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The Nordic
region covered



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Speakers



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(Keynote speech),
CEO,
CDON.com



Moritz Hau
(Keynote speech),
Industry Manager,
ASOS (Germany)



Peter Keerberg
(Keynote speech),
CEO,
Jotex



Mercedes Vidal Lobato,
Head of Global Web
and Digital,
IKEA



Shehnaaz Chenia, Global
e-Commerce Director,
LEGO



Klaus Salminen,
e-Commerce and Online
Marketing Director,
Electrolux



Per Svanström,
Head of Digital Business,
Ellos



Steve Wind-Mozley,
SVP e-Commerce,
BBC Worldwide



Jonathon Brown, CEO,
M&M Direct



Hannu Vangsgaard,
Head of Digital,
Dansk Supermarked



Karin Jelkeby,
Omni-channel Director,
Elkjøp



Christopher Häggström,
Digital Marketing and
e-Commerce Director,
Yves Rocher



Henrik Oscarsson,
COO,
Adlibris



Wilko Klaassen,
Global Online Director,
Husqvarna



Anders Rahr,
e-Commerce Director,
Tiger of Sweden



Noelia Guinón,
e-Commerce Director,
Bjorn Borg



Thilo Bendler, VP
Knowledge Management,
Otto Group



Henrik Tingwall,
Head of Online Sales,
Apoteket



Pouria Loghmani,
Nordic e-Commerce
Director,
Dustin



Therese Reutersward,
Nordic e-Commerce
Director,
Nespresso



Linda Hellqvist, Global
e-Marketing Director,
Oriflame



Joakim Dymling,
Head of Online Sales,
**Consortio Fashion
Group**



Filip Elverhøy, Nordic
e-Commerce Director,
Elkjøp



Robert Gunnarson,
Social Media and Mobile
Director,
Ving Sweden

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Head of Social Media,
JYSK



Pascal Lanoo,
Head of Mobile
Development and Customer
Experience,
Voyages-SNCF



Casper Remmer
Jeppesen,
Head of e-Commerce,
3 Mobile



Svante Tegner,
CEO,
Bubbleroom



Marius Orvik,
Head of Digital,
Jernia



Johan Englund,
Co-Founder and Marketing
Manager,
Lekmer



Kåre Berentz-Nicolaisen,
Head of Digital Marketing,
Bilka



Karin Berg,
Responsible for Social
Media,
Lidl



Randi Eide Nordlien,
e-Commerce Director,
Bik Bok



Fredrik Norberg,
Founder and CMO,
Fyndiq



Mikael Torstensson,
Online Marketing Director,
NetOnNet



Ole Johan Lindøe,
Marketing and e-Commerce
Director,
Moods of Norway



Dave Elston,
e-Commerce Director
for Europe,
Clark's International



Johan Såvenstrand,
CTO and e-Commerce
Director,
Ginza



Arnaud Vanpoperhinge,
CEO,
Tikamoon



Thibault Deslorieux,
Head of International
Expansion,
Tikamoon



Mirko Caspar,
Managing Director,
Mister Spex



Nina Faulhaber,
Editor in Chief,
ASOS Germany



Jorge Reyes,
Head of Online Marketing,
Myphotobook.de



Alexander Arnesen,
Co-Founder,
Sprell



Anders Stensønes,
Webmaster,
Apotek1



Monika Dagberg,
e-Commerce Director,
Grann garden



Glen Richardson,
CMO,
Fruugo

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Advisory Board



An agenda designed for the industry by the industry

Dear colleagues,

eTail Nordic is the newest addition to the global eTail series of events. With events in London, Paris, Berlin, Singapore and across the US, eTail is your event and will enable you, as a senior e-Commerce and online marketing Director, to network with peers and solve the industry's toughest challenges.

The conference focuses on customer-centricity and multi-platform understanding. Combined with world class networking opportunities and in-depth industry research you will receive the tools you need to support your business's growth. Launched in 1999, eTail continues as the leading global e-Commerce event and eTail Nordic brings the same knowledge with a focus on the unique Nordic environment.

eTail Nordic brings over 150 senior-level leading e-Commerce and online marketing professionals from diverse industries, including: Apparel, Accessories, Sporting Goods, Beauty, Consumer Electronics, Hard and Soft Goods, Home Furnishings, Books, Music, Luxury, Travel, Office Products, Department Stores and more to find solutions to our top challenges.

A road map for our critical challenges of the next 12 months

- **Best ROI:** 2 Days, 25+ sessions, 50+ Retail Speakers, 150+ actionable takeaways
- **Most Senior Conference In The Industry:** 85% of speakers are at an e-Commerce Director level or above - Hear from the people making real decisions
- **Highest Ratio Of Retailers To Vendors In The Industry:** Meet and network with our true peers
- **The Most In-Depth Hottest Topics:** Made for the industry by the industry through 9 months of research with the Advisory Board and key Nordic retailers
- **Strong Reputation:** 93% of eTail attendees would recommend eTail to their colleagues

Innovative formats for genuine sharing and learning

Beyond traditional presentations, eTail Nordic promises innovative content such as:

- **Drill-Down Roundtables, Case Study Revolution, 1-2-1 Drop in Clinics, Creative Boardrooms**
- **Interactive streams:** Choose your content, learning style and topics
- **European Pioneer Case Studies:** Actionable examples from Europe's leading brands, who share their experiences and advice
- **Exclusive Case Studies:** Exclusive information you will not hear at any other Nordic conference
And introducing...
- **Unconference Live!:** Define the conference yourselves in our special format to a panel of experts

Yours sincerely,

eTail Nordic 2014 Advisory Board



Per Svanström,
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Ellos Group



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Nordic e-Commerce
Director,
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Casper Remmer Jeppesen,
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Engage



Innovative formats that deliver a captivating, interactive experience



Live! Unconference Engage with the future

Design the conference agenda yourself and bring to light the next big opportunity or challenge that you'll be facing in your organisation. At the end of Day 1, reflect on the next big thing you're facing that hasn't yet been addressed and get ready to Tweet your question. The next day, the most popular topics will be chosen for our interactive panel of experts. A unique opportunity to prepare for the next big step-changes in your industry.



Drill-Down Roundtables Delve deep to source solutions

These informal subject-specific roundtables give you a unique opportunity to drill down into the details of an issue that is really important to you by probing the knowledge and expertise of industry market leaders. Each roundtable is limited to 10 people for maximum interaction and is designed for you to meet like-minded peers and source practical solutions collaboratively. An exceptional way to genuinely get to grips with your key challenges.



Revolution Case Study Rebel against the ordinary

In this innovative and interactive format, spend 20 minutes listening to a best-practice case study before the speaker challenges you as an audience to find a solution to this key unsolved challenge. You'll then engage in a small interactive roundtable discussion before each group presents its conclusions to the audience. Take away different approaches to the same challenges from your fellow industry peers!



1-2-1 Drop-In Clinics Immediate, bespoke solutions

These bespoke sessions, run by proven leaders on key subject matters provide you with the opportunity to address your specific concerns in the privacy of a 1-2-1 meeting. Book your clinic in advance on the topic that features highest on your priority list, prepare your questions for the clinic leader and then benefit from your exclusive 1-2-1 time. You'll leave your personalised session armed with fresh inspiration, advice and a bespoke, practical toolkit.



The Creative Boardroom Where great minds meet

A more rigorous, creative and interactive approach to tackling the critical challenges you all face today. Collaborate with up to 15 of your peers to determine a new 3-step action plan to take back to the office and test. Share your recent experiences, challenge each other on points of disagreement and ultimately find a way forward that leverages the innovation, know-how and insights from the collective brain power in the boardroom.



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Key Benefits



Why Attending eTail Nordic 2014 Delivers A Valuable ROI



CUTTING-EDGE CONTENT TO ADDRESS YOUR TOP CHALLENGES

- » Get the first hand clarity you need on the best strategies to create a truly Omni-channel business
- » Assess the business case for optimising your website and the key ways that this can be implemented
- » Discover new online marketing strategies with carefully created presentations giving you the solutions you need to generate new traffic
- » Understand how to be successful when entering foreign markets through focussed roundtable discussions on the market you want to enter
- » Learn the strategies you need to gain a measurable return on your Social Media investments



UN-MATCHED NETWORKING TO ENSURE YOU MEET THE RIGHT PEOPLE



- » Interactive 1-2-1 drop-in clinics, get bespoke advice from industry experts, whilst networking your way to a solution
- » Interactive roundtables: Profiled delegates ensure you meet with like minded e-Commerce directors to solve your challenges together
- » Create a personal connection in a social context over multiple breakfast, coffee and lunch breaks as well as drinks and dinner
- » 18 hours of structured networking breaks ensuring that you meet all the key players who are impacting and changing the way you do business

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07.45 Registration and coffee

08.35 Conference Directors introduction

08.40 Chairman's Opening Remarks:



John Lawson,
CEO, **ColderICE**

08.45 **KEYNOTE ADDRESS Redefining the future of e-Commerce: Cloud, Mobile, Omni-channel and Analytics**



Ola Strömberg,
CEO, **CDON.com**

Ola has been working on the initiation for a strategic turn-around plan for CDON.COM where the objective is to transform the business from being a narrow category retailer to becoming a one-stop-shop with a full assortment enabled by a marketplace model and cultural shift. This initially proved difficult to realise and accept that a giant leap has to take place in order to make the change and the necessary shift in his business. However, the results have surpassed expectations and he is waiting for more to come in the months and years ahead.

In this presentation Ola will be covering:

- » An analysis of e-Commerce growth in the Nordic region
- » Forecasting the next major trends in:
 - » Cloud, Mobile, Omni-channel and Analytics
- » How will these new trends impact retailers over the next 3 years?
- » Outlining CDON's new initiatives for driving customer engagement in this new world

09.15 **KEYNOTE ADDRESS How to move from a "Retail destination" to a "Content destination"**



Moritz Hau,
Managing Director Germany, **ASOS Germany**



Nina Faulhaber,
Editor in Chief, **ASOS Germany**

Moritz has recently been working out how to integrate old media (TV) with the ASOS website. To do this, ASOS had a juror on a fashion designer casting show, enabling ASOS to put a face to the brand for two hours every week on TV. Resultantly, ASOS was showcased to hundreds of thousands who had never visited the website before. Meaning the website must keep performing during periods of intense traffic and finding new ASOS 'content-angles'. Whilst adapting to traffic and sales spikes, more awareness in the market, better site stability and a bigger Editorial team.

Nina has been working on turning ASOS's online fashion store into a daily content destination. This has given ASOS the possibility to add a new dimension to the website and bring our editorial approach to a whole new level. With the launch of a dedicated style news channel on the ASOS website at the core and first step of the project we extended our editorial team around the globe and started working like a global news desk. Being part of a global team of one of the first retailers to make this step was really exciting. The challenges emerged from a content perspective: Balance. Being truly global while having local relevance, staying true to the brand values while covering everything that's relevant to our audience, being non-biased like a news desk while showing relevant product to drive sales. Also developing new content formats, and finding ways of telling news stories with an ASOS angle. This project has increased traffic on the website, more awareness in the market and eventually conversion.

In this presentation Moritz and Nina will be covering:

- » Storytelling and its growing importance in retail
- » Creating relevant and interesting content for your target audience
- » Learning how to measure the success of your content strategy
- » The future of retailing: How to become more than just a shopping website

09.45 **ALL STAR PANEL The physical store and the website: What are the critical success factors for a seamless 'online' and 'offline' retail brand?**



Wilko Klaassen,
Global Online Director, **Husqvarna**



Henrik Tingwall,
Head of Online Sales, **Apoteket**



Monika Dagberg,
e-Commerce Director, **Granngården**

Wilko is an e-Commerce, digital, shopper marketing and Multi/Omni Channel expert and experienced global business manager. He is Global Online Director for Husqvarna Group and formerly Global e-Commerce Director at LEGO Group. In 2011, he finished his Executive MBA and obtained an MBA degree from a consortium of 6 European universities. Wilko specialises in business development with focus on seamless consumer interactions across different (online) touch-points to drive conversion.

Henrik has been involved in the development and launch of Apoteket's mobile service for buying prescriptions. Apoteket is the first company to release a mobile offer for handling prescriptions. To achieve this he had to prove the concept with regulatory authorities. Henrik successfully launched the mobile offer on time and became runner-up for "most useful mobile service" in Sweden 2013.

Monika is the e-Commerce Manager at Granngården, a retail company with 109 stores, she is specialising in creating an Omni-channel strategy that reflects Granngården's reputation. She is also board member of INXL Innovation AB, she was previously the Country Manager Sweden for WhiteAway AS, the biggest 'white-goods' e-Commerce company in the Nordic's.

This panel will cover in further detail:

- » What does Omni-channel mean?
- » How does it create consumer opportunities?
- » How do you start this process?
- » What should you invest in first?
 - » Technology, Infrastructure, Staff, Branding
- » What does a seamless 'online' and 'offline' brand look like?

10.20 Coffee and networking break

11.05 **How to use customer feedback as a driver of the Omni-channel experience: Embracing the sting of online criticism**



Karin Jelkeby,
Omni-channel Director, **Elkjøp**

Karin worked for 21 years with IKEA as Finance and Admin Manager in Russia, 10 years in UK as Customer Delivery Manager and eCommerce Programme manager. For the Last 7 years Karin is the Global eCommerce Manager and Multichannel Strategy combined with Global Contact Centre Manager (2Ys). She is now the Omni-channel Director for Elkjøp Nordic.

In this presentation Karin will cover in more detail:

- » Why is online customer feedback so important?
- » How should you use customer feedback to help drive your behaviour?
- » How can you use data to measure the responses?
- » How do you overcome the critical factors that prevent...

11.25 **Differentiating yourself in the Omni-channel world: Where, when and how can you stand out?**



Svante Tegner,
CEO, **Bubbleroom**

Svante is proud to lead Bubbleroom into the retail sphere in a new-offline retail concept, which they have recently begun - to go alongside their well-known online brand; creating a truly Omni-channel business. In particular, Svante is excited to meet their customers in real life, getting real time feedback on their products - helping Bubbleroom grow as an online company as well.

In this presentation Svante will cover:

- » Where can you make your company more distinctive?
 - » Online: Internet? Mobile?
 - » Offline: TV? Print media?
 - » What will hinder this progress?
- » When can you make these changes?

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- » How is it possible to differentiate yourself from the many other retail brands?
 - » What are the critical success factors that will mitigate this difference?
 - » What is the first step to take?

11.45 Using Omni-channel for consumer life cycle



Kasper Krog,
VP Nordic Sales, **Netbooster**

12.00 ALL-STAR PANEL What will the retail shop look like in 5 years?



Shehnaaz Chenia,
Global e-Commerce Director, **LEGO**



Anders Rahr,
e-Commerce Director, **Tiger of Sweden**



Linda Hellqvist,
Global e-Marketing Director, **Oriflame**

Shehnaaz's experience spans the full-spectrum of digital where she has spent the last 11 years working for a number of consumer brands namely AOL, Microsoft, BSKYB, and Amazon's Audible from on-line advertising sales right through to product development. Now at The LEGO Group, Shehnaaz is trying to find new ways to excel LEGO's e-Commerce proposition across an array of touch-points. She is also excited to meet peers at the Nordic e-Tail conference to discuss challenges, best practices, and where e-Commerce is heading.

Anders has been heavily involved in Tiger of Sweden's new Omni-channel project, which includes a 'Ship From Store' function. This is a vital feature and starting point to enabling Tiger of Sweden's Omni-channel strategy. This proved difficult through the logistic problems of moving items through the stores. However, they can now match consumers with products more easily and boost sales.

Linda Hellqvist is a marketing major with a Science Masters in Business and Economics. As Global e-Commerce Director at Oriflame she is leading one of the biggest strategic investments in the company's history, to back up the traditional direct selling model with an e-Commerce solution directed towards end consumers as well as the 3.5 million sales force. Prior to her current position she headed up Marketing and Sales at Travelstart with global headquarters in Cape Town, South Africa and before then she was with Google for six years where she was one of the first people in the Stockholm office helping build the Nordic sales organization. Linda headed up the finance team and was responsible for consulting advertisers in finance and insurance reach higher sales levels.

Linda is a sought after speaker of trends in the online media and digital marketing and has held classes at high tier schools such as Berghs! and SSE in Sweden.

This panel will cover in more detail:

- » Will it evolve or die?
 - » In what ways could it evolve?
- » Can it have other uses beyond traditional shopping?
 - » Returning goods
 - » Click and Collect shopping
 - » Try before you buy online
- » What are the practical difficulties with changing the nature of the retail shop?
 - » How can you pioneer this new trend?

12.50 Lunch and networking break

CHOOSE YOUR TRACK

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✓ TRACK A

PIONEERING YOUR MOBILE OPTIMISATION

13.50 FRENCH PIONEER CASE STUDY In mobile we trust: How to build an implementation strategy based on new consumer behaviour



Pascal Lannoo, Head of Mobile Business and New Customer Experience, **Voyages-SNCF (France)**

As Director of Mobile Business and New Customer Experience at Voyages-SNCF.com, Pascal Lannoo counts as one of France's Digital pioneers. From 1999, he joined the online sale structures (Uniondream, Clust...), before becoming a consultant in e-Commerce and digital marketing, topics which he has spoken about in France and abroad (Ford, Redcats, AdvanciaNegocia, IRSN, Cengeps, Lapeyre). Since 2011, Pascal drives the mobile activity of one of the largest m-Commerce companies in France.

In this presentation Pascal will cover:

- » The key consumer behaviours behind each strategy
- » How to construct this new strategy
- » Comparative points of analysis between the different consumer touch points
- » How to enhance customer experience

14.10 Using the mobile phone to bridge the gap between 'online' and 'offline' retailing: Putting the store in consumers' pockets



Marius ørvik,
Head of Digital, **Jernia**

Marius is working hard to make the retail site mobile. In Norway, a lot of retailers don't have mobile sites, therefore they are one of the first and receive new-testable data on what is required from the mobile world. The challenge is measuring how this is valuable, because of the long conversion rates and the disconnect between mobiles, stores and the internet.

In this presentation Marius will cover:

- » How do you engage people in a mobile environment?
- » How do you support consumers using their smartphones while browsing in retail environments?
- » What further opportunities are there for the mobile?
 - » What are the benefits of these opportunities?
 - » Do they have any weaknesses?
- » What strategies have been successful so far in encouraging the use of mobile phones?

14.30 How to use mobile devices to drive sales

Awaiting final confirmation

14.50 CASE STUDY REVOLUTION Mobile payments: Why do customers browse without purchasing on phones and how can conversion be improved?



Christopher Haggström, Director of Digital Marketing and e-Commerce, **Yves Rocher**

Christopher has been part of the Nordic e-Commerce community for over a decade, delivering e-Commerce solutions to CDON.COM and Tele2 as well as working as a Management Consultant for e-Commercers focusing on turn-around and internationalisation. During his time at Euromaster, a Michelin company, he delivered a new Nordic Digital Strategy "going Omnichannel" which launched a Mobile site in three Nordic countries simultaneously. It applied a new business logic in the "Omnichannel" direction, instead of just "copying" the desktop site logic. This and some new insights from the mobile environment made at Yves Rocher will be the input for discussion in his Case Study Revolution.

In this Case Study Revolution, Christopher will cover:

- » What options do you have?
 - » How do you enhance payment options?
 - » How do you improve security?
 - » How do you upgrade technology?
- » Is it even possible to increase conversion, or is it just a browsing tool?
- » Customer behaviour trends: What will enhance this or speed up the process?

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- » Offers for mobile use?
- » Targeted mobile marketing?
- » What are the critical success factors that you must overcome?

✓ TRACK B CONQUERING NEW MARKETS

13.50 PIONEER CASE STUDY How to sell Across-borders: Insights from a global marketplace



Glen Richardson,
CMO, Fruugo

Glen Richardson, Chief Marketing Officer at Fruugo.com, is a noted thought leader in e-Commerce. He is listed by onesellermedia.com as "one of the top 20 e-Commerce professionals you should follow on twitter" (alongside execs from ASOS, Amazon, Tesco and Shopify). He has also written for many publications including Internet Retailing Magazine, .net Magazine and PlentyMarketsMagazine. Glen is a judge for the 'Retail Systems Awards 2014' and presented the 'Best Online Comparison Site' award at the 'eCommerce Awards 2013'.

In this presentation Glen will cover:

- » The advantages of a marketplace
- » How can they be used effectively?

14.10 Internationalising Vs localising: What is best practice when targeting a new region?



Ole Johan Lindøe, Marketing and e-Commerce Director,
Moods of Norway

Ole Johan has been responsible for several online and e-Commerce initiatives targeting new markets, e-Commerce as part of a multi-channel approach in an existing Brick & Mortar operations and an online only approach. Including, Elkjøp Nordic, Gresvig, Expert Nordic and now Moods of Norway. Where he is implementing a mixed channel strategy where Markets are served differently but from a single Brand perspective. One platform, adaptable Markets and mixed fulfilment in Central Washington DC + Regional areas.

In this presentation Ole will cover:

- » What are the benefits of each approach?
 - » Can they be effectively combined?
- » How can you be efficient when centralising?
- » What should be localised?
 - » Product?
 - » Service?
 - » Branding?
 - » Advertising?
- » What are the critical success factors to efficient localising?
- » How can you measure success?

14.30 Creating an effective framework for entering new territories

Awaiting final confirmation

14.50 Technology integration: How to unify technology when operating in foreign markets



Noelia Guinón,
e-Commerce Director, Bjorn Borg

Björn Borg has a strong retail and wholesale focus, which is now becoming more e-Commerce centric and has become a primary business area. An effective e-commerce strategy requires efficiency, so Björn Borg the brand has implemented a new platform, with global payment solutions, a recommendation engine and fully responsive for all devices as well as a warehouse platform with logistic integration and a complete re-designing of bjornborg.com.

As the first eTail in the Nordics, Noelia looks forward to meeting her Nordic colleagues to exchange experiences and discuss the future e-Commerce challenges.

In this presentation Noelia will cover:

- » How do you establish a platform that meets local needs?
 - » What are the issues that stop you from utilising your current e-commerce platform?
- » How can you integrate this to local vendor needs?
- » What technologies can you bring with you?
 - » What must you purchase?

15.10 ALL-STAR PANEL How to successfully enter new markets: What are the critical mistakes to avoid?



Noelia Guinón,
e-Commerce Manager, Bjorn Borg



Ole Johan Lindøe, Marketing and e-Commerce Director,
Moods of Norway



Glen Richardson,
CMO, Fruugo

This panel will cover:

- » When are you ready to 'go global'?
- » Which markets do you enter first?
- » Payments: which system to use?
 - » How do you negotiate the issue of foreign currencies?
- » How do you navigate country regulations and local laws?
- » Shipping and import costs Vs warehouse management – which is right for you?
- » Translating the local language, are there any ways around this?
- » How do you market your product in the new market?
 - » How do you benchmark against native, market rivals?

✓ TRACK C CREATIVE BOARDROOMS

13.50 How do you develop in a multichannel world? Strategies and structure



Mercedes Vidal Lobato, Head of Global Web and Digital,
IKEA

Mercedes has recently been enhancing the IKEA multichannel transformation roadmap, which introduces new web and digital capabilities; including e-Commerce. This is a big step for IKEA, who are making the move from a very successful single channel retailer with the store, to multichannel in all dimensions; including people, processes and tools. This is taking 3 years to complete with the first implementation during the summer of 2014 in the UK and IE.

In this Creative Boardroom Mercedes will cover:

- » How can you develop in an Omni-channel world?
- » How can you ensure motivated staff?
- » How do you measure success in your digital strategy
- » How can mobile enhance a companies growth potential?
- » Store development: , how do you cope with the consistency between online and offline in a omni-channel world?
- » How do you tie these all together?

14.50 Increasing total customer lifetime value: How to avoid discounting when scaling revenues

Awaiting final confirmation

15.50 Coffee and networking break

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Day 1



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✓ TRACK A

NEW FRONTIERS IN ONLINE MARKETING

16.20 Remodelling the key indicators of an effective online marketing campaign: What does Klaus Salminen, e-Commerce and Online Marketing Director, Electrolux

Klaus has worked with online marketing since March 1994 when he launched his first commercial website. He launched his first e-Commerce website in 1995 and the first online community site in 1996; all firsts in the Swedish market. Since 2010, he is heading the global e-Commerce strategy at Electrolux. He believes the next big trend will be 'Big data' - being able to analyse and act on the vast data that is available about how consumers act, share and buy online in order to predict needs, tailor personalised offers and increase loyalty.

In his presentation Klaus will cover:

- » How can you really tell if a marketing campaign has been effective?
 - » Measuring a precise variable over a period of time to analyse.
- » What are the key indicators?
 - » Variable testing, click rates, movement of 'mice', measuring customer loyalty through repeat business?
- » What is the overall outcome?
- » How do you benchmark against your rivals?
- » What are the critical takeaways for remodelling a campaign?

16.40 Programmatic Display: 5 Trends to Watch, in the Nordic markets and Beyond

 Frédéric Saigne,
Managing Director Nordics, **Sociomantic Labs**

17.00 How to reach every potential customer: Successful marketing across all channels

 Johan Englund,
Marketing Director and Co-Founder, **Lekmer**

Johan has recently overseen the opening of Lekmers' first offline store outside Stockholm. A complete new challenge for Lekmer, as it was traditionally an online only store. Johan has found it interesting, facing his customers in real life - listening, learning - and see the differences in offline shopping behavior Vs online. Johan found it most difficult to ensure the integration of processes and systems and ensuring fantastic customer service. But with a step by step approach that put customer experience and customer service first, Lekmer has become the number one shop online in the Nordics with all for small - toys, baby apparel, children's fashion and home decor.

In this presentation Johan will cover:

- » Is there a 'correct' channel to focus upon?
- » Online v offline marketing, which is more effective?
- » How do you accurately capture your brand across different channels?
- » What are the key factors that ensure a successful campaign?
- » Where do you begin Omni-channel marketing: What is the first step to take?

17.20 Improving sales through the creative use of online marketing

 Genevieve Kunst,
Managing Director, **Popsugar**

17.40 GERMAN PIONEER CASE STUDY How to use customer centric, data driven and agile marketing strategies to market effectively across all channels



Dr. Mirko Caspar,
Managing Director, **Mister Spex (Germany)**

Mirko has recently introduced a new way to place and buy eyewear with Mister Spex. Eyewear is a fairly new product category to buy online, and in a rather conservative market, therefore he also wanted to come across as unique online player, selling the deepest and strongest branded assortment of eyewear. He has a particular focus on discovering the initial driver for online market adoption - price, assortment or something else? Through testing they have found solutions that work well for Mister Spex, leading it to become a German Pioneer.

In this presentation Mirko will cover:

- » How to be customer centric, data driven and agile
- » How to define and implement good marketing measures
- » Helping the team to define and implement their marketing strategy

✓ TRACK B CONQUERING NEW MARKETS

16.20 DRILL DOWN ROUNDTABLES Region by region: Strategies for success

United States of America



Wilko Klaassen,
Global Online Director, **Husqvarna**

Wilko is an e-Commerce, digital, shopper marketing and Multi/Omni Channel expert and experienced global business manager. He is Global Online Director for Husqvarna Group and formerly Global e-Commerce Director at LEGO Group. In 2011, he finished his Executive MBA and obtained an MBA degree from a consortium of 6 European universities. Wilko specialises in business development with focus on seamless consumer interactions across different (online) touch-points to drive conversion.

France



Thilo Bendler,
VP Knowledge Management, **Otto Group**

Thilo Bendler Vice President Knowledge Management for Otto Group. Having moved into the role in 2012, Thilo's main responsibilities include consulting of all Otto Group Companies with a focus on Marketing, Sales, Assortment and Strategy. He also oversees organisation of Know-how Exchange for the Otto Group, and development and maintenance of the DACAPoi Best Seller data base. Thilo graduated from Göttingen University with a Diploma in Economics.

Russia



Therese Reuterswärd,
e-Commerce Director, **Nespresso**

Therese has been working as Digital Marketing Manager at Scandic Hotels, and recently joined Nespresso where she is eBusiness Director for the Nordic countries. She has a background managing digital communications at Electrolux and has worked as a consultant and advisor within web development and social media. Therese is an appreciated lecturer in Content Marketing and Web Analytics and is passionate about all aspects of the digital user experience. You are welcome to visit her blog where she writes about digital marketing and social commerce: <http://www.trulytherese.se>.

Germany



Arnaud Vanpoperinghe,
CEO, **Tikamoon**

In 2010, Arnaud Vanpoperinghe enters the world of entrepreneurship by joining founder tikamoon.com, renovating the website and spreading the brand in France, Germany and the United Kingdom. The site has been praised by a panel as Most Promising e-Commerce company in 2012. He sits on various boards of accompanying players and French e-commerce and founding member of the Association of Chf'e-traders which includes e-commerce entrepreneurs in Lille region.

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Main Conference Day 1 - 14 October 2014

The Netherlands



Glen Richardson,
CMO, **Fruugo**

Glen Richardson, Chief Marketing Officer at Fruugo.com, is a noted thought leader in e-Commerce. He is listed by onesellermedia.com as "one of the top 20 e-Commerce professionals you should follow on twitter" (alongside execs from ASOS, Amazon, Tesco and Shopify). He has also written for many publications including Internet Retailing Magazine, .net Magazine and PlentyMarketsMagazine. Glen is a judge for the 'Retail Systems Awards 2014' and presented the 'Best Online Comparison Site' award at the 'eCommerce Awards 2013'.

✓ TRACK C OPTIMISING RETURN FROM BTL HIGH SPEND

16.20 How can great staff be kept motivated in an Omni-channel environment?



Joakim Dymling,
Online Sales Director, **Consortio Fashion Group**

Joakim started out as a web developer, building the Nordics largest e-Commerce store, before moving into online and performance marketing. Joakim enjoys the challenge of online sales and the changing e-Commerce environment. In particular, how can we best understand the customer and drive them to our store? The customer today uses many different devices and may purchase in a physical store or purchasing online, therefore Joakim is trying to work out how do we understand this behaviour to optimise our marketing spend.

In this Creative Boardroom Joakim will cover:

- » The keys to motivation
- » The benefits that can be found
- » Understanding the right attitude

17.00 How to interpret Omni-channel through the frame work of Design thinking



Filip Elverhøy,
Nordic e-Commerce Director, **Elkjop**

Filip is just about to start a new job as Elkjøp's Nordic e-Commerce Director, he previously worked for Net On Net as the Managing Director of Norway. Filip is experienced reorganising traditional businesses, reshaping them to meet new demands in digital channels. As well as working with products and services developed in digital media / channels which also requires experience with change management and cultural development. Including piloting, pioneer services as well as process-oriented service development and Brand positioning.

In this presentation Filip will cover:

- » How do you use 'Design thinking' to be innovative, customer centric and a value driven company that leads to profitability
- » What is the difference between listening and 'listening' to the customer
- » Is it you or your customers that knows your business best?

17.20 Addressing the challenges of taking consumer brands to a global market



Steve Wind-Mozley,
SVP e-Commerce, **BBC Worldwide**

Steve Wind-Mozley is passionate about exploring the 5 'C's (commerce, customer, content, context and conversion) within the e-Commerce arena. Steve has held a variety of Online jobs including 7 years in FMCG, launching Marks & Spencer's online business, pioneering its digital marketing activities, leading Lloyds TSB's Internet Banking digital marketing, running a web analytics agency and being Game Group plc's e-Commerce Director have only added to this passion. Steve is currently Senior VicePresident, e-Commerce for BBC Worldwide, the commercial arm of the BBC, where his focus is to develop direct to consumer relationships, thereby deepening fan engagement and closing the customer insight loop.

- » Understanding the BBC's challenge of taking a consumer brand to a global market
- » How to stay competitive on a global stage
- » Which markets specifically are the most challenging
- » Key takeaways

17.40 UNCONFERENCE LIVE Design the conference yourself by bringing to light the next biggest opportunity or challenge facing your organisation. Voting commences at the end of day 1 before a spirited debate after lunch on Day 2

17.45 Evening Drinks reception



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Main Conference Day 2 - 15 October 2014

OPPORTUNITIES IN OPTIMISATION

08.00 Registration

CHOOSE YOUR TRACK

✓ A, ✓ B OR ✓ C

✓ TRACK A UNLOCKING SOCIAL MEDIA

08.45 **ALL STAR PANEL** How to gain an ROI from Social Media in the e-commerce world: Is it even worth it?



Klaus Salminen,
e-Commerce Director, **Electrolux**



Robert Gunnarsson,
Head of Social Media and Mobile, **Ving Sweden**



Linda Hellqvist,
Global e-Marketing Director, **Oriflame**

Klaus has worked with online marketing since March 1994 when he launched his first commercial website. He launched his first e-Commerce website in 1995 and the first online community site in 1996; all firsts in the Swedish market. Since 2010, he is heading the global e-Commerce strategy at Electrolux. He believes the next big trend will be 'Big data' - being able to analyse and act on the vast data that is available about how consumers act, share and buy online in order to predict needs, tailor personalised offers and increase loyalty.

During the past year Robert has been working on getting more Ving employees involved in content creation for Social Media. With the implementation of Google Hangouts and continuing working with our staff driven Instagram relay at www.instagram.com/vingresor. He believes this creates authenticity because this is what fans and followers really want to engage in. Robert uses Social Media primarily for inspiration and notices that this really gets our customers to dream and start planning their next vacation with Ving.

Linda Hellqvist is a marketing major with a Science Masters in Business and Economics. As Global e-Commerce Director at Oriflame she is leading one of the biggest strategic investments in the company's history, to back up the traditional direct selling model with an e-Commerce solution directed towards end consumers as well as the 3.5 million sales force. Prior to her current position she headed up Marketing and Sales at Travelstart with global headquarters in Cape Town, South Africa and before then she was with Google for six years where she was one of the first people in the Stockholm office helping build the Nordic sales organization. Linda headed up the finance team and was responsible for consulting advertisers in finance and insurance reach higher sales levels.

Linda is a sought after speaker of trends in the online media and digital marketing and has held classes at high tier schools such as Berghs! and SSE in Sweden.

This panel will cover in more detail:

- » What are you aiming to achieve through Social Media?
- » How do you measure an ROI?
 - » Are there any specific formulae that can be applied to measure ROI?
- » What does Social Media give you that other avenues do not?
 - » Is it worth the investment?
- » Can you afford to not use Social Media?

09.30 **Developing trends in Social Media:**



Anders Lund,
Head of Social Media, **JYSK**

Anders has overall responsibility for JYSK Nordic's social media presence which involves the development of social media strategy, integration of social media initiatives in overall marketing mix, roll out social media in selected JYSK Nordic countries, staff management of social media coordinators and reporting of results to JYSK Nordic BOD. He plans to

make social media a more integrated part of the overall marketing mix.

In this presentation Anders will cover:

- » Why do trends move faster in SM?
 - » How can you capitalise on these?
- » What are you looking for to predict future trends?
 - » What are the key indicators and can they be applied to your business?
- » How can spotting these trends benefit your company?
- » How do you begin to implement these new strategies?

09.50 **How to truly grow your business with Social Media and future online marketing**

10.10 **How to use Social Media to rapidly identify new niche target groups and capitalise on their interest**



Karin Berg,
Head of Social Media, **Lidl Sweden**

Karin has recently been working on a successful Social Media project "The Dill Restaurant Project". Lidl created a successful new restaurant but didn't tell consumers that it was their food in the restaurant, before allowing Social Media to enhance the restaurants reputation. The challenge was to let consumers know the quality of the supermarkets food - the Dill Project helped this by reaching new consumers through the spreading word of this project. On Youtube, "The Dill Restaurant Project" was the most viewed video in Sweden in the 1st week of October 2013.

In this presentation Karin will cover:

- » What are the best SM sites for finding these target groups?
- » When found, how do you attract their attention?
- » What are the primary methods of reaching these groups?
- » How can custom be maintained from these groups?

✓ TRACK B RETHINKING LOGISTICS

08.45 **ALL STAR PANEL** Improving logistics: What are the keys to providing grade 'A' service?



Henrik Oscarsson,
COO, **Adlibris**



Alexander Arnesen,
Co-Founder, **Sprell**



Thibault Deslorieux, Head of International Expansion,
Tikamoon (France)

After finishing his MBA in 1994 he started out as a manager for a ceramics distribution hub in Aachen, Germany. In 1997, Henrik moved back to Sweden to join a company within the Sony family. In 2002, he was hired by Activision as General Manager to establish the company's operations in the Nordics. For the past seven years he has been working with e-commerce as CEO of Discshop. The main challenge he faces is the rapidly declining market for physical movies (DVD's and Blu-rays). He has recently been promoted to COO of Adlibris and he hopes to gain interesting insights from other businesses as well as expanding his network of senior e-Commerce professionals.

As a former management consultant and for 5 years, co-founder of Sprell - Norway's leading children's toy e-Commerce business, Alexander has both a theoretical and a hands-on and practical experience of logistics. In particular speed and Service delivery precision through out the value chain, and across all involved partners. Whilst keeping accurate information on stock level, which he feels is the biggest source of errors along with stock-picking accuracy. He specialises in managing customers expectations.

Thibault is the General Manager for the International Markets of Tikamoon. Tikamoon is a French specialist for solidwood pre-assembled furniture. It is a vertically integrated e-Commerce company existing since 2007. He launched the German subsidiary in 2010 and has taken responsibility for developing the business. In 2013, Tikamoon started its business in the United Kingdom. Other countries will soon be developed in 2014.

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This panel will discuss in more detail:

- » What are the crucial factors for establishing customer loyalty?
- » What is 'Grade A' service?
- » What can you offer customers to encourage loyalty?
- » Should one sacrifice 'margins' to maintain customer loyalty?
- » What is the most important feature of 'Grade A' service?
- » How do you implement that immediately?

09.30 How to manage the expectations of your customers so that their experience of service is exceptional



Henrik Oscarsson,
COO, **Adlibris**

After finishing his MBA in 1994 he started out as a manager for a ceramics distribution hub in Aachen, Germany. In 1997, Henrik moved back to Sweden to join a company within the Sony family. In 2002, he was hired by Activision as General Manager to establish the company's operations in the Nordics. For the past seven years he has been working with e-commerce as CEO of Discshop. The main challenge he faces is the rapidly declining market for physical movies (DVD's and Blu-rays). He has recently been promoted to COO of Adlibris and he hopes to gain interesting insights from other businesses as well as expanding his network of senior e-Commerce professionals.

In this presentation Henrik will cover:

- » What can you do to ensure great service?
- » Are there any key failures?
 - » Can these be measured?
- » How can I manage the expectations of my clients?
 - » Is customer experience that important?

09.50 How to guarantee the very best cross-border delivery

Awaiting final confirmation

10.10 How to optimise your 'returns' policy: The key to successful e-commerce



Thibault Deslorieux, *Head of International Expansion,*
Tikamoon (France)

Thibault is the General Manager for the International Markets of Tikamoon. Tikamoon is a French specialist for solidwood pre-assembled furniture. It is a vertically integrated e-Commerce company existing since 2007. He launched the German subsidiary in 2010 and has taken responsibility for developing the business. In 2013, Tikamoon started its business in the United Kingdom. Other countries will soon be developed in 2014.

In this presentation Thibault will cover:

- » How do you ensure efficiency at every step of the supply chain?
- » Which step in the supply chain is most important?
- » Where are the most gains made?
 - » How can you implement this?

✓ TRACK C
1-2-1 DROP IN CLINICS

08.45 1-2-1 Drop in Clinics:

Improving SEO



Randi Eide Nordlien,
e-Commerce Director, **Bik Bok**

Randi is the e-Commerce Director for Bik Bok, of the Varner Gruppen - one of Norway's largest fashion retailers. She is passionate and responsible for it's web strategy, e-Commerce and best practice. She is particularly involved in SEO and SEM strategy.

Managing your Web analytics



Anders Stensønes,
Head of Analytics, **Apotek1**

Anders is the Analytic expert for Apotek 1 Gruppen AS, he works with maintaining and managing the corporate Intranet and website. In particular he is responsible for SEO/SEM - promoting Apotek 1's website and managing development projects with data and information.

Enhancing Omni-channel



Kåre Berentz-Nicolaisen,
Head of Digital Marketing, **Bilka**

Kåre's most exciting project was an online Christmas game; it was truly exciting because it skillfully combined many different Omni-channel environments including the supermarket checkout, the email program and e-Commerce. This was nominated for 3 different categories at the 2014 European Loyalty Awards. The difficulties involved were mapping a meaningful consumer journey and then paving the way with technology. By addressing the consumer journey, touch-point by touch-point, he was able to create an effective system and a truly Omni-channel experience - it engaged more than 165,000 unique users in a 5 week period.

Online Marketing: Your way to success



Mikael Torstensson,
Online Marketing Director, **NetOnNet**

Mikael has recently been running in-depth analysis of all marketing activities through econometrics giving new insights. He found that some results were different from earlier tracking and where a surprise to Net On Net. It also showed how effective online marketing campaigns are offline. Some online channels actually worked better offline than online. This helped identify several new KPI's that could show if an online campaign was successful or not. Meaning Net On Net could decrease their marketing budget and still increase sales both online and offline.

Improving Mobile sites



Marius ørvik,
Head of Digital, **Jernia**

Marius is working hard to make the retail site mobile. In Norway, a lot of retailers don't have mobile sites, therefore they are one of the first and receive new-testable data on what is required from the mobile world. The challenge is measuring how this is valuable, because of the long conversion rates and the disconnect between mobiles, stores and the internet.

How to personalise your website



Johan Savenstrand,
CTO & e-Commerce Director, **Ginza**

Johan has been working closely on optimizing the recommendation and search engine on the Ginza site, using cutting edge software to create a great customer shopping experience. He achieves this by showing relevant content to every customer and offering a high degree of personalisation to the website. As a result, Ginza has seen an increase in sales from recommendations and landing pages.

10.30 Coffee and networking break

11.15 Drill Down Roundtables



Pouria Loghmani,
Nordic e-Commerce Director, **Dustin**



Johan Savenstrand,
CTO & e-Commerce Manager, **Ginza**



Jorge Reyes,
Head of Online Marketing, **Myphotobok.de**

Pouria is currently building an e-Commerce platform from scratch for the largest e-Tailer in the Nordics. A platform based heavily on recommendation technology and user behaviour. The system is to be launched in September but has received positive feedback from the internal tests. He is ultimately hoping for a better customer experience by meeting the customers' needs through providing a streamlined and adaptive e-Commerce solution. Pouria is excellent at understanding the personalisation of Websites and is implementing this for Dustin. He is also on the Advisory Board for eTail Nordic 2014.

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Johan has been working closely on optimizing the recommendation and search engine on the Ginza site, using cutting edge software to create a great customer shopping experience. He achieves this by showing relevant content to every customer and offering a high degree of personalisation to the website. As a result, Ginza has seen an increase in sales from recommendations and landing pages.

Jorge Reyes is the Head of Online Marketing for one of the world's largest photography and printing websites, Myphotobook.de. Jorge's specialities include: paid search, social media, lead nurturing, web analytics and testing. Whilst also having expertise in revenue generating teams and marketing infrastructure from the ground up.

12.15 Lunch and networking break

13.15 **UNCONFERENCE LIVE** In the plenary room an **Unconference on issues established previously featuring an All Star Panel**



Jonathon Brown,
CEO, **M&M Direct**



Dave Elston, e-Commerce Director for Europe,
Clark's International



Anders Rahr,
e-Commerce Director, **Tiger of Sweden**



Hannu Vangsgaard,
Head of Digital, **Dansk Supermarked**



Casper Remmer Jeppesen,
Head of e-Commerce, **3 Mobile**



Johan Englund,
Marketing Director and Co-Founder, **Lekmer**

14.15 Coffee and networking break

15.25 **Chairman's Opening Remarks:**



Karl Philip Lund,
Co-Founder, **Kingspoint**

15.30 **ALL STAR PANEL** Information overload: Is there too much data in the online world?



Hannu Vangsgaard,
Head of Digital, **Dansk Supermarked**



Therese Reuterswård,
e-Commerce Director, **Scandic Hotels**



Anders Stensønes,
Head of Analytics, **Apotek1**

Hannu is the current Head of Digital at Dansk Supermarked, with two main responsibilities: which include directing the digital strategy for Denmark's largest retail group covering digital business development and creation of a center of excellence to embed digital DNA across the whole of the group. As well as overall responsibility for marketing, content creation, IT development and user experience in the cross channel pillar of Dansk Supermarked, Bilka.dk, through line managers within each area.

Therese has been working as Digital Marketing Manager at Scandic Hotels, and recently joined Nespresso where she is eBusiness Director for the Nordic countries. She has a background managing digital communications at Electrolux and has worked as a consultant and advisor within web development and social media. Therese is an appreciated lecturer in Content Marketing and Web Analytics and is passionate about all aspects of the digital user experience. You are welcome to visit her blog where she writes about digital marketing and social commerce: <http://www.trulytherese.se>.

Anders is the Analytic expert for Apotek 1 Gruppen AS, he works with maintaining and managing the corporate Intranet and website. In particular he is responsible for SEO/ SEM - promoting Apotek 1's website and managing development projects with data and information.

This panel will cover in more detail:

- » In the era of 'big data', where can a commercial advantage be gained?
- » How much data do you need to accurately measure you customers' habits?
- » Is there an efficient way to analyse all of the data?
- » How do you begin analysing this data?

16.15 **How to test the most valuable areas of your site to improve conversion, reduce drop-out rate & increase customer engagement**



Per Svanstrom,
Head of Digital Business, **Ellos**

Per has worked with some of the biggest sites and biggest brands in the world during his 17 year career as a consultant. He is a Google analytics certified consultant with AB testing, MVT testing and Online Marketing developer among his ortés. Currently responsible for all the external traffic to the site at Ellos. Per has also conducted several hundred SEO Projects without failure -with his greatest project increasing traffic by 1700% in 7 weeks. Per is also on the Advisory board for eTail Nordic.

In this presentation Per will cover:

- » Which areas do you test?
 - » Is there a way of working out which areas are the most valuable?
- » How do you test these areas?
 - » What can you do to maximise this value?
 - » What changes do you make?
 - » How do you measure ROI of these changes?
- » What are the critical success factors and how do you know you have been successful?
- » What are the obstacles to overcome to reduce drop-out rates and increase customer engagement?

16.35 **EXCLUSIVE CASE STUDY** How to combine both offline and online data to improve your customer segmentation



Fredrik Norberg,
Co-Founder / CMO, **Fyndiq**

As a Co-Founder of Fyndiq, Fredrik has tried many online and offline activities. Much of it with a negative result, which has given him a thorough understanding of the importance of data management in order to improve the marketing efficiency; one of the keys to online success. A big challenge is to take Fyndiq abroad and make it a huge success on the European market. Fredrik hopes to gain experience from a Nordic e-Commerce perspective at eTail. He is interested in the differences and similarities between the different countries.

In this presentation Fredrik will cover:

- » The new Fyndiq marketing strategy for the summer of 2014
 - » A discussion on the use of Offline data as a tool in the creation of Online marketing success
 - » How can you implement elements of this?
 - » The difficulties Fyndiq has established
 - » How are they overcoming these issues?
- » Has the strategy been a success?

16.55 **CLOSING KEYNOTE ADDRESS** Transforming your business through e-Commerce



Peter Keerberg,
CEO, **Jotex**

Peter Keerberg has worked for many years with IKEA both on a European and Canadian level. This retail journey was completed on a Global level as CEO for IKEA Communications AB. This has given him a full and integrated understanding of the complete retail chain from the idea of a product. Following this extensive retail experience at one of the largest global retail brands, Peter moved into eTail as the CEO for Komplet AB. He is now the CEO for Jotex AB (The leading Nordic home furnishings eTailer) and Jotex was the winner of the Web Service Award 2013, in the e-Commerce category. The web service award is nominated to the sites that the visitors consider to have the highest quality.

In this Keynote address Peter will cover:

- » How e-Commerce can transform your company
- » What are the strategies that can help you
- » The future of retail: Online-offline?

17.30 Closing Drinks

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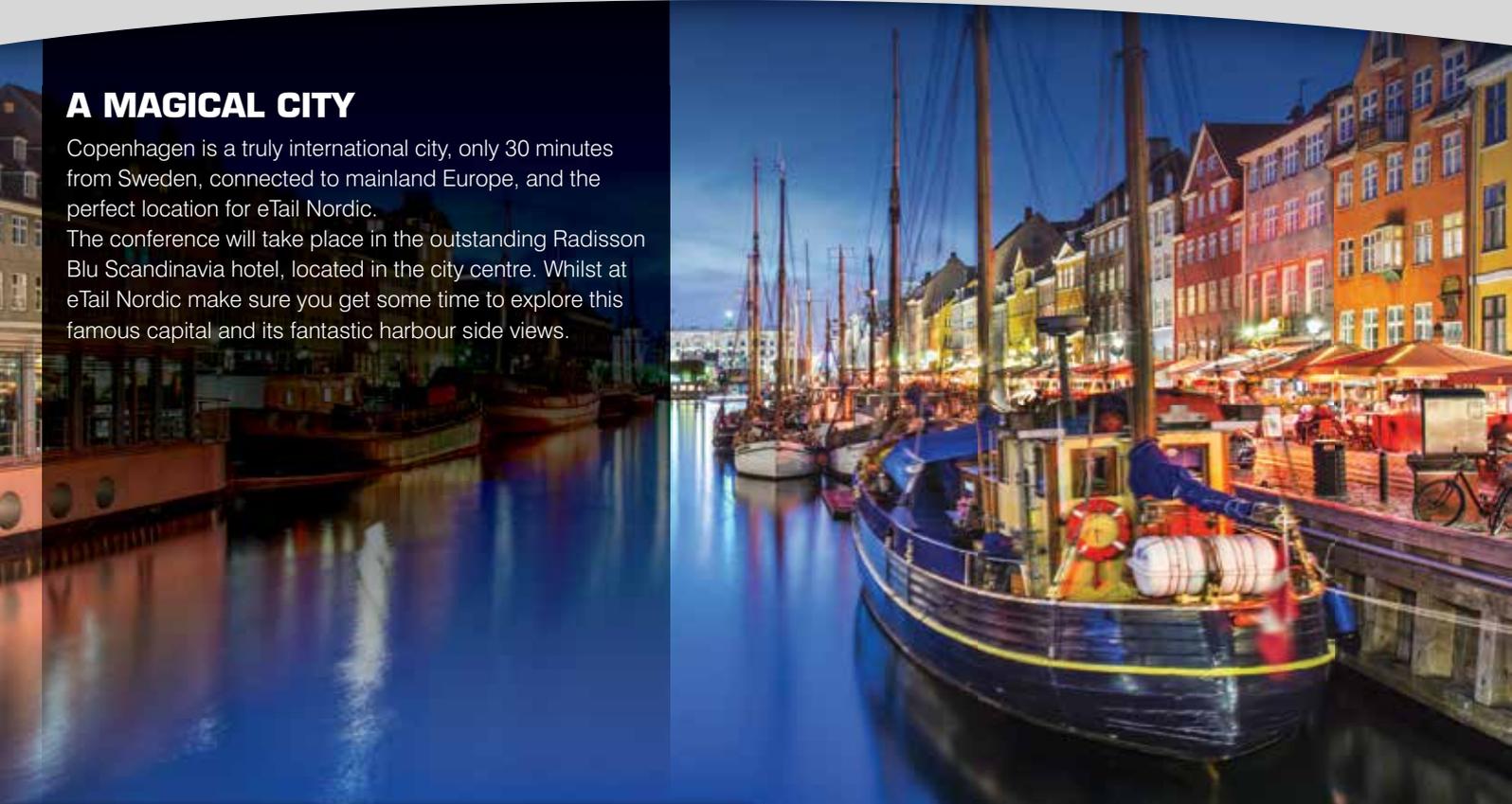


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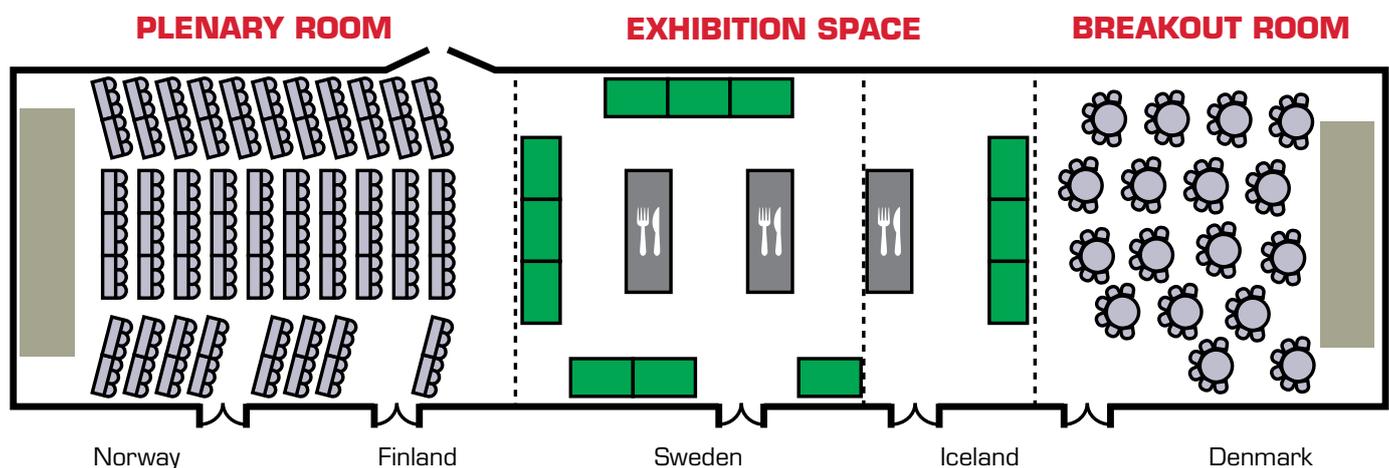
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Vincent Potier, *Managing Director*, **Vonage UK**

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SHOPSTYLE
BY POPSUGAR

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<http://www.shopstyle.co.uk/>

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For further information please contact:

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