Luxury Buyers are digital savvy- on average they own 3.1 connected devices. For Bally, this stat meant a complete branding rethink for the 21st Century to redefine, recreate and implement a completely new customer shopping experience. Hear the inside track on each challenge faced and overcome along the way:

- Creating a global solution, tailored for local markets
- Attributing all eCommerce sales to regional P&Ls
- Agreeing a global pricing and promotion strategy
- Overcoming the fear factor
- Learning the difference between 'translated' and 'transcreated'



Don't Replicate The In-Store Experience Online- Make It Better



David Kohn
Multichannel Director
Snow+Rock

According to Deloitte, time is the top factor that keeps people away from stores- from long lines to slow checkouts and too much traffic. If customers are turning to your website for a faster experience then you must ensure it works across devices and loads fast. David is a multichannel leader with a rare combination of board-level online and offline commercial experience- he can read between the lines of the online/offline world. Here David shares his advice on creating an online experience that exceeds expectations through:

- Eye catching displays
- Product detail
- Visual representation
- Product comparisons
- Customer assistance

Re-imagining Retail Day

MONDAY 22ND JUNE

08.00 Breakfast & Registration
(Benjamin Britton Lounge)

08.50 Chairperson's Opening
Remarks (Whittle Room)

Innovation & Disruption General Keynotes

09:00 Outside-In Vs. Inside-Out:
Putting The Customer
Journey Before Device
Type To Deliver A Greater
Customer Experience

Your gut is already telling you that customer experience is the key to business success. Now you can prove it by tapping into the transformative power of managing from the outside in. An organisation like Homebase- or any retailer- must master the many disciplines of customer experience including strategy, customer understanding, design, measurement, governance, and culture in order to create a sustainable source of competitive advantage. With over 25 years of brand development & multichannel strategy behind her, Siobhan will delve into:

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09:20

- How to focus on brand consistency through effective internal collaboration
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Siobhan Fitzpatrick
Director of Multi Channel
Homebase

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- Facilitating strategic innovation



09:40



10:00

- and bringing significant differentiation to the Group's digital road map at this critical point of the company's evolution
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John Straw
Chairman, Digital Advisory Board
Thomas Cook

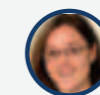
Is The Innovator's Dilemma Affecting Your Customers?

David Hsieh
VP of Marketing
Instart Logic

Enhancing Product Discovery & Designing A Best In Class Checkout Process To Explode Your eCommerce Conversion Rate

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Beth James
Head of eCommerce Product
Ticketmaster

Case Study From Criteo

An Executive from **Criteo**

**Morning Networking Break
(Benjamin Britton Lounge)**

**Track A: Innovation & Disruption Summit
(Whittle Room)**

11:20 Chairperson's Opening
Remarks

11:25 **Embedding Multichannel
Into A Complex Enterprise
Technology Estate**

John Lewis is renowned for great customer service in its stores.

As Director of IT Strategy and Planning, Sarah has to balance John Lewis' innovation with 50+ years of investment in existing IT infrastructure. Here Sarah explains how to capitalise on the opportunities offered by digital technologies to enrich customer experience, delight customers in store and embed the long-term omnichannel business model by:

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investing in new technology that will improve both the front and back-end of the business

- Implementing a solution that provides a competitive advantage

Sarah Venning

Director IT Strategy and Planning

John Lewis

Digital Success Story: Rewriting The Rules Of Revenue Collection Through Acceptance Of Contactless Payments At The Gate

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- The movement of payment processing to the back office
- The need for a robust security system that maintains customer confidence



Sebastien Losq

Head of Customer Technology
Transport For London

12:05

2X Innovation Spotlights

12:25

Multichannel ROI PANEL: Measuring Success Across Devices And Time

According to Google, over 90% of people switch between digital



1:05

devices in order to accomplish tasks. As shoppers bounce around, how do we pinpoint the origin of a retail sale and, crucially, convert it? Armed with increasingly sophisticated reporting metrics, learn how major retailers are tightening their grasp of understanding around traffic flow, click through rates, average order, attrition and more to:

- Defend the spend' allocated to each channel and device
- Quantify mobile's indirect impact & contribution to store & desktop purchases
- Create an organisational culture where digital makes the executive decisions vs. the traditional offline model
- Keep pace amidst threats from Amazon, Alibaba and other non- traditional competitors

Regan Andrew

Head of eCommerce

Cineworld Cinemas

Will White

Head of eCommerce

Whittard of Chelsea

Peter Williams

Chairman

Jaeger

An Executive from **Demandware**

Digital Success Story: Keeping Customers Happy; Planning For The Future Of WiFi And On-Board Entertainment On The Heathrow Express

To the extent that UK train companies offering on-board wifi is becoming the 'norm', Heathrow Express has identified the need to offer bigger and better services



1:25

Networking Lunch (Benjamin Britton Lounge)

2:40

How Digital Properties Act As The Tie-That-Binds Direct & Retail Into A Cohesive, Activated Shopping Experience

Joining us from Philadelphia, USA, Mike is a whole-systems thinker and believer that form follows function- he recognises the value of stunning visual design and technical innovation, but not at the expense of delivering well-crafted functionality and a meaningful experience. Mike shares his lessons learned in:

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Mike Pitone

Sr. Manager, Product Management / UX
Urban Outfitters

across their 15 trains and 3 stations. Justin project-led this technology rollout and will explain how to transform any organisation through:

- The need for technology to catch up with customer expectations of speed and reliability
- The frequency of enhancement to remain current as customer preference evolves
- The experimentation with optimum pricing models in these early days of connectivity

Justin Stenner

Head of Technology

Heathrow Express

3:00

Solutions Provider Case Study With Retail Client

An Executive from **Maxymiser**

3:20

Great People Doing Great Things: How To Establish A High Performing Digital Team To Foster An Innovative Culture

With the rise of digital, the tactics for meeting business goals and objectives have changed, so you need people in your team who are comfortable with being uncomfortable. Natalie believes that while digital tactics can be taught, it's more important to shift to a mindset of digital experimentation.

Learn how Natalie leads her team of 70+ to meet their goal of constantly improving Tesco's product offerings and service to their customers:

- Having a specific digital initiative and teaching staff to achieve it vs. throwing them into a project and having them work together to figure it out as they go
- Striving to find platforms where your audience is and focusing your efforts there
- Creating an atmosphere of collaboration amongst cross-functional teams



Natalie Burrows

Director, Multichannel Development

Tesco

3:40

Conversion Rate Optimisation- Turning Mobile Browsers Into Mobile Buyers

2015 is the year of the mobile.



This mobile revolution can have immense impact on e-retailers' businesses. Many e-retailers believe that consumers use mobile simply as a channel for marketing or research, and that consumers carry out actual purchases in physical stores. Klarna's view is that this is the case only because there have been no successful payment solutions, until now. People will buy with mobile – if we let them.

Niklas Adalberth
Deputy CEO and Co-founder
Klarna

4.00 Afternoon Networking Break (Benjamin Britton Lounge)

4:30 Exploring The Latest Development In Key Areas Of Digital Marketing To Engage Customers & Drive Traffic

The only constant is change. From technology trends to changing business models to evolving consumer behaviors, there's a lot to consider in order for today's marketers to really have a handle on what's important about what's next.

With 15 years of eCommerce marketing experience, hear Jose's take on the trends that matter and which techniques you should focus on when you get back to the office:

- Original video content
- Owned stories
- Mobile-first marketing
- Marketing in real-time
- Hyper-personalisation
- Positivity
- Visual marketing



- Visual influencers
- Marketing memes

Jose Nino
Director of E-Commerce,
Marketing & Customer Acquisition
Perry Ellis International

4:50 2X Innovation Spotlights

5.10 Attribution Modelling in 2016 & Beyond

Travel Republic saw the need for a granular and 360-degree view of customer purchasing habits generated from merging eCommerce tracking with other online traffic sources including display, search, mobile and more. Hear how Elliott gained a deep insight into high-value traffic sources by developed in-house attribution technology:

- Measuring campaign effectiveness in real-time
- Decoding complex algorithms that determine the weighting of each channel
- Making sense of current spend to drive future marketing investment decisions



Elliott Pritchard
Chief Marketing Officer
Travel Republic

Track B: Data & Personalisation Summit (Westminster Suite)

11:20 Chairperson's Opening Remarks

11:25 Beyond Product Recommendations: Combining Segmentation With Content To Create A Personalised Experience

As smartphone adoption grows

at an unparalleled rate, brands that create the most interactive, personalised experiences for apps and overall mobile campaigns will capture consumer attention and secure a prominent place in consumers' everyday lives. Learn how Secretsales earned a place on the Sunday Times Tech Track 100 (the UK's fastest growing tech firms) by:

- Developing a segmentation strategy that focuses on improving customer retention, loyalty and lifetime value across all levels of the customer base
- Targeting customers with personalised recommendations across the mobile channel
- Understanding the demographic, preferences and intent of each unique visitor



Nish Kukadia
CEO
Secretsales.com

11:45 Leveraging Tools & Technology That Enable Customers To Personalise Their Own Shopping Experience

According to a 2014 study from BloomReach, 31% of consumers said they would be more likely to make purchases if they were offered personalised experiences such as product recommendations or tailored content. And Steve Robinson believes that the digital footprint left behind by shoppers gives online players a significant lead in this personalisation process. Here he shares takeaways in:

- Creating "dream retail" by studying what your customers buy, don't buy and which products/pages they dwell on
- Fine-tuning the customer journey to optimise cart value and



12:05 The Data Difference: Next Generation Strategies From The Front-Lines Of The Omnichannel Revolution

conversion
Selecting technology providers that will meet and exceed your (and your customer's) expectations

Steve Robinson
CEO
ACHICA

- The data every brand needs to be collecting today
- The value of explicit and implicit signals
- Structuring for real-time success and long-term value
- How personalisation is being redefined
- The power of predictions



Jeremy Bedford
VP EMEA
Sailthru

12:25 Personalisation PANEL: Make A Broad Site More Relevant To A Large Group Of Customers

Personalisation has become all the rage. From design-your-own headphones to tailor-made vacations, the more personalised the product, the higher the value. But what happens when the onus shifts to the marketer to define what's preferred, important and of real value? Join our panelists who are all at the front line in redefining the "hows" of meaningful customer engagement in 2015 and beyond.

Key insights will include:

- Build dynamic context through location and real-time to deliver relevant content across web, social, mobile and more



- Scale 1-to-1 personalisation towards millions of customers, using data analytics that provide behavioral patterns for each customer
- Embrace the use of technology and automation in determining what is best for which customers and when

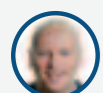
Julian Baker
Cross Channel Marketing Director
White Stuff



Marco Merckx
Global Head of eCommerce
Non Food, Metro Group (Germany)



Steve Webster
Head of eCommerce
Steinhoff UK



Andy McNab
UK Managing Director
Rocket Fuel

1:05

Using Data To Understand Changes In Consumer Behaviour & Optimise Their Future Experience

The data that you need for true customer insight is likely in many forms and contained in many disparate systems. In his role as Head Of Omnichannel, Tony is proactively using data to deliver a consistent & seamless customer proposition across all Waitrose channels. In this talk, you'll discover how to:

- Predict buyer behavior and use this insight to improve all aspects of your operations, including sales and inventory planning, marketing optimisation, fraud prevention and more



1:25

- Identify critical trends that can impact the products you sell and the channels used to sell them
- Overcome the steep learning curve that is presented by the complexity of analytics tools

Tony Rivenell
Head of OmniChannel
Waitrose

2:40

Networking Lunch (Benjamin Britton Lounge)

Going Beyond Multichannel: Reshaping Your Organisation, Supply Chain And Customer Experience To Enhance Your Brand

Many retailers view "multichannel" as a fulfillment strategy when really it is an experience strategy. Fulfillment is critical, but technology has redefined what convenient, consistent, personalised and value-compelling means to consumers. ShopDirect are realising that they can improve overall operating effectiveness and efficiency by integrating their offerings and focusing on customer needs & desires rather than just deploying technology or silo-specific channels. Jonathan will delve into:

- Using customer experience in your favour
- Taking a strategic approach to building satisfaction
- Responding to customer pressure on brands to offer free delivery



Jonathan Wall
Group E-Commerce Director
ShopDirect

3:00



Study From TagCommander

Michael Froment
CEO & Co-Founder
TagCommander

3:20

Digital Success Story: Personalisation & On Open Customisation Without CRM

You never get a second chance to make a first impression. According to a 2013 study from Experian, personalised emails were shown to lift transaction rates and revenue per email six times higher than non-personalised emails. This session will show how Dune London leveraged two exciting products that allowed them to send personalised and localised emails for every customer using only their recent browse behaviour and data captured at the moment they open the email. Kate will give step-by-step takeaways that answer:

- Is it possible to create engaging, personalised emails if all you have is an email address?
- How can you globalise email?
- How can you appeal to customers who's previous purchase is something they won't buy again?



Kate Smyth
Director of eCommerce
The Dune Group

3:40

The Commerce Marketing Tactical Board: Helping You Light Up The Revenue Scoreboard

It's a competitive field out there, with retailers going head-to-head for increasingly sophisticated and

educated consumers. Do you have a winning approach to commerce marketing? Just as a football team has set-pieces for every situation from attacking corner kick to defensive formations, you need to be prepared for the many ways you can now interact with shoppers in an omni-channel world. You need a commerce marketing tactical board. In this session, Georges Berzgal, Managing Director – Europe, of Bronto Software will talk about how to confidently tackle your commerce marketing plans and will highlight some of the ways you can take your new ideas from the practice field into the marketplace to ensure championship-level commerce marketing. Attendees will walk away with:

- An understanding of the tools and technologies available for successful commerce marketing
- The ability to identify gaps and opportunities in your commerce landscape
- Specific examples of how to quantify your results



Georges Berzgal
Managing Director Europe
Bronto

4.00

Afternoon Networking Break (Benjamin Britton Lounge)

4:30

Establishing A Data Warehouse As A Source Of In-House Personalisation

With today's massive amount of clickstream and transactional data dwarfing in size the data captured from just a few years ago, data warehousing is now of critical importance. Hear how Max's team



built a warehouse from the ground up, including data collection, reporting, visualisation and mining in order to aid decision making processes. Max delves into:

- How to create visibility of data from all channels in one place to gain sales insights per product and per customer
- How to develop a robust dashboard & assign responsibility for data gathering

Maximilian Rofagha
Co-Founder & VP Strategy/
Business Development
DeinDeal

4.50

The Power of Personalisation: Getting Started, Top Tips and Best Practice with Monetate

Join Monetate as we give an inside view on the power of advanced personalisation, content optimisation and segmentation and how it positively impacts online KPIs and customer experience. See how leading retailers have put personalisation into practice as well as our top tips and best practices for getting started this year.



Alex Henry
Client Solutions Director, EMEA
Monetate

5.10

Groundbreaking Data Strategy: How To Collaborate With Partners To Monetise Customer Insights & Analytics

According to Internet Retailer, two thirds of retailers outsource eCommerce analytics to third parties. But only the right technology partner can support your digital growth. Here N Brown



Group explain how they worked with third parties to 'put their data to work' by:

- Segmenting audience to gain insights into how shoppers use web/apps differently
- Implementing behavioral reports and flow visualisation to see how users take action, pause or disappear
- Identifying and engaging new, highly valuable users

Paul Kendrick
International Director
N Brown Group PLC (JD Williams & Company)

Track C: Multi-Device Summit (St. James Suite)

11:20 Chairperson's Opening Remarks

11:25 Future-Proofing The Design Of Digital To Manage The Constant Stream Of New Devices Coming Onto The Market

Hear the inside story on how one of the most well-known and historic brands on the UK High Street builds its online proposition and plans its digital future. One of Robin's key daily questions is, "How can Boots overcome device specific functionality hurdles in the short term, while creating a seamless, scalable and efficient experience in the long term?" Here Robin will share lessons learned in:

- Levelling the functionality and usability of web presence across all channels and devices to create true flexibility and control
- Merging shoppers' physical and digital worlds to bring an online data-driven strategy to storefronts



11:45

Site Speed Demystified: It's Not As Hard As You Think To Speed Up Your Website

Bottom line: slow websites are a poor user experience and can be bad for conversion. Improving site speed is rarely seen as the job of eCommerce teams and is the responsibility of the developers, which can often cause conflict. In a presentation designed for eCommerce people of any level, Stuart McMillan will lift the lid on site speed and give you some fundamental understanding of the subject. Stuart used to be a senior developer before moving in to eCommerce, and has worked closely with the development team in schuh to dramatically improve the site speed. You'll come away with lots of ideas of how to improve your site. The session will cover:

- How websites load
- How you measure site speed
- What causes websites to be slow
- How can we speed them up?
- Some top tips!



12:05

Identifying User Trends That Will Improve The Experience And Drive Usage Of Your Mobile Experience

Stuart McMillan
Deputy Head of eCommerce
Schuh

- Inspiring marketing, trading, operational, data, change, and systems experts to share a common vision of the future

Robin Phillips
Director of Multi-Channel
Boots



12:25

PANEL: Product Roadmap; Day To Day Vs. Future Innovation

Amidst the seismic shift in digital commerce, the very best companies are prioritising their time and resources on 3-5 Year investments vs. 1 Year investments vs. foundational core, immediate activities. Have your most pressing questions answered by our expert panelists:

- Which projects and technologies are front of mind/immediate in 2015? And which are on the back-burner but still of importance?
- How can the customer be brought into the planning process for new products?
- What is the role of innovation labs/centres of excellence and how can they help companies focus on bigger ticket items 3-5 years down the road?
- Which teams are involved in putting together the product roadmap and who sees it and uses it once it is completed?

The average consumer spends more than 3 hours per day engaged in content on their mobile phone. Over 60% of mobile users now use their mobile phone as their primary or exclusive source to access the Internet. Understanding what consumer trends are driving mobile usage today, and how to incorporate these trends into your mobile site or app is no easy task. This session will review some of the relevant trends and outline how organisations can use UX best practices to build an engaging and successful experience that shoppers will love.

Carin Van Vuuren
CMO
Usablenet



Jo Hickson
Group Head of Innovation & Strategic Development
Home Retail Group



Xavier de Lecaros-Aquise
COO & Co-Founder
Girl Meets Dress



Becky Moffat
Head of Digital Experience
Boots UK



Francis Nicholas
Group Head of eCommerce
Iglo Group



Neil Roberts
Head of Digital
Eurostar

1:05

Don't Shrink, Rethink; Designing Mobile UX For 2016 And Beyond

As the mobile channel matures and technologies develop, so too does the field of Mobile User Experience.

Good UX is what separates successful apps from unsuccessful ones, and lets social shopping upstarts like Shopcade.com topple big brands by creating more compelling apps.

Hear the most important Mobile takeaways from one of the Top 100 Women in Tech (Techcrunch; 2012):

- Prioritising and presenting core features from other channels that have special relevance in a mobile environment
- Ensuring that fundamental features and content are mobile optimised
- Offering relevant mobile-only functionality
- Arranging content into a logical structure to help users find information and complete tasks



Nathalie Gaveau
CEO & Founder
Shopcade.com

1:25

Networking Lunch (Benjamin Britton Lounge)

2:40

How To Harness Competitive Advantage By Understanding The Relationship Between Consumers, Devices and Channels

Exponential technology advances, greater consumer power and increased competition leave every retailer at risk of being left behind. With over four years experience in maximising digital opportunities at Thomas Pink, Nadine shares her story of how the winners are acting now to build a strategic advantage that will leave counterparts wondering what happened. Nadine will share her insights on:

- Tracking device usage
- Analysing behaviour
- Developing a single customer view
- Creating a true cross channel customer experience



Nadine Sharara
Head of eCommerce
Thomas Pink

3:00

Case Study From Adyen

An Executive from **Adyen**

3:20

Unlocking The Potential Of Second Screen Multi-Channel Merchandising: Providing A Seamless Customer Experience

Eddie heads up QVC UK's digital merchandising operations including the TV channels QVC



3:40

Case Study from OrderDynamics

An Executive From **OrderDynamics**

4:00

Afternoon Networking Break (Benjamin Britton Lounge)

4:30

Increasing Acquisition Through The Mobile Channel

The nature of the mobile medium requires marketers to shift their thinking beyond traditional reach and frequency tactics towards sustained interactions. Fitting the device into the lifestyle of the customer, deploying features based on their intent and striking a balance between the online/offline is now the key remit. Here you will how to:

- Rethink mobile KPIs outside of traditional traffic, revenue & conversion measures
- Weigh these new KPIs based on form factor and measure them accurately



5.10

- Improve your mobile experience to reduce cart abandonment & increase site speed
- Optimise for long term mobile engagement rather than optimise for short term revenue

Jack Smith
Group Digital Director
New Look

Don't Obsess About The Last Mile And Profitability Will Follow

With almost £1bn of annual sales last year, Ulmart is the largest online retailer in Russia and No. 25 in Internet Retailer's "Learn about the Europe 500" 2014 Europe Top 500. Brian Kean is here to prove that "the Godfather", Jeff Bezos of Amazon, does not know everything. Due to Russian transport infrastructure, reliance on last-mile delivery is simply not a profit-creating option in Russia, despite being an Amazon obsession. Brian explains the benefits of operating an innovative hybrid model which allows customer access to Ulmart's fulfillment centres. You'll also learn why its so important not to over-promise and under-fulfill, as well as gain a first person insight into Ulmart's predictable, transparent, purchasing methodology (PTP).



Brian Kean
CIO
Ulmart (Russia)

5.30

eTail Europe Reimagining Retail Party

6:30

Close Of eTail Europe Day One

Multi-Channel Day One

TUESDAY 23RD JUNE

08.00 Breakfast & Registration
(Benjamin Britton Lounge)

08.50 Chairperson's Opening
Remarks (Whittle Room)

Multi-Channel Keynotes

09:00 Building The Virtual
Relationship: Reworking
& Replatforming Your
Systems & Processes
To Fully Connect With
Customers In A Digital
World

A recent Google survey reveals that 52% of consumers are less likely to engage with a business after a single bad digital experience. If a customer has to wait longer than a split second for a webpage to load, or if that site cannot deliver a rich multichannel experience, that customer could be lost forever. Already, many retailers are realising that their current platforms are no longer suited to their demanding digital customers' needs. Here Michael offers valuable insights into building B&Q's digital proposition and which critical factors need to be considered to ensure success.

- Knowing when the time is right to replatform
- Proactively determining the infrastructure required to deliver an amazing digital experience



09:20

- Getting ahead of market demands rather than trying to keep up
- Enhancing usability, responsiveness and agility while avoiding spreading your resources to thinly

Michael Durbridge
Director of Omni Channel
B&Q

Big Wins With Big Data:
Building The Right Models
To Create More Targeted
Marketing Messages &
Remain Relevant To Your
Customer Base

The holy grail of Single Customer View continues to evolve and big data and visualisation provide two new hot topics of how to integrate. As an experienced data, insight and CRM professional, Ed's role is to develop Asda's SCV and maximise marketing ROI. Here he'll share his exclusive insight:

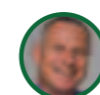
- Retail example of SCV evolution
- Understanding the pros and cons of big data – is it all hype?
- Opportunities presented by visualisation
- Lessons learned on how to capitalise and continue delivering from the SCV



Ed Child
Head of Customer Data & Media
Effectiveness
Asda

09:40 Leveraging Big Data for
Optimal Omnichannel
Investment

Your customers have mobilised but mobile isn't justifying its investment through mobile conversions. eTailers are struggling with where and how much to invest. Instinctively, you know mobile is driving discovery across channels, but it's challenging to prove its ROI. This brief session will help you understand how to measure mobile impact and improve mobile relevance using expertise and technology to successfully meet your omnichannel ROI goals



Michael Schirrmacher
Director UK
BloomReach

10:00 PANEL: Monetise Multi-
Channel By Laser-Focusing
The Experience On
Revenue Generation

Where Is The ROI in Multi-
Channel Investment?

The channel-savvy, highly mobile, multidevice-happy consumer has created a new playing field for retailers. Today, the effectiveness of digital marketing strategy is increasingly measured in terms of its relevance to the intent and changing preferences of consumers across channels and touchpoints—at both macro and micro levels of granularity. As the practice of multichannel attribution gains popularity and attains a certain level of maturity, companies will be able to deliver the right message, via the right channel, at the right time to a larger audience, as well as make accurate investment decisions across desktop, mobile, tablet and instore. Join our panelists who are all at the front line in measuring ROI

in the digital era. Key questions that will be answered include:

- With the decline in in-store footfall, how do brick and mortars make up for lost revenue opportunities?
- Should attribution be measured in direct, last action or multichannel terms?
- How much credit should be attributed to each consumer interaction across channels, and on what basis?
- How can businesses accurately measure and interpret their 'raw' customer data?



Jon Asbury
Multichannel Director
GO Outdoors



Alison Conway
Global eCommerce Director
Belstaff



Kate Holt
Group Director of eCommerce
Jigsaw



Dave Jennings
Head of eCommerce Development
JD Williams



Séverine Philardeau
VP, Business Development &
Partnerships
Vouchercodes.co.uk

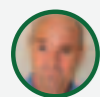
10:40 Morning Networking Break
(Benjamin Britton Lounge)

11:20 Polar Bear Pirates And
Their Quest To Engage The
Sleepwalkers

Drawing on his vast amount of practical experience as a motivator, high performance team builder, leadership, behavioural change and customer service expert, Adrian will take you on a roller coaster ride as he brings to life a whole new world of motivational

characters that everyone can instantly identify with, take away and put to good use. Hear Adrian's unique perspectives on:

- **Everyday people being extraordinary and together making a difference**
- **Creating high performance environments**
- **Exceptional customer service through putting customers at the heart of everything you do**
- **Maintaining an edge over the competition**



Adrian Webster

International Best-Selling Author & Motivational Speaker

11:40 **Using Data To Put Your Customer At The Heart Of Your Omnichannel Strategy**

As more purchases become web-influenced, the days of building a website with a three to five year shelf life are over. The process of evolving your customer touch points to keep up with consumer expectations has to be at the heart of your strategy. It's about having the agility to keep up with changing digital and consumer trends and the flexibility to match customer expectations, no matter which device they're on or how many times they've purchased. This talk will take you through how to create an ecommerce strategy that delivers seamless customer experience any time, anywhere.



Laura Riches

Senior Strategist
Qubit

12:00 **From Concept To Creation: Developing An Agile Payments Strategy**

The retail payments sector is undergoing major change primarily due to the disruptive impact of mobile and tablet, with the next decade yielding a period of even faster change. As these new payment concepts and business structures continue to displace traditional cash and card, consumers, banks, merchants and regulators are realigning their visions and rethinking commercial models. Recognising these trends, Cathy shares her vision around the mobile centric customer experience:

- **Tracking customer trends and inventory**
- **Boosting speed of checkout**
- **Converging mobile payments and wearable technology**

Cathy McCabe

CIO

Jaeger



12:20 **PANEL: A Fork In The Digital Road; Restructure Your Organisation To Be More Efficient, Agile & Customer Centric**

Where Does Digital Fit In Your Company Structure? How Do IT, Marketing & Data Fit Together?

Digital is everywhere. So companies are asking how digital fits into their business model and the best way to organise to unlock the possibilities. But discussions about digital should not stop at whether to hire a chief digital officer, recruit a digitally savvy director or create a separate digital team. Hear from four companies who are building a shared vocabulary among the key players in their organisations to

restructure and transform for the future.

- **Ride the storm of digital forces affecting your business model**
- **Piece together the jigsaw of eCommerce growth, the promise of big data, the rise of mobile, the influence of social media and the new reality of cyber security**
- **Find internal agreement on priorities and plans**
- **Make decisions by looking through the eyes of the business, channel and customer**
- **Overcome legacy challenges**
- **Boost efficiency by automating formerly manual processes**



Jerome Hiquet

CMO

Tough Mudder



Martin Newman

CEO

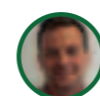
Practicology



Craig Wheeler

eCommerce Director

Feelunique.com



David Williams

Director of Online

DECKERS EMEA

1:00 **Case Study From Demandware**

An Executive from Demandware

1:20 **Delivery- What's Next? Creating New Mechanisms To Meet Ever-Changing Customer Expectations**

Delivery all comes down to being faster, cheaper and more convenient. Nobody understands this better than Maxim, who is leading the logistics change up

at Wayfair & seeing the formerly well-defined borders between eetailing and logistics dissolve. Doing a better job on peak volume and resolving bottlenecks are top priorities, and the time is now to take action. Here Maxim will delve into:

- **The inevitability of 'same-day' and what this means for you**
- **Supply chain diagnosis to move from offline centered to true multi channel logistics**
- **Consumer surveys on relevance and willingness to pay for new solutions**
- **Competitive benchmarking of supply chains to see where your gaps lie**



Maxim Romain

General Manager, Europe

Wayfair

1:40 **Networking Lunch (Benjamin Britton Lounge)**

Track A: Blurring Online & Offline (Whittle Room)

2:40 **Chairperson's Opening Remarks**

2:45 **What's In-store? Disrupting The Brick & Mortar Experience With Mobile & Tablet**

Instead of being 'victimised' by digital disruption in-store, many retailers are designing a welcoming place. For LEGO, this is creating a better connection between the brand and customer. By putting technology in the hands of the store associate, using virtual reality and more, Ward will open the LEGO playbook and explain how to:



- Add an upswing in overall sales volume
- Grow repeat buyers
- Raise in-store traffic
- Create a seamless POS checkout
- See an improvement in brand awareness

Ward Van Duffel

VP, Direct to Consumer EMEA
LEGO (Germany)

3:05

Putting The Customer At The Centre Of The Product Development Process

Fact: Being keenly attuned to client needs translates into major sales. Debenhams have mastered the art of proactively listening to customers then customising products for very specific segments. Every day, Kate is defining Debenhams' digital customer experience strategy and transforming insights into action:

- Understanding the current customer journey across digital channels
- Co-ordinating user acceptance testing
- Developing a roadmap to deliver change
- Designing the future customer journey across key projects



Kate Parkinson

Sr. Manager, Customer Experience & E-Commerce Development
Debenhams

3:25

Strong Digital Presence Is The Key To Getting Found

With the explosion of mobile and an increasingly fragmented local search ecosystem, how do you ensure that your business is the one that gets found? More people than ever are looking for



Paul O'Donoghue

Vice President, UK Enterprise Sales & Services
Yext

3:45

Success Story: Try Before You Buy- Using Virtual Reality To Digitise Your Product Range

There are no square footage constraints online. Retail space is endless. So coming up with ways to showcase a full catalogue was a big challenge for Made.com. Chloe and the team achieved this by incorporating digital in-store elements in ways that add value without adding gimmicks. Now customers are browsing the catalogue on full-scale virtual chairs and buy in store using iMacs. Top takeaways include:

- Use your store as an engagement tool, rather than a 'hard-sell' space
- Use your store as a testing ground, rather than a full showroom
- Make the most of instore POS to convert the sale on the spot

Chloe Macintosh



business information online, so it's crucial that businesses become the authoritative source of their geodata to eliminate inaccurate listing information and improve searchability. In this session, Yext's Paul O'Donoghue shares insights and real use-case stories that demonstrate why marketers need to invest in a centralised, scalable solution for strengthening their digital presence in order to optimise for local search behavior, improve customer reach, and get more people through their front door.

4:05

Afternoon Networking Break

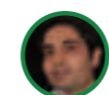
4:35

How Is Delivery Changing? Investigating Home Delivery, Collect Route Vs. Click & Collect

Where Should You Direct Your Energy & Resource?

As purchasing patterns shift, a battle is brewing over the fastest and most efficient way to get goods and services into the hands of consumers- 2015 is the year of The Delivery War. Small and nimble players like A Suit That Fits are leading the charge on package delivery with emerging technologies and new business models. Here David guides us through the emerging delivery trends and discusses the three essential elements of success:

- cost-effective shipping
- real-time tracking
- cross-border logistics



David Hathiramani

CEO & Co-Founder
A Suit That Fits

4:55

2X Innovation Spotlights

5:15

Build Vs. Buy: Creating An Environment That Allows You To Be More Flexible, Test Things At A Much Easier Rate & Lower Cost

No two eCommerce businesses are alike. And that's why it's important to weigh the odds to determine what's best for your business. For some, creating your own online presence in-house and from the

Co-founder & CCO
Made.com

ground up is the way to do it. But for others, a new environment means investing in a proven package and customising the solution. With 11 stores in the UK, 2 in the US, 7 in Canada and 4 in Germany, Andrew desides the 'how' of building a technology ready, responsive, nimble eCommerce environment across Long Tall Sally's business. In his case study, he'll share practical advice covering:

- How to effectively move from 1 test a year to 100+ a year
- How to use experimentation to drive results from your testing programme
- How to bring the customer to the heart of your business through UX Labs
- Case studies of successful tests



Andrew Shapin

Chief Executive
Long Tall Sally

Track B: International Expansion (Westminster Suite)

2:40

Chairperson's Opening Remarks



Dan O'Sullivan

Vice President, Sales EMEA
Translations.com

2:45

The 10 International eCommerce Commandments of Farfetch

As eCommerce sales skyrocket across the developing world, building an online presence is a low-risk way to test new markets or complement existing store footprints. David & Kelly are bringing together Farfetch's

international strategy and seeing that going global really is big business.

Here they'll share 10 real-world takeaways from their experiences opening up the International side of the company.

- First thing first, choose the right expansion model
- Design the optimal reporting structure
- Select the best technology
- Find trustworthy partners
- Tailor your digital marketing
- Enjoy the ride!



David Lindsay
SVP Technology
Farfetch.com



Kelly Kowal
Global Growth Director
Farfetch.com

3:05

European Expansion: Successfully Aligning Infrastructure With Strategy & Logistics

Despite many large European retailers expanding to far-flung destinations, the UK and continental Europe remain the best commercial opportunity. Clarks have rejected a 'one-size-fits all' approach to international expansion, and are instead implementing smarter, agile options for cross-border trade. In his five years there, Dave has successfully launched 5 international websites for Clarks across Europe and is leading the charge to align online with new infrastructure and logistics. Hear his story on:

- How to select the right markets
- How to create payment and delivery strategy



3:25

- Going pure online vs. expanding your store presence
- Marketing nationally while facilitating locally

Dave Elston
Head of eCommerce – Europe
C&J Clarks

MotionPoint Success Story: International eCommerce Lessons Learned

Executives from leading British retailers share the international online marketing lessons they have learned. Insights will include why they chose to target new markets with their websites, what surprised them the most, and the advice they have for companies looking to reach an international audience online.



Sharon Lowrie
eCommerce Director
Hobbs



Helen Colclough
eCommerce Development Manager
River Island

3:45

Content Marketing As The New Sales Copy For Driving International Demand

Content marketing has been around for a long time. But creating content that is relevant to international customers is whole new story. Different languages and diverse cultural backgrounds, not to mention varying market maturity, are uniquely 21st century challenges. For the last two years, Robin has been trying to understand global reader behavior at The Economist- here he gives his take on what that really means for your business:

- Breaking the language barrier
- Striking a chord using images and video



4:05

- Outsourcing vs. In-house content creation

Robin Raven
VP Product, Digital Solutions
The Economist

Afternoon Networking Break

4:35

The Next Frontier: Analysing Asia's True Potential And Its' Online Market Challenges

eCommerce in South East Asia is going from strength to strength as more people get connected and use their phones to buy goods online. With a \$249m investment from Alibaba in 2014, Singapore Post is riding the crest of this wave of change. Here Marcelo looks through the online lens and explains how expansion into developing markets will help you to reach new growth targets. Key themes include:

- Build it and they will come
- Overcoming infrastructure impediment
- Adjusting products, prices and ads
- Getting hesitant shoppers onboard early



Marcelo Wesseler
SVP, eCommerce
Singapore Post

4:55

wnCollect – Introducing A Global PUDO Network, Giving Your Customers Control & Convenience

wnDirect is making PUDO (pick up and drop off) available worldwide, allowing customers to pick up parcels themselves at a time and place convenient to them. wnDirect have the IT resource, global infrastructure and partner



5:15

relationships to make a truly international PUDO network possible.

Chloe Harris
Head of Innovation
wnDirect

How Mobile Behaviour Changes Outside The UK And What This Means For Your Growth Plans

Did you know that overseas online sales by British retailers will jump to 28 billion pounds by 2020? That's seven times the amount that we see today. With mobile playing a huge role in this projected growth, the real challenge is how to build for international mobile users. What are their purchase preferences? With global responsibility for implementing Tempur Sealy's eCommerce strategy, David can is well-qualified to answer this question. Join him for a deep-dive discussion on:

- The barriers to entry in cross-border retail
- The effects on IT & mobile payment infrastructure
- The complexity of managing multiple acquirer relationships and optimising processing fees on a per-transaction basis

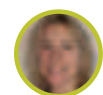


David McQueen Johnston
VP of eCommerce
Tempur Sealy International

Track C: eCommerce 2.0 (St. James Suite)

2:40 **Chairperson's Opening Remarks**

2:45 **Driving Continuous Change In Large Scale Global Organisations**



3:05

Focusing On Experimentation, A/B Testing & UX Planning. How Can You Do More For Less? And Where Are The Quickest Wins To Increase Conversion? During an uncertain economy, it is more crucial than ever for online customers to find what they want and have a satisfying shopping experience. To this end, testing is critical in making sure that web site optimisation is not two steps forward and one step back. With twenty years of digital experience, Myra knows first hand how testing and targeting essentially empowers users to vote with their clicks, giving you a winning design and user interface. Here Myra share her quickest wins to up your conversion.

Myra Hunt
Digital Director
British Council

Increase Your Website Conversion Rate Right Now

eCommerce in South East Asia is going from strength to strength as more people get connected and use their phones to buy goods online. With a \$249m investment from Alibaba in 2014, Singapore Post is riding the crest of this wave of change. Here Marcelo looks through the online lens and explains how expansion into developing markets will help you to reach new growth targets. Key themes include:

- Build it and they will come
- Overcoming infrastructure impediment
- Adjusting products, prices and ads
- Getting hesitant shoppers onboard early



Jamey Maki
VP- Direct to Consumer
GolfSmith

3:25

Case Study From Adobe

An Executive From **Adobe**

3:45

Identifying Customers At Different Stages Of Their Shopping Journey Using The Retail Sales Monitor

Why worry about getting twice as many people to visit your site, when it's easier to double the number of sales from the people already visiting? Bringing a fresh perspective from his work in the USA & Canada, Jamey's big picture goal is to prevent nobody from buying, allowing 100% of the people who want to buy to do so, and he'll share his successes so far right here:

- Make The User's Life Easy
- Be Clear, Open and Honest
- Don't Waste Time
- Help The User Trust You
- Be Memorable
- Know Your USP



Richard Lim
Head of Retail Insight and Analytics
The British Retail Consortium

4:05

Afternoon Networking Break

4:35

The eircom Story: Rethinking Digital Within The Telecom Environment

The sooner a company acts to develop a digital corporate culture, the quicker it will be in a position to compete in this fast-paced, digitised, multichannel world. But make no mistake- this

is a large-scale change that takes years and cuts across strategies, people, processes and technology. Richard is a passionate believer in digital change, transforming his sales & service channels to embrace digital. In his talk, he shares his vision & pinpoints some quick wins on the path to digital enlightenment:

- How to influence formal levers of change including leadership policies, role definitions and people processes
- How to influence informal levers of change such as key behaviors, role models and networks
- How to focus on the customer experience irrespective of channel



Richard George
Director of Online
eircom Group

“eTail Europe is a must-attend event for anyone in eCommerce. The openness amongst peers regarding techniques, data and knowledge is invaluable”

Glen Richardson, **Fruugo**



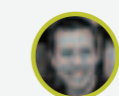
4:55

2X Innovation Spotlights

5:15

Top Tips For Successful Digital Transformation

Today's digital landscape calls for the Chief Digital Officer (CDO) to be a "jack of all trades", responding to the market in real-time while seamlessly aligning the agendas of their digital team, board of directors, and middle management. In this role, Arif is charting the course of Booker Group's digital journey, which began back in 1999. Here Arif will provide his 35,000ft perspective on how Booker's traditional business model is handling the transition to digital, changing entire frameworks and shifting the mindset of the entire group.



Arif Harbott
Chief Digital Officer
Booker Group

5:35

eTail Europe Summer Party

6:35

Close Of eTail Europe Multi-Channel Day One

Multi-Channel Day Two

WEDNESDAY 24TH JUNE

08.00 Breakfast & Registration
(Benjamin Britton Lounge)

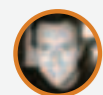
08.50 Chairperson's Opening
Remarks (Whittle Room)

Multi-Channel Keynotes

09:00 It's Not The Tech You Use,
It's The Way You Use It:
This Is The Real Digital
Lesson

HMV is back with a bang and very much looking towards the future. HMV.com is finding the balance between entertainment and product promotion, creating an online hype generator that is driving footfall in the high street. Behind this resurgence is James Coughlan, who launched the fully responsive mobile site, app & desktop sites. James talks us through the recent success in promoting deeper engagement with customers both new and old.

- Encouraging retail staff to embrace online adoption
- Disrupting the in-store experience through tablets, new layouts & using it as a hub to test items that have been reserved online
- Linking online with in-store through click & collect



James Coughlan
Managing Director
HMV Digital

9:20 Digital Success Story:
Disrupting One Of The
Last Remaining Traditional
Retail Categories-
Prescription Glasses

The online market for prescription eyewear is underdeveloped throughout Europe, despite having substantial growth potential. In this talk, Kevin explores how MyOptique is revolutionising online spectacle sales through investment in in-house laboratories and innovations such as the first ever virtual mirror. He covers:

- How to provide a highly localised and improved experience for cross-border customers
- How to look outwards as well as internally for great sources of innovation



Kevin Cornils
CEO
MyOptique Group

09:40 Case Study From Global-E
An Executive from Global-E

10:00 Major Turnaround Story:
Electrifying The Brand Of A
163-Year-Old Retailer

Luxury Buyers are digital savvy- on average they own 3.1 connected devices. For Bally, this stat meant a complete branding rethink for the 21st Century to redefine, recreate and implement a completely new customer shopping experience.

Hear the inside track on each challenge faced and overcome along the way:

- Creating a global solution, tailored for local markets
- Attributing all eCommerce sales to regional P&Ls
- Agreeing a global pricing and promotion strategy
- Overcoming the fear factor
- Learning the difference between 'translated' and 'transcreated'



Kirsty Garrish
Global eCommerce Director
Bally Group

10:20 Digital Success Story From
GO Outdoors & Apptus



Jon Asbury
Multichannel Director
GO Outdoors

10:40 Morning Networking Break
(Benjamin Britton Lounge)

Track A: Blurring Online & Offline (Whittle Room)

11:05 Chairperson's Opening
Remarks

11:10 PANEL: Should Marketers
Shift Offline Budgets To
Digital Marketing?

Research and opinions in favour of digital marketing are pretty clear: Invest marketing and advertising budgets in web and mobile or face the consequences of failure. That's a bold statement, but is it really true? Our experts explain how budgets can be split in proportion with ROI in the short term and long term- marketing that is immediately sales driven as well as considerate of customer lifetime

value across each channel over time. With a diverse background in fashion, media, food and travel, our panelists each have a unique way of justifying their marketing allocation- here they find common ground and offer their best practical advice for 2016 and beyond:

- Answer on a case by case basis rather than the blanket statement of 'go more digital'
- Take a data driven approach to budget vs. a cost cutting approach
- Integrate online/offline with personalisation techniques and measure the outcome



Jonathon Brown
CEO
M & M Direct



Marieke Flament
Senior Director EMEA
Hotels.com



Xavier de Lecaros-Aquise
COO & Co-Founder
Girl Meets Dress



Tess Tucker
International Marketing Director
Just-Eat Group



Steve Wind Mozley
SVP eCommerce
BBC Worldwide
An Executive from
Vouchercodes.co.uk

11:50 Don't Replicate The
In-Store Experience
Online- Make It Better

According to Deloitte, time is the top factor that keeps people away from stores- from long lines to slow checkouts and too much traffic. If customers are turning to your website for a faster experience then you must ensure



it works across devices and loads fast. David is a multichannel leader with a rare combination of board-level online and offline commercial experience- he can read between the lines of the online/offline world. Here David shares his advice on creating an online experience that exceeds expectations through:

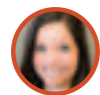
- Eye catching displays
- Product detail
- Visual representation
- Product comparisons
- Customer assistance

David Kohn
Multichannel Director
Snow+Rock

12:10 The Rise Of The Multi-Device, Multi-Touchpoint Super Shopper

European shoppers are embracing an ever increasing range of new devices and touchpoints as part of their overall shopping experience. To succeed, retailers must understand how their customers are researching and buying across all touchpoints and how this will evolve. Using Forrester's retail segmentation and forecasts, this session will address:

- What role does digital play throughout the customer lifecycle and how does its influence go beyond online sales?
- What differences are there in consumer shopping behavior across markets?
- What are the key trends that are influencing European retail and how are leading retailers responding?



Michelle Beeson
Analyst, eBusiness & Channel Strategy
Forrester Research

12:30 2X Innovation Spotlights

Track B: Digital Marketing 2.0 (Westminster Suite)

11:05 Chairperson's Opening Remarks

11:10 PANEL: The Marketing Of Tomorrow, Today: What You Need To Know About Programmatic Buying

Programmatic buying is the use of maths to improve results. It helps bring order to marketing inventory and audience fragmentation. It enables marketers to consolidate customer interactions across multiple channels into a single dashboard, and then use that dashboard to develop a single, overarching strategy about how to best engage (and continue the conversation) with those audiences. Andy & Jose are early adopters of the technology, and share the challenges & early returns from their respective programmes:

- Changing the way you think about buying media
- Cutting out complex ad-operation tasks to ensure more efficient transactions
- Capitalising on "now moments" through real time advertising
- Capturing the right elements from a big data set and making them work together



Andy Murray
EMEA Digital Marketing Manager
Lenovo



Jose Nino
Director of E-Commerce, Marketing & Customer Acquisition
Perry Ellis International

11:50 The Rise Of Social Commerce And Its Role In The Online Journey

The Growing Importance Of Reviews, Social Logins & Twitter/Facebook Buy Button

Socialising is the primary reason that most people choose to participate in social media networks. Shopping is secondary. Yet still brands hold the misconception that a presence on Facebook is enough to attract paying customers. InnovationGiftShop.com are in a period of testing & learning in order to monetise social media. Hear Antony's take on the most common pitfalls to avoid and the low-hanging fruit that you can take back to the office next week:

- Choose the social network that is right for you
- Include customer reviews, and be transparent
- Optimise your website for social sharing with the addition of strategically placed social buttons
- Make social a coherent part of your overall marketing strategy



Antony Welfare
eCommerce Director
InnovationGiftShop.com

12:10 Raising The Bar In High Impact, Mobile-First Email Marketing To Boost Read Rates And Calls To Action

The number one smartphone app is the clock. In close second is mobile email. However, email marketing hasn't yet caught up with the mobile revolution. Drawing on his six years of ebusiness experience at Nestle, Cyril will guide you through this revolution and help you navigate the path

towards scalable, fluid or responsive email. He'll place focus on:

- Earning subscribers trust through timing and frequency
- Giving real thought to subject line
- Ensuring a large and completely obvious call to action
- Including high-res images and video



Cyril Lamblard
Head of eBusiness & Digital Marketing
Nestle Nespresso

12:30 2X Innovation Spotlights

12:50 Networking Lunch (Benjamin Britton Lounge)

2:05 Behind The Numbers: Embracing Customer Centricity In A World Of Big Data

All of us have access to more data now than any other retailers in history. Our sites track millions of page views, add-to-carts and store look-ups. Every day we receive automated reports about opens, click-throughs, conversions and dozens of other KPIs. But despite access to this rich data, we can often lose focus on the humans whose individual actions are summarised in the numbers. In this talk, David talks about finding the right balance of analysis and emotion to design best-in-class customer experience:

- Methods to understand your customers better
- Manual customer segmentation vs. rocket science automated algorithms



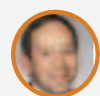
- The impact of cross-channel behaviours on conversion-based KPIs

David Schwarz
SVP eCommerce & Multichannel,
Non Food
Carrefour (France)

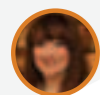
2:25

Culture Change PANEL: Developing A Strong Digital Identity To Build Lasting Customer Relationships

It takes time to develop a digital corporate culture; the sooner a company acts, the quicker it will be in a position to compete in this fast-paced, digitised world. Many companies are taking practical steps to embed a new way of thinking and new behaviors into business operations, even at the scale of a large retail chain. Our panelists are embracing this digitisation path and will share their ideas of how best to tackle the transition process from analog to digital.



Thilo Bendler
VP
Otto Group (Germany)



Helen Colclough
eCommerce Development
Manager
River Island



Matt Henton
Head of eCommerce
Moss Bros

3:05

Location Is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One

Conventional wisdom holds that the internet makes the world flat and reduces friction by erasing the impact of the physical world on our buying habits. But Wharton professor and marketing expert David Bell argues that the way we use the internet is still largely shaped by the physical world we inhabit. Hear David's take on how the presence of stores nearby and local sales taxes, among other factors, play a critical role in our decision making when it comes to buying online.



David Bell
eCommerce Professor,
Wharton School, **University of
Pennsylvania** & Best-Selling
Author of Location Is (Still)
Everything

3:25

15 Takeaways In 15 Minutes: What Key Lessons From eTail Europe Can You Immediately Apply In The Office?

3:40

Close Of eTail Europe 2015

“

For me, on-stage presentations and networking opportunities give me the knowledge and connections I need to plan the work that will bring great new experiences for our customers. eTail Europe is an unmissable opportunity to engage with my peer group as we learn about the insight and challenges that will help us succeed in internet retailing.”

Nick Lansley, Head of Open Innovation, **Tesco**



AM Sessions

Monday June 22nd: Reimagining Retail Roundtables

Join our 'open mic' interactive roundtable discussion throughout Monday for the best conversations you'll have all year! Every 30 minutes, we'll tackle a new topic with a new retail host.

10:30

Meaning More
To Customers
By Activating
Technology Enabled
Communities



Sophie Fenwick-Paul
Digital Strategy Advisor to
The Co-operative Group



Michael Paulson
CTO
The Co-operative Group

11:00

Developing
A Successful
International
Expansion
Strategy



Simon Andersen
Head of International
eCommerce
Marks & Spencer



Elliott Jacobs
Head of Global eCommerce
Vertu

11:30

Winning
The Board's
Buy-in For IT
Investments



Kelly Hussey
Head of eCommerce
Beyond Retro



Rob Jones
Head of eCommerce
Anthropologie Europe



12:00

HQ/Local Branch
Communication
Challenges
Within A
Multinational
Organisation



Alberto Billato
Group eCommerce Marketing Manager
DeLonghi Group

1:00

European
eCommerce Returns:
Best Practice In
Logistics, Policy &
Service Level



Lisa Schuyler
Sr. Manager Global eCommerce
Overstock.com

12:30

Measuring
Success Across
Multi-channel
Retail By
Rethinking
Traditional KPIs



Andrew Towers
Fmr. Head of Product
Development
thetrainline.com



Gordon Newman
eCommerce Manager
Life Style Sports

PM
Sessions

Monday June 22nd: Reimagining Retail Roundtables

Join our 'open mic' interactive roundtable discussion throughout Monday for the best conversations you'll have all year! Every 30 minutes, we'll tackle a new topic with a new retail host.

3:00

Balancing The
Day To Day Vs.
Focussing On Future
Innovation



Sophie Litvinoff
eCommerce Manager
Temperley London

3:30

Tackling Customer
Leaps Of
Expectation Around
Convenience,
Reliability And
Speed



Stephen Green
Head of Analytics and Optimisation
Majestic Wine

4:00

The Wickes
Way: The Need
To Knows For
Your Website
Relaunch



Lee Faetz
eCommerce Director
Wickes

4:30

Crafting A Unified
Cross Channel
Customer
Experience
For 2016 And
Beyond



Amee Chande
Managing Director, NutriCentre
Tesco



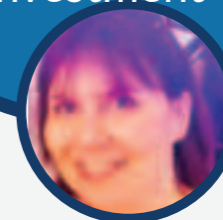
Zia Zareem-Slade
Customer Experience Director
Fortnum & Mason

5:00

Determining
If A Separate
Tablet App Is
Worth The
Investment



Alexandra Koukoulou
eCommerce Director
Travel Republic (Italy)



Rachel Sinton
Digital Intelligence
Manager
Argos

eTail Europe brings together the most innovative eCommerce retailers in Europe and focuses on the latest digital trends in the digital commerce space. The array of content and the speakers' variety are really inspirational and make you think more broadly about digital in general and how to stay abreast of the game. It's a great conference and worth attending year on year.

Violaine Muras, **Avenue 32**

Let Us Give You The Solutions To Succeed

Identifying the right technologies for your business is critical. eTail is your opportunity to connect with leading technology solutions will help increase your bottom line. Our 'Solutions Zone' is your one-stop-shop of eCommerce technology. Whether your goal is to increase customer loyalty, increase engagement or improve your search ability, we'll make sure you that we bring together only the most relevant and innovative solution providers for you to meet and evaluate.ence.

Socialise While You Test Out Solutions

With charging stations, cocktail bars and retailer networking sessions, you could spend the entire day lounging and networking. With free wifi, you can check in on the office as much as you need. You can also take part in group meet-up sessions and consultative meet ups to find solutions for challenges impacting retailers today.

Our Customised Approach Means Sponsoring eTail Makes Sense For Your Business

The eTail team is here to ensure that you meet your sales and marketing goals, all year round. By creating targeted strategies and a multi-channel marketing plan for your business to ensure you reach your potential prospects, we make sure you get real return on your marketing investment. Here's how we're different: First, unlike other events, eTail has a dedicated audience development team, with the sole focus to get the right people that you want to meet. Second, eTail attendees have real decision making power, and by profiling our attendees (and sharing this with you), we'll make sure you meet the retailers that want to meet you. And third, where other conferences outsource staff, we make sure the people you do business with are the people that deliver the event. We'll make sure you get a sponsoring experience like no other event.



Meet Our Premier Solution Zone Sponsors

Be sure to take a moment and visit the Premier Sponsors at their respective booths, and learn about targeted solutions that you can implement today!



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Sponsorship Director
eTail Europe 2015 Team

Phone: 646-200-7478

Email: CSilverman@wbresearch.com

Our Sponsors & Exhibitors

Adobe **Adobe Marketing Cloud**

Adobe Marketing Cloud is the most comprehensive and integrated marketing solution available, enabling marketers to measure, personalise, and optimise marketing campaigns and digital experiences for optimal marketing performance. With its complete set of solutions, including Adobe Analytics, Adobe Target, Adobe Social, Adobe Experience Manager, Adobe Media Optimizer, and Adobe Campaign, as well as real-time dashboards and a collaborative interface, marketers are able to combine data, insights and digital content to deliver the optimal brand experience to their customers.



Adyen

Adyen is a global payment company leading the way in defining a new generation of payment services. Built from the ground up on cutting-edge technology, its global payment platform enables businesses to accept payments from anywhere in the world using the same technical platform and administrative back office interface. It supports all relevant sales channels, including online, mobile and Point-of-Sale (POS), and can process 224 different payment methods and 187 transaction currencies used across six continents.



Apptus

Apptus specialise in the management and presentation of customer experiences, providing the tools required by online retailers to

merchandise products, promotions and content to maximise sales and customer life-time value. At its heart, eSales is a relevance engine, determining each customer's shopping intent from analysis of their online behaviour, and tailoring in real-time product assortments and promotional content accordingly. This results in unparalleled personalisation of each customer's visit, across all aspects of their journey, including search, categories, navigation, recommendations and promotions. Apptus are market leaders for self-learning personalisation solution in Scandinavia, and have clients in Germany and the UK. Amongst their clients are world renowned brands such as Ikea, H&M and E-Plus Gruppe.



BloomReach

BloomReach, the world's first Big Data Marketing Application for search, maximizes

revenues by making relevant products and services easier to find, capturing new users, and creating better experiences. BloomReach's signature technology, the Web Relevance Engine, interprets content on over a billion web pages daily and dynamically adapts websites to capture existing demand and enhance consumer happiness leading to an average increase of 94% in natural non-branded traffic. BloomReach's portfolio of 80+ customers span the retail, travel, education, financial, and listings industries and include companies like: Neiman Marcus, Guess, Yahoo!, BlueFly, Orbitz, Drugstore.com, and Williams-Sonoma. BloomReach is headquartered in Mountain View, CA and is backed by investment firms Bain Capital Ventures, NEA, and Lightspeed Ventures. Learn more: www.bloomreach.com.



Bronto Software

Bronto Software provides a cloud-based marketing platform for retailers to drive revenue through their email, mobile and social campaigns. Bronto is the number one ranked email marketing provider to the Internet Retailer Top 1000. The

platform is used by over 1300 brands worldwide, including Armani Exchange, Tom Ford, Direct Golf, and NotOnTheHighStreet. The company is headquartered in Durham, NC, with additional offices in New York, Los Angeles, London and Sydney. For more information, visit bronto.co.uk.



ClickTale

ClickTale, the enterprise leader in Digital Customer Experience, enables businesses to maximize revenues by optimizing the way people experience the Web and Mobile. ClickTale's comprehensive solution features the industry's most innovative heatmap technology, playback of individual-user browsing sessions and Customer Experience Consultants dedicated to your success. A subscription-based SaaS solution, ClickTale effortlessly integrates with web analytics, testing tools and any infrastructure to reveal how users really interact with your site. ClickTale creates revenue-winning customer experiences for over 100,000 businesses worldwide, including a large number of Fortune 500 companies. We are committed to making the digital world more enjoyable for people and more lucrative for businesses. For more info: www.clicktale.com.



Criteo

Criteo is a global leader in digital performance advertising, working with over 5,000 companies around the world. Criteo has over 800 employees in offices across the U.S., Europe and Asia serving more than 40 countries



Demandware

Demandware, the category defining leader of enterprise cloud commerce solutions, empowers the world's leading retailers to continuously innovate in our complex, consumer-driven world. Demandware's open cloud platform provides unique benefits including seamless innovation, the LINK ecosystem of integrated best-of-breed partners, and community insight to optimize customer experiences. These advantages enable Demandware customers to lead their markets and grow faster. For more information, visit <http://www.demandware.com>, call +44 (0) 203 481 1076 or e-mail info@demandware.co.uk



Instart Logic

Instart Logic accelerates cloud application delivery for the world's most performance-obsessed organisations. Its unique software-defined application delivery technology solves performance challenges inherent in wireless connections and makes content delivery networks (CDNs) obsolete. Using Instart Logic, organisations can provide ultra-fast, visually immersive experiences on any device to maximize revenue, deliver superior customer experiences and gain competitive advantage. Learn more at <http://instartlogic.com> or follow us on Twitter at @InstartLogic.



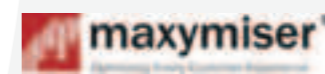
Klarna

Klarna was founded in Stockholm in 2005 with the idea to simplify buying. Today, we are one of Europe's fastest growing companies. In 2014 we joined forces with SOFORT and formed Klarna Group, the leading European payment provider. Klarna Group has more than 1200 employees and is active on 18 markets. We serve 35 million consumers and work with 50 000 merchants. Our goal is to become the world's favourite way to buy.



Kount

Boost Sales, Beat Fraud with Kount. Kount helps online businesses boost sales by reducing fraud and allowing them to accept more orders. Our all-in-one, SaaS platform is designed for companies operating in card-not-present environments, simplifying fraud detection and dramatically improving bottom line profitability. Merchants using Kount can accept more orders from more people in more places than ever before. For each transaction, Kount's decisioning engine analyzes hundreds of relevant variables and activity across the globe in real-time providing the most accurate fraud prediction available. While reducing the risk of fraudulent activity, Kount's intuitive business intelligence tools help merchants increase revenue opportunities in the future, thus boosting sales while reducing fraud. Kount is a single, turnkey fraud solution that is easy-to-implement and easy-to-use. Kount's proprietary technology has reviewed hundreds of millions of transactions and provides maximum protection for some of the world's best-known brands. For more information about Kount, please visit www.kount.com



Maxymiser

Maxymiser empowers brands to transform every digital interaction into seamless, relevant and engaging customer experiences with its cloud-based testing, personalisation and cross-channel optimisation solutions. Known for serving billions of individual experiences across every device, Maxymiser leverages customer data to dramatically boost engagement and revenue, while also driving long-term business value. Combined with a team of vertically focused digital experts, Maxymiser's Customer Experience Optimisation suite quickly delivers measurable results to every client through A/B and multivariate testing, segmentation, behavioural targeting and product recommendations for the web, mobile, social and email. Maxymiser works with some of the world's most iconic brands, including easyJet, HSBC, House of Fraser, Channel 4, Paddy Power, Carphone Warehouse and Admiral. Founded in 2006, Maxymiser is headquartered in New York City with offices in Chicago, Edinburgh, Dnipropetrovsk, Dusseldorf, London, Munich and San Francisco.



Monetate

Monetate powers multi-channel personalisation for the world's best retail brands. The Monetate Platform empowers marketers to create, deliver and measure personalised marketing campaigns across touchpoints at scale.

The Monetate Platform is built for speed, with an easy to learn interface that allows marketers to build personalised experiences for their customers, quickly. Monetate customers grow faster by being faster. The proof? Monetate customers grow revenue 39% faster than their peers. Founded in 2008, Monetate influences billions of dollars in revenue every year for the world's leading brands. Hundreds of world-class companies like QVC, Office Depot, Boohoo, Boden and Jack Wills use Monetate to grow revenue by boosting their conversion rates through multi-channel personalisation on the web, mobile, and email.



MotionPoint

MotionPoint Corporation's proprietary technology platform makes it easier for companies to penetrate new markets domestically and internationally. MotionPoint translates and localises client websites, drives traffic to those sites and optimises user experiences in each target market. Its solution delivers the business impact, scalability and quality that propel world-class brands.

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Oracle

Modern Marketers choose Oracle Marketing Cloud to build customer obsessed cultures, create and manage ideal customers, and power revenue performance. They transform marketing by truly knowing the customer, engaging with cross-channel marketing, and achieving data driven accountability. Integrated information from cross-channel, content, and social marketing with data management and activation along with hundreds of app and data partners enables them to target, engage, convert, analyse, and use award-winning marketing technology and expertise to deliver personalised customer experiences at every interaction. Visit oracle.com/marketingcloud.



OrderDynamics Services

OrderDynamics Services provides global retailers with a single source for expertise, technology and operational support. We have a proven track record for delivering, managing and innovating multi-channel commerce platforms for major international brands and retailers including Clarins, Asda Direct, House of Fraser and Jimmy Choo. Our world-class team has delivered sites for over 30 brands with more than 100 sites across 30 markets. Learn more at www.orderdynamics.com



OSF

OSF has been helping global retailers achieve their international, omnichannel and commerce optimisation goals for more than a decade. With extended experience in cloud technology and technology integrations, OSF takes care of the whole ecommerce ecosystem, helping retailers choose, implement and customise the right solutions in different ecommerce related areas CRM, CMS, mobile solutions and private clouds. With offices around the world, OSF capably supports its clients' needs in different geographies. Please visit www.osf-global.com to book an informal meeting, and learn why retailers like L'Oréal, Browns Shoes and Gracious Home have chosen OSF as their trusted partner.



Qubit

Qubit provides the ultimate solution for the 21st century marketer. Our platform can tell whether your website visitors are confused, frustrated, looking for a discount or just not ready to buy yet. After understanding the visitors' behavior, the Qubit platform lets you create and deliver personalized content to improve their experience and drive conversions. The Qubit platform enables all of this without changing a single line of code on the site or needing you to constantly bother your development team. Qubit was founded in 2010 by four ex-Googleers, Graham Cooke, Ian McCaig, Daniel Shellard and Emre Baran. We have a rapidly expanding team of 60 software engineers, statisticians, data architects, seasoned analysts and forward thinking marketers. Our clients include John Lewis, Arcadia Group, BBC, Staples, Blackberry, The Telegraph and Low Cost Holidays.



Rocket Fuel

Rocket Fuel delivers a leading programmatic media-buying platform at Big Data scale that harnesses the power of artificial intelligence to improve marketing ROI in digital media across web, mobile, video, and social channels. Rocket Fuel currently operates in more than 20 offices worldwide and trades on the NASDAQ under the ticker symbol **IFUEL**. For more information, please visit <http://www.rocketfuel.com>



Sailthru

Sailthru, a leading edge provider of automated personalised marketing technology, is driving a major shift in how brands engage with their individual customers and optimise their revenue opportunities. Through the automated analysis of large data sets, Sailthru Smart Data™ generates and delivers personalised, omnichannel digital brand experiences. Sailthru-powered 1:1 relationships with consumers drive higher revenue and conversion for more than three hundred brands including Fab.com, Achica, Mr & Mrs Smith, Acumen Brands, Alex and Ani, Rent the Runway, Everlane, Huffington Post, and Business Insider.



TagCommander

Founded in 2010, TagCommander is a European pioneer and leader in the growing market for Enterprise Tag Management Systems. The TagCommander online platform allows marketers to manage the digital tags of over 400 marketing solutions providers with point-and-click simplicity. Leveraging the insight they gain exploring visitor data captured by all tags on their site, marketers can distribute real-time data streams back to their point marketing solutions, so their engagement with customers becomes ever more targeted and personalized. The company's digital attribution capabilities in turn help marketers assess the true contribution of each marketing solution to their marketing goals. In sixteen countries, over 250 customers rely on TagCommander to manage their e-marketing tags; and enable their digital marketing solutions to perform more effectively together.



Translations.com

Translations.com helps you reach target customers around the world with the industry's premier suite of global retail brand management and e-commerce solutions. Our GlobalLink OneLink™ website localisation technology helps you easily create, deploy and maintain multilingual websites in as little as 30 days, and our total retail solution includes multilingual customer support, international SEO/SEM, cultural consulting and call centre globalisation to ensure your customers are supported at every touch point in their experience. With offices in over 85 cities on 6 continents and 24/7 production and client service, Translations.com ensures that you can reach your potential customers anywhere. Translations.com: BE EVERYWHERE



Usablenet

Usablenet is a global technology leader for mobile and multi-channel customer engagement. Usablenet's powerful platform enables leading companies in all sectors to create compelling experiences for their customers across multiple channels, including mobile, tablet, social, and in-store kiosks. Usablenet customers include ASOS, Tesco, Marks & Spencer, British Airways, Dell, Selfridges, The Ritz-Carlton Hotels, and FedEx. Founded in 2000, Usablenet is a private company headquartered in New York City with offices in London, Italy, and Los Angeles. For more information, visit us at <http://www.usablenet.com> or on Twitter @Usablenet.



Ve Interactive

Ve Interactive is a multi award-winning technology company that offers a suite of apps across its VePlatform platform. These apps help online businesses successfully reduce bounce rate, increase customer engagement, minimise website abandonment and drive conversions. Tracking £billions of transaction daily, Ve's comprehensive data set provides unparalleled insights into customer activity, whilst driving each app to deliver highly-targeted content to customers based on their purchasing activity and profile. "Rarely do you find a piece of technology that delivers such value." Sir John Hegarty, Founder-Creative, BBH. Recipient of a Ruban d'Honneur in the 2014-15 European Business Awards, Winner of a Data Strategy Award 2014 for Real-Time Marketing and a Gold Medal in the International Business Stevie Awards 2014 for the company's VePlatform, Ve works across 18 languages and has 26 offices worldwide, working within 43 territories. It supports over 6,000 domestic and multi-national online businesses and retailers in the delivery of real-time marketing communications at key points within their customers' journeys.



VoucherCodes.co.uk

VoucherCodes.co.uk is a performance marketing specialist, working with over 2,600 of the UK's biggest retailers, restaurants and attractions to deliver the very best voucher codes and discounts to consumers - helping millions save money every week. As the market leader in the discount voucher space, VoucherCodes.co.uk has an email database of 7.7 million highly engaged members and a market-leading shopping companion app, downloaded by 3.7 million consumers. Able to offer an unparalleled range of promotional opportunities to its merchant partners, VoucherCodes.co.uk is a powerful marketing platform for reaching new customers and delivering a high volume of incremental sales. VoucherCodes.co.uk is part of RetailMeNot, Inc., the world's leading marketplace for online coupons and deals. Globally, RetailMeNot, Inc. works with 70,000 retailers and brands delivering the biggest savings to its 35 million members in the UK, U.S., Europe and Canada.



wnDirect

wnDirect is an award winning international logistics company bringing to market a tailored international delivery solution developed specifically for eCommerce.

Combining young, flexible and entrepreneurial thinking with leading-edge technological developments to provide turn-key solutions, in partnership with DPD, which enable retailers to 'switch-on' their global expansion plans. Supporting retailers to successfully navigate the complexities of cross border trade within key markets throughout Europe, the Far East, the Americas and Australasia - quickly, easily, reliably and cost effectively.



Yext

Yext lets companies manage their digital presence in online maps, directories and apps. Over 400,000 businesses make millions of monthly updates across 85+ exclusive global partners, making Yext the global market leader. Digital presence is a fundamental need for all 50 million businesses in the world, and Yext's mission is perfect location information in every hand. Yext is based in the heart of New York City with 350 employees and was named to Forbes Most Promising Companies and Fortune's Best Places to Work 2014 lists.

Our Media Partners



About-Payments - Your Source for Ecommerce Payments

About-Payments is the source that provides news and insights on online payments and simplifies the selection process for ecommerce merchants to find the right payment provider and payment methods for their online business. About-Payments consists of a Newsroom, Knowledge Base and Marketplace - bringing more transparency in the online payments industry. About-Payments has world's largest searchable database of over 400 Payment Service Providers and over 150 popular online payment methods. Our Marketplace specifically enables online merchants to find the cheapest way to accept credit cards online by comparing the best European card processors. There is an English and Dutch version of the Marketplace available. Our mission is to create transparency in the online payments industry by educating merchants and helping them to find, compare and select the payment methods and payment service providers that serve their needs.



East-West Digital News

East-West Digital News (EWDN) is the first international information company dedicated to Russian digital industries. Its website EWDN.COM offers a full coverage of Russian market activity, providing news and data directly from Russian sources in English to bridge information gaps between the vibrant innovation markets in Russia and the rest of the world. EWDN also publishes in-depth industry reports and organizes events. A consulting branch, East-West Digital Consulting, provides international players with assistance for business development in Russia and advises Russian companies on their international strategies. www.ewdn.com



Ecommerce News

Ecommerce News is a website dedicated to European ecommerce news. Every weekday we bring our readers the most interesting ecommerce news, whether it's about an online retailer expanding to other countries, fresh funding for a local online store or just some interesting or even mind blowing facts about the ecommerce industry of an European country. Ecommerce News brings you all the ecommerce news about Europe you'll ever need!



The Online Payments Market Guide

The Online Payments Market Guide puts together a comprehensive overview of the global e-payments ecosystem, mapping out ongoing developments, emerging trends and evolving business models.

The Guide is released by The Paypers on an annual basis and is aimed at delivering a state-of-the-art overview of the global e-payments and ecommerce ecosystem.

You can download a free copy [here](#)



The Paypers

The Paypers (www.thepayers.com) is the Netherlands-based leading independent source of news and intelligence for professionals in the global payment community. Our products are aimed at merchants, payment services providers, processors, financial institutions, start-ups, technology vendors and payment professionals and have a special focus on all major trends and developments in payments-related industries including online and mobile payments, online/mobile banking, cards, cross-border e-commerce, e-invoicing and SEPA. We are also keen on keeping our readership informed with regard to online fraud prevention innovations and the most significant trends in the digital identity space.



The Retail Bulletin

The Retail Bulletin

The Retail Bulletin is an online information source aimed at meeting retailers' need for quick, accurate and up-to-date news about the industry. The Retail Bulletin is a dedicated website for the fast moving retail sector. Our free on-line service delivers the latest company news, breaking stories, and summaries of media coverage of the retail sector. Updated through the day, The Retail Bulletin provides the essential information retailers need. <http://www.theretailbulletin.com/>



Retailinsider.com

Retailinsider.com is a free-to-subscribe blog/website that aims to adhere to its strap-line of 'Taking a look behind the obvious on the high street, online and in the City'. It's not just another news site but instead offers up a cocktail of opinions and insights on the

retail industry along with the occasional leisure sector content to spice up the mix. The regular insights are complemented by a range of carefully selected columnists, and regular slots such as Q&A's with leading e-commerce & multi-channel retailers and the Innovative Retailers' series.



Retailwire

RETAILWIRE is the retail industry's premier online discussion forum. RetailWire goes beyond conventional headline news reporting. Each business morning, RetailWire editors pick news topics worthy of commentary by its iBrainTrust panel of industry experts, and the general RetailWire membership. The results are virtual round tables of industry opinion and advice covering key dynamics and issues affecting the retailing industry. RetailWire membership is free to all qualified retail industry professionals. Over two-thirds of members are in top executive or senior management positions, representing a broad cross section of retail channels and the companies that supply them. RetailWire is supported via sponsorships by leading retail suppliers and service organisations.



eTail Europe is always the pinnacle of eCommerce conferences in the UK and this years was no exception. It is the place to network within eCommerce and over the period of the show pretty much anyone who is anyone in eCommerce is there and a great place to meet new faces as well

Jonathan Wall, **ShopDirect**

I came away thoroughly updated on eCommerce and Digital Marketing innovations and challenges throughout

Jason Nathan, **Dunnhumby**



Find Your Inspiration In London

Photos by Rob Parris

Queen Elizabeth II Conference Centre

Broad Sanctuary London
Greater London SW1P 3EE, United Kingdom

020 7222 5000
www.qeicc.co.uk

Highlights of Venue

An executive agency of the Department for Communities and Local Government (DCLG), the Centre is uniquely situated amongst Big Ben, Westminster Abbey and The Houses of Parliament. The QEICC combines this stunning location with unrivalled conference facilities, offering 29 conference and event spaces across 7 floors.

The Centre also provides a comprehensive range of in-house support services, all of which offer unrivalled knowledge of the building, expert staff, and products and services that are tailored to individual requirements. Known as one of the most technologically intelligent conference centres in the UK, The QEICC provides wireless internet access throughout, digital signage across seven floors and high definition audio visual equipment.

Leith's imaginative yet uncomplicated style of food has seen them win the gold award at the Meetings and Incentive Travel Awards (M&IT) for the past three years.

The QEICC welcomes corporate, association and public sector organisations from all over the world. Last year 407 events were held at the Centre, catering for an average of more than 500 delegates each time. The Centre's turnover in the last financial year, 2008/09, was over £11 million, the best results to date.

“The vendors, speakers and attendees at eTail provide a fantastic opportunity to discover the vast array of ideas and technologies available at any given moment to greatly influence our future strategies for online marketing.

Colby Hanks, **Estee Lauder**



Accommodation

While the QEII does not have accommodations, we recommend the following nearby hotels:

St. James' Court Hotel, Buckingham Gate, London SW1E 6AF

Rate: £182.50 + VAT, room only

Phone: +44 (0) 207 834 6655

Quote GA1 when booking.

The Grosvenor Hotel, 101 Buckingham Palace Road, London, SW1W 0SJ

Rate: £207.50 + VAT, room only

Phone: +44(0) 871 977 2299 or +44 (0) 871 376 9036 and select option 1

Email: Groups.grosvenor@guoman.co.uk

Quote GAWB210615 when booking. Please book by May 29 2015.

Park Plaza Victoria Hotel, 239 Vauxhall Bridge Road, London, SW1V 1EQ

Rate: £219 + VAT, room only

Phone: +44 (0) 844 415 6750

Email: vppres@pphe.com

Quote 210615WBRU when booking. Please book by May 7 2015.

Visit www.4cityhotels.com/wbretail2015.html for more information.



Often Imitated, Never Duplicated. We Are eTail.

From our beginnings in 1999, to running 9 eTail conferences worldwide in 2015, it's fair to say we, like the retail industry, have come a long way. We started before the dot.com bubble burst, we were there when Amazon first recorded profits, when Facebook was launched, when Apple released it's first iPhone, when Alibaba issued the biggest IPO in history... the list goes on. None of this would've happened without the support of our retailer and solution provider communities. Together, we'll transform retail.

2007

When Toys R' Us and Amazon severed their partnership, we featured Jerry Storch, CEO at Toys R Us as a keynote speaker. Ian McCaig, CEO, lastminute.com, Brendan Hoffman, President & CEO, Neiman Marcus and Mirko Behnert, Head of Marketing, Expedia made up another fantastic speaking lineup.



2010

Once again, the biggest names in digital spoke at the conference, including Heads of eCommerce from John Lewis, Walmart International and Argos. By now we had established eTail as Europe's premier multichannel forum, where leaders meet to discuss & solve their most pressing challenges.



2000:

The dot.com bubble bursts. The global stock market crashes.

2003:

Amazon.com posts first yearly profit. Less than 1% of cell phones are "smart", the technology hasn't been developed yet.

2004:

Facebook is founded by Mark Zuckerberg and fellow college students.

2006:

eTail Europe is born! Google acquires YouTube for £1Bn in Stock. Twitter is founded.

2007:

Retailers begin using instore touch screen technologies, online video and customer reviews. Gilt Groupe is also launched, paving the way for the flash-sale/group buying phenomenon.

2009:

The Great Recession officially ends. Pinterest is founded and launches a year later.

2010:

Apple releases its first generation iPad. Groupon reportedly rejects a £4 billion offer from Google. Instead, the group buying website went ahead with an IPO. It is the largest IPO since Google.

2012:

eCommerce accounts for over 10% of total UK retail sales. Facebook issues their IPO, the biggest in technology and one of the biggest in Internet history.

2014:

Alibaba issues its IPO, the largest in history. Annual UK online retail sales exceed £100bn pounds for the first time ever.

2009

eTail held its 4th annual conference in London. The energy was palpable on-site – the feeling during the recession of "we're in this together" carried through until the very end of the conference.



2012

House of Fraser, Shop Direct, Debenhams, schuh and many more joined the speaker faculty & Advisory Board for one of the largest gatherings in London to date. Our content once again expanded to focus on content management, mobile commerce and social media.



2015

Now with over 95 retail speakers, 900+ attendees expected and over 50 exhibitors, eTail Europe returns to London with a bang! 20+ from the Top 50 retailers are speaking at the event, with 60% new compared to 2014. We wouldn't have got here without the support of our retail community. We will indeed transform retail, together.



Registration Information

- Call +44 20 7368 9465
- e-mail: etaileurope@wbresearch.com
- Register online www.etaileurope.com

Register Today & Save £££'s!

DISCOUNTED RATES FOR QUALIFIED RETAILERS*

	Book By 27 Feb	Book By 27 Mar	Book By 30 Apr	Book By 29 May	Full Price
Full Access Pass (22-24 June 2015)	£599	£699	£799	£899	£999
VIP Pass (23-25 June 2015)	£1899	£1999	£2099	£2199	£2299

RATES FOR SOLUTION PROVIDERS / OTHERS

	Full Price
Full Access Pass (June 23-25, 2015)	£2499

Discounted Group Rates for Qualified Retailers*

Groups of 3-4	20% off current price
Groups of 5-7	30% off current price
Groups of 8-12	£5999 flat corporate rate

- *To qualify for the discounted rate, you must currently work for a retailer. If you work for a company that provides a solution or service to retailers, you do not qualify for this rate.
- All Prices Are Subject To 20% UK VAT

VIP Pass Includes:

- Refundable Ticket – Need to cancel your registrations the day of the event? No problem. The VIP Pass entitles you to a full refund.
- Attendee List – You come to eTail Europe to learn and network. VIPs will receive the eTail Europe attendee list so you can begin and continue networking off site. (excludes email addresses)

Meet The Team:



Production
Greg Ashton
Director
+1.646.454.4557
greg.ashton@wbresearch.com



Sponsorship/Exhibit Sales
Scott Rossen
Sponsorship Director
646-200-7526
scott.rossen@wbresearch.com



Sponsorship/Exhibit Sales
Chet Silverman
Sponsorship Director
646-200-7478
CSilverman@wbresearch.com



Marketing & Media Partnerships
Price Padgett
Marketing Manager
646.200.7921
price.padgett@wbresearch.com



Group Discounts & Sales
Sania Khalid
Delegate Outreach
416-597-4779
sania.khalid@wbresearch.com



Meeting Planning & Logistics
Bridget Johnston
Meeting Planner
646.200.7472
bridget.johnston@wbresearch.com

Customer Service: +44 20 7368 9465

Please Note:

- *A qualified retailer is not:** Any service provider to business to consumer organisations - Including software vendors, internet developers, technology vendors, solution providers, third party logistics providers, consultants or companies with primary revenues resulting from commissions, subscriptions and/or advertising. Worldwide Business Research reserves the right to enforce the rate for retail brands.
- All fees include continental breakfast, lunch, cocktail receptions and conference documentation.
 - All discounts are taken off the full conference price. No two discounts or offers can be combined. Discounts for retailers only
 - Payment is due in full at the time of registration. Your registration will not be confirmed until payment is received and may be subject to cancellation.
 - Teams must be from the same company to receive the savings.
 - To secure space for your team, contact Sania Khalid at +1.416.597.4779 or email etaileurope@wbresearch.com.
 - Cancellation Policy: Any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another WBR conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by WBR for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.