Transforming Retail. Together
The Event For eCommerce & Multichannel Innovators
“eTail Europe is an unmissable opportunity.
- Nick Lansley, Former Head of Open Innovation, Tesco

“Very Inspiring.
- Emilie Maunoury Thoraval, Head of International Digital Marketing, Clarins

“Anyone who is anyone in eCommerce is here.
- Jonathan Wall, Group eCommerce Director, ShopDirect

“A conference worth attending year on year.
- Violaine Muras, Head of Digital Commerce, Avenue 32

“Always a must attend event for me.
- Niel Sansom, eCommerce Director, Moss Bros

“Would unreservedly recommend.
- Jason Nathan, Global Multi Channel Director, Dunnhummy
Your Keynotes & Retail Leaders

Be Inspired- Here’s a Selection of Your 2016 Speakers

Felipe Garcia
Head of Clothing, Amazon Fashion UK

Doug Gardner,
CIO, River Island

Julian Burnett
CIO
House of Fraser

Alexandra Bell,
CEO,
Belcurves

Brian McBride,
Chairman,
ASOS & Former CEO,
Amazon.co.uk

Matt Poole,
Head of Omnichannel Product,
Boots

Lysa Hardy
Chief Commercial Officer Holland & Barrett International

Graham Cook,
Group Head of Digital Operations, Thomas Cook

Glen Richardson, CMO, Fruugo

“eTail Europe is a must-attend event for anyone in eCommerce. The openness amongst peers regarding techniques, data and knowledge is invaluable.”
Your Keynotes & Retail Leaders
Be Inspired- Here’s a Selection of Your 2016 Speakers

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, Online Marketing Director, Estee Lauder

""
Imagination. Innovation. That’s eTail.

eTail is the one stop shop for eCommerce and multichannel executives; an event where you can learn, be inspired, find solutions for your business and build lasting friendships. We’re bigger and better this year – covering every topic related to your job, both strategically and tactically. Experience brand new session formats, interactive learning, guest speakers and powerful keynotes, all in the heart of London. You won’t forget the three days you spend here.

INSPIRATION MEETS INNOVATION
Keynote speakers come from Europe’s largest retailers – companies such as Argos, ASDA, Boots, Debenhams – to name a few. You’ll hear high impact presentations, debate – themed panel discussions and join collaborative working group sessions, retailer only meet-ups and more. You’re guaranteed to leave with pages of notes so bring your team – there’s more sessions and content than ever before.

GUEST SPEAKERS
TED-inspired guest speakers will open your eyes to the retail internet of things, cognitive commerce & human engagement and the dangerous digital underworld. You’ll also want to listen to our start-up panelists as they teach you how to problem solve in a fast paced, agile company.

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, Group eCommerce Director ShopDirect
Transforming Retail

Whatever your pain point, we’ve definitely got you covered. Our topics cover every area impacting your business – personalisation, content marketing, mobile engagement, delivery, data, omnichannel and a lot more – check the agenda to see all that eTail has to offer. Our speakers focus on what they did and how they executed with 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.

“I came away thoroughly updated on eCommerce and Digital Marketing innovations and challenges throughout all sectors of the industry, having spent a highly enjoyable 3 days at the eTail Europe event. The venue and speakers were all of the highest quality. Would unreservedly recommend this event to industry professionals at all levels.”

Jason Nathan, Global Multi Channel Capability Director Dunnhumby
On Thursday June 23rd, we turn the show over to you. Join lively tables of retailers talking through fresh new ways to solve their day-to-day problems. It’s a great way to digest everything you learned from presentations & panels in the previous days too. And everyone at the table shares the same responsibilities & resource level, so you’re in great company.

RETAILER SPEED DATING
This is perhaps the most fun you’ll have at the event. With a cocktail in hand, you’ll have 1 minute to meet someone new, have a laugh and move on to the next in line. Who knows, this could be the start of a beautiful friendship.

EXHIBIT HALL MEET-UPS
Head to the exhibition hall to mix it up with executives who can give you free advice about areas affecting your business. You’ll connect with leading technology solution providers to boost your bottom line.

CASE STUDY REVOLUTIONS
We’re flipping basic presentations on their heads! You’ll hear from a speaker, then gather in small groups to debate solutions to a top eCommerce challenge. In the end, you’ll leave with multiple ways to solve the same pain point.

RETAILER-ONLY DISCUSSIONS
Here’s how we do it at eTail:
Where else can you network like you can at eTail? Nowhere. There is a new chance to make a valuable business contact, connect one-on-one with other retailers and catch up with old friends – every single day.

Together
The Fun Stuff

eTail brings together retail pioneers for three days of idea sharing. But don’t forget the fun stuff! Win instant cash prizes by playing Deal Or No Deal during AM and PM breaks, put your fellow eTailers to shame in the QuizUp Head-to-Heads and kick back in style at the EURO 2016 party & welcome reception. We always guarantee a good time at eTail!
Everyone loves free money, and eTail loves to give it away! Head into the Exhibit Hall to play Deal Or No Deal and QuizUp during each morning and afternoon break, with an espresso or Pimm’s in hand. You’ll go head-to-head with other attendees, and win instant cash prizes. Our Exhibit Hall vendors have cool stuff for you to take home, and some of our retail speakers have a few surprise giveaways too!
eTail EURO 2016 Party

Tuesday June 21st, 450pm-550pm

We’re kicking off eTail in style at the EURO 2016 party. You’ll taste amazing food from across the continent, sample wines and beers from Italy, France & Germany and unwind in front of this evening’s EURO 2016 match. There’s no better time to meet new friends than at our legendary evening receptions, and we’ll also be giving away the grand prize from today’s Exhibit Hall games.
Start socialising and mingling before you get to the show. Set up meetings, check out speakers, set reminders for must attend sessions... it’s all available on the App.

**WE’RE SAVING TREES!**
We’ve gone digital. The entire conference agenda is on the mobile app. You’ll learn about speakers, sponsors, get session information, and find exhibits easily. It’s all right there, at your fingertips.

**NEVER MISS OUT**
Set up your profile and you’ll have access to everything the app has to offer. You can schedule meetings, set reminders for sessions, get updates on fun activities, even message other attendees. You’ll never miss out when you’re signed in.

**HAVE SOME FUN**
First check out the app timeline. You can post to your calendar, link to Twitter, and get notifications when you need to. Our app takes the conference experience to the next level.
Your Retail Speakers & Table Hosts

You can attend high impact presentations, debate-themed panel discussions, collaborative working group sessions, retailer-only meet-ups – you’re guaranteed to leave with pages of notes. Your speakers outline what worked and what didn’t work for their business; learn from their successes and failures.

Felipe Garcia  
Head of Clothing  
Amazon Fashion UK  
NEW!

James McClure  
GM, UK & Ireland  
Airbnb  
NEW!

Stephen Langford  
Sr. Director, eCommerce  
ASDA  
NEW!

Chris Coleman  
Head of Multi-Channel Sales & Development  
Virgin Media  
NEW!

Joel Robinson  
Lead Product Owner - Retail  
Sainsbury’s  
NEW!

Jason Van Der Westhuizen  
Head of Online Europe  
Lands’ End  
NEW!

Lysa Hardy  
Chief Commercial Officer  
Holland & Barrett International  
NEW!

Julian Burnett  
CIO  
House of Fraser

Simon Rogers  
Head of Performance Marketing  
Tesco  
NEW!

Helen Colclough  
eCommerce Development Manager  
River Island

Rosie Snow  
Lead Product Owner, Loyalty and Customer Data  
Marks and Spencer  
NEW!

Graham Cook  
Group Head of Digital Operations  
Thomas Cook  
NEW!

Neil McGowan  
Technology Director  
Maplin  
NEW!

Joel Palix  
CEO  
Feelunique.com  
NEW!

Steve Robinson  
Fmr. CEO  
ACHICA

Michael Durbridge  
Director of Omni-Channel  
B&Q

Mark Sear  
Managing Director  
Swim Direct

David Lindsay  
Fmr. SVP Technology  
Farfetch.com

Dave Elston  
Head of eCommerce – Europe  
C&J Clarks

Jon Asbury  
Multichannel Director  
GO Outdoors

Stuart McMillan  
Deputy Head of eCommerce  
Schuh

Thilo Bendler  
VP  
Otto Group

Neil Roberts  
Head of Digital  
Eurostar

Martin Gill  
VP, eCommerce  
Forrester Research  
NEW!

Alison Conway  
VP, Client & Omnichannel  
Belstaff

David Hathiramani  
CEO & Co-Founder  
A Suit That Fits

Matt Henton  
Head of eCommerce  
Moss Bros

Chiara Bello  
Creative Director & Chief Happiness Officer  
DeinDeal  
NEW!

Edward Donald  
Omni-Channel/ eCommerce Retail Consultant  
UK Trade & Investment  
NEW!

Patrick Osborne  
Head of Customer Insights & Analytics  
QVC  
NEW!

Francis Nicholas  
Group Head of eCommerce  
Iglo Group

Carine Moitier  
COO & Co-Founder  
Bivolino.com  
NEW!

David Nefs  
Head of Marketing Revenue Management & Analytics  
Secret Escapes  
NEW!

Seb Villien  
Head of eCommerce  
Joe Browns  
NEW!

Stuart McMillan  
Deputy Head of eCommerce  
Schuh

+44 20 7368 9465  
EtailEurope@wbresearch.com  
www.etaileurope.com
Your Retail Speakers & Table Hosts

Ward Van Duffel
VP, Direct to Consumer EMEA LEGO

Neil Insdorf
Head of eCommerce CEWE France NEW!

Tami Ostmark
Director of Global Business Marketing and Operations Overstock.com NEW!

Arif Harbott
CDO UK Ministry of Justice

Dr. David Benyon
Director, Centre for Interaction Design Edinburgh Napier University SPECIAL GUEST!

Jamie Bartlett
Author The Dark Net: Inside the Digital Underworld SPECIAL GUEST!

Kate Simon
Managing Director, New Business Venture Majestic Wine NEW!

Paul Sanderson
Head of eCommerce Bonmarche NEW!

Jonny Wooldridge
CTO The Cambridge Satchel Company NEW!

Lee Faetz
eCommerce Director Wickes

Russell Harte
Group Technology Director DFS NEW!

Thierry Bedos
CTO Hotels.com NEW!

Kieran Clinton-Tarestad
Global Head of eCommerce Gant NEW!

Mirko Caspar
Managing Director Mister Spex NEW!

Manlio Sanna
Global Marketing Director Carlsberg Group NEW!

Lynn Ritson
Global eCommerce Director Cath Kidston NEW!

Sam Barton
Head of User Experience Shop Direct Group

Neil Sansom
CEO Wool Overs NEW!

Barry Wyse
Director of Commerce Telegraph Media Group

Jon Lane
COO SurfStitch Group NEW!

Louise Aldred
Special Projects Director Fred Perry NEW!

Matt Pollington
Global Digital Director SurfStitch Group NEW!

Christo Finn
Manager, eCommerce Conversion Rate Optimisation JD Williams NEW!

Alex Watson
Head of Global Transport SuperDry NEW!

Damian Otwinowski
Retail Director Watches of Switzerland NEW!

Levi Young
Co-Founder Enclotted NEW!

Dana Zingher
Co-Founder Enclotted NEW!

Jamie Finer
CEO bio-bean NEW!

Anthony Fletcher
CEO Graze NEW!

Bart Schutz
Author, Persuasion Psychologist & Member of Netherlands Institute of Psychology SPECIAL GUEST!

Nick Lansley
Author, Startup Mentor & Former Head of Open Innovation Tesco Labs SPECIAL GUEST!

Alice Hastings-Bass
Co-Founder LUX FIX NEW!

Ed Whatmore
Head of Online and Direct Marketing Mountain Warehouse NEW!

Julie Snape
Marketing & eCommerce Director SurfStitch Group NEW!

Kai Li
VP, International REVOLVE NEW!

Maxime Taieb
Director, eCommerce Carrefour NEW!

Caroline Rolfe
Global Director of Digital GHD
Your Retail Speakers & Table Hosts

Brian McBride  
Chairman, ASOS & Former CEO  
Amazon.co.uk

Matt Poole  
Head of Omnichannel Product  
Boots

Donna North  
Co-Founder  
Dressipi

Alexandra Bell  
CEO  
Belcurves

Faye Roth  
Head of Customer & Digital IT Delivery  
River Island

Dan O’Sullivan  
Head of eCommerce  
Ocado

Hanna Landeros-Downs  
Senior Technical SEO Manager  
House of Fraser

Zoe Ashford  
Head of Online Marketing  
John Lewis

A Special Thanks To Our Advisory Board

Jonathon Brown  
CEO  
M & M Direct

Sean McKee  
Head of eCommerce and Customer Services  
Schuh

Michael Durbridge  
Director of Omnichannel  
B&Q

Robin Phillips  
Director of Multi-Channel  
Boots

Simon Forster  
Executive Director, Multichannel, Marketing & Supply Chain  
Selfridges

Gareth Rees-John  
Global Digital Director  
TOPMAN TOPMAN

Jonathan Wall  
Group eCommerce Director  
Shop Direct Group

Pete Mitchley-Hughes  
General Manager eCommerce, Target Australia & Former Head of M&S.com Development  
Marks & Spencer

Peter Williams  
Chairman, Boohoo.com  
Rightmove & Mister Spex
Agenda Highlights:

Main Conference Day One:

It’s time to get outside your comfort zone. High impact talks from Elite & Leading UK brands, interactive panels that debate the hottest topics, and a jam-packed exhibit hall featuring games & prizes all day. We didn’t even mention the kick-off party in the evening!

Keynote: Will The Internet Destroy The High Street?
Brian McBride
Chairman, ASOS & Former CEO Amazon.co.uk

How is the high street transforming? And how do you measure the impact of digital? Brian believes that central to the reorganisation of your store, platforms and processes is the imperative to make the customer’s life easier. In this session, you’ll hear how ASOS is embracing major external and internal change, keeping the customer front of mind and earning company-wide commitment to digital strategy.

Keynote: Digital Disruption And The Sharing Economy: How To Apply AirBnB’s Customer-Centric Mindset In Your Company
James McClure
GM, UK & Ireland Airbnb

Airbnb’s dramatic disruption of the hospitality industry was made possible by the company’s singular focus on becoming a community-led superbrand. The customers – both hosts and guests – are at the very heart of the brand, meaning Airbnb doesn’t just talk about customer centricity, they live and breathe it. With insight into one of the fastest-growing digital brands, James will take you on the Airbnb journey and offer valuable lessons that can be applied in the retail environment.

Matt Poole
Head of Omnichannel Product Boots

Old Realities Persist While New Realities Are Still Half-Baked
Hear the inside story on how one of the most iconic brands on the UK High Street gradually builds its digital proposition and sets its agenda to anticipate future growth. Stores are still very much alive, so one of Robin’s key daily questions is, “How can digital and physical work hand in hand?” Future proofing involves blurring the online and offline, bringing a data-driven strategy to storefronts and inspiring marketing, trading, operational, data, change and systems experts to share a common vision of the future. Here, Robin shows you how.
Agenda Highlights:

DAY ONE, TRACK A

Engagement & Agility

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. We’ve handpicked the fastest moving companies and leanest startups to outline their processes & methods of innovation.

**eCommerce Agility - What Is It & Why Does It Matter?**

Dave Elston
Head of eCommerce
C&J Clarks

No matter what kind of platform you’re running and no matter how you’re hosting it, you know that digital commerce often moves too fast. As Head of eCommerce at a Top 20 UK retailer, Dave finds that ‘agility’ is just another part of his job description. Here he reveals his secrets on how to quickly adopt innovative site features & capabilities.

**How Agile Are You?**

Matt Henton
Head of eCommerce
Moss Bros

In 2016, your eCommerce operation is defined by your speed, flexibility and scalability. The only way to future-proof your platform is by tapping into research and data and creating actionable ideas for growth. As Head of eCommerce at the UK’s #1 men’s formalwear specialist, Matt shows you how to act quickly and decisively when integrating new technology, expanding into new markets and delivering new content.

**Start-Up Success: Born Lean, Stay Lean**

Alice Hastings-Bass
Co-Founder
LUX FIX

Narrowing your company’s focus allows you to remove expensive distractions and clarify your unique sales proposition. This is particularly true of firms that are born online, with lean operating models that help them hit the ground running in spite of fierce competition. With a background in private equity, Alice understands how to take a good, honest look at how companies function, and where they need to change. Here, Alice shares LUX FIX’s secrets of how to stay lean.
DAY ONE, TRACK B

Customer Journey & Personalisation

Because you never get a second chance to make a first impression

This summit’s focus is not only on tangible takeaways from retailers, but how they are working together to unleash the power of personalisation. And you’ll have customer obsessed executives leading the discussions – bring your challenges and you’ll get answers right away.

Making It Personal: Tapping Into People & Their Passions

Donna North
Co-Founder
Dressipi

In 2016, your eCommerce operation is defined by your speed, flexibility and scalability. The only way to future-proof your platform is by tapping into research and data and creating actionable ideas for growth. As Head of eCommerce at the UK’s #1 men’s formalwear specialist, Matt shows you how to act quickly and decisively when integrating new technology, expanding into new markets and delivering new content.

At What Point Does Personalisation Become Invasive?

Carine Moitier
COO & Co-Founder
Bivolino

Personalisation is the latest buzz, but how does the marketer define what’s preferred, important and of real value? And when does personalisation become creepy? With customisation and ‘made to measure’ at the very heart of Bivolino’s value proposition, Carine is at the front line of redefining targeted customer engagement in 2016 and beyond.

Success Story: How To Unlock Your Data To Create A Truly Unique Competitive Differentiator

Thierry Bedos
CTO
Hotels.com

With 85 global websites scouring 290,000 hotels across the world, 25 million downloads of its mobile app and 11 million user-generated reviews, Hotels.com packs a real digital punch. And now with customers able to create lists of preferences, Hotels.com has begun to experiment with big data. Thierry leads the effort and explains the importance of understanding what customers like, rather than just tracking what they do.
Agenda Highlights:

DAY ONE, TRACK C

Conversion Optimisation & Testing

Test, Learn, Update, Repeat.

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 adjust your P&L statement for a multichannel world? Too good to be true? Not at eTail.

Success Story: A Travel Perspective On Omnichannel Retailing

Graham Cook
Group Head of Digital Operations
Thomas Cook

The holiday booking experience is complex with a lot of data and information, and having an omnichannel presence further increases the complexity of any service offering to the customer. As Head of Thomas Cook’s Digital Delivery team, Graham role is to reduce this complexity, while bringing differentiation to the digital road map.

Treating Your Website As An Ever-Evolving Asset To Get Ahead Of Customer Expectation

Sam Barton
Head of User Experience
Shop Direct Group

The latest website craze is A/B testing, which provides valuable insights into user behavior. Used correctly, it can maximise the potential of marketing efforts and increasing your bottom line. Sam’s User Experience team are currently testing headings, images, content, call to action buttons, social media buttons, logos and more to understand the real barriers to a blocked purchase. So what lessons have been learned?

eCommerce Redesign PANEL: Modernising Your Site To Boost Brand Image & Traffic

Kieran Clinton-Tarestad
Global Head of eCommerce
Gant

2016 is the year of reorganising, testing and learning. To fully redesign around the customer, many of us are improving both design and functionality of the whole eCommerce experiences. You already know that without redesigning the website/app/store environment on a somewhat regular basis, your branding and sales tools will be out-of-date and conversion rates will likely dwindle. But now it’s time to redesign, what should you consider first and why?
Main Conference Day Two:

The second main day is not to be missed. Hear inside stories from the most iconic names on the high street, such as ASDA and B&Q, as well as the latest pureplays like Graze and Feelunique. You’ll learn how to bring develop a consistent brand both offline & online and develop your IT Infrastructure to prepare for the internet of things.

Keynote: Building A Dynamic Customer Relationship- Getting Ahead Of Customer Expectations Rather Than Falling Behind Company Around The Customer To Realise Your Full Digital Potential

Michael Durbridge
Director of Omni Channel
B&Q

TED Guest Speaker: The Dark Net- Inside the Digital Underworld

Jamie Bartlett
Author
The Dark Net: Inside the Digital Underworld

PANEL Marrying Bricks & Clicks: How To Bring Instore & Digital Together Holistically

Neil McGowan
Technology Director
Maplin

Beyond the familiar online world that most of us inhabit lies a vast network of sites, communities and cultures where freedom is pushed to its limits. A world that is as creative and complex as it is dangerous and disturbing. A world that is much closer than you think. In this session, Jamie gives a revelatory examination of the internet today, and of its most innovative and dangerous subcultures. You’ll get a glimpse of human nature under the conditions of freedom and anonymity, and shine a light on this enigmatic and ever-changing world.

Do You Have The Appetite For Change?

52% of consumers are less likely to buy again after a single bad digital experience. If your customer has to wait longer than a split second for a webpage to load, or if you cannot deliver a rich & seamless multichannel experience, that customer could be lost forever. Perhaps the biggest barriers are our legacy systems, which keep us living in the past. But their replacement requires huge investment and disruption- do you have the appetite for major change?

Developing A Consistent Brand Both Offline & Online

The first generation of digital store initiatives produced less than stellar results, leaving retailers to pause and rethink their digital store strategies. But a handful of market leaders are operationalising digital store initiatives that act as lighthouses to the rest of the industry, showing a glimpse of what’s possible with the right strategy. Alongside Neil, hear from three other retailers who are adding offline data to online data, and using offline triggers to drive online sales.
Blurring Instore & Online
The Store Is Alive & Well!

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 latest approaches and take their lessons back to your workplace.

Success Story: Getting Offline Data Visible In Online Tools

Russell Harte
Group Technology Director
DFS

Since so few brands are investing in the instore digital space, you’ll find great opportunity in simply following the leader. As Group Technology Director at DFS, Russell is making this huge effort to coordinate the online campaign with an offline digital component, and is already getting ahead of the competition. Follow Russell’s example to connect your instore customer experience with the online experience, thereby creating a seamless brand relationship.

Mobile Payments: Fact Or Fiction?

Martin Gill
VP, eCommerce
Forrester Research

Delivering a fast and convenient payment portal has been top of the retail agenda for the past five years. We’ve seen countertops, mobile terminals, tablets and countless cash register combinations come and go. So what is the latest thinking on the high street? And crucially, will we see mass industry scale-up of a certain technology within the next 12 months, or just another year of deliberations? Martin’s role at Forrester answer is to answer that question and prepare eTailers for the year ahead.

Understanding What Your Customer Sees Through Net Promoter Score, Interview Feedback, Customer Service Desk & More

Ward Van Duffel
VP, Direct to Consumer EMEA
LEGO

People are very helpful, given half a chance. Your customers will tell you what they want and how to make your site work better, if you’ll just let them. For Ward, surveys are the secret, with the focus on insight, conversation and action. And for LEGO, keeping the customer central in this way has created an incredible connection between the brand and customer. Here Ward highlights his most recent successes in LEGO customer feedback.
DAY TWO, TRACK B

Data, Analytics, Security & IT

Update Or Replace?

During this summit, you’ll hear from Chief Technology Officers & IT-minded experts who are tackling prehistoric legacy systems and embedding analytics at the heart of everything they do. Here they open their playbook on how to turn data points into actionable information.

How To Create A Strong Underlying IT Infrastructure To Prepare For The Internet Of Things

Jonny Wooldridge
CTO
The Cambridge Satchel Company

Jonny has a 15 year history of leading major technology rollouts in household brands such as Lastminute, Opodo, M&S and Photobox. But his greatest challenge lies ahead, namely to embed Internet of Things (IoT) into the complex enterprise technology estate of The Cambridge Satchel Company. Here he explains his vision and methodology, giving a unique CTO perspective on how you can prepare for the IoT revolution as soon as possible.

Update Or Replace? Tackling Prehistoric Legacy Systems

Anthony Fletcher
CEO
Graze

According to Forrester, the market for eCommerce technology will almost double by the end of the decade. This growth is coming on the back of 5+ years of rampant technology replatforming as eTaliers have upgraded their systems to support increased digital revenues. But what risks and rewards lie in keeping your legacy platform functional, integrating it with third-party systems or replacing it all together? With 6 years at Innocent Drinks and 5 years at Graze, Anthony has undertaken many upgrades and shares the main lessons learned from the changes.

Cognitive Commerce & Human Engagement: Understanding The Science Of How Your Customer Thinks

Ashish Umre
Artificial Intelligence Scientist/Optimisation Manager (CRO, Analytics and Data Science Practice)
Tesco

What if we told you that reducing cart abandonment and increasing impulse buys is possible by tapping into unconscious customer needs? You may think that deeper human engagement allows brands to know their customers and respond with the right experience at just the right moment. And overall, cognitive processes and operations will soon help companies move beyond responsiveness to a synchronised, predictive value chain that mitigates risk and reveals hidden opportunity—on a global scale. Don’t miss this eye-opening talk.
DAY TWO, TRACK C

Delivery, Fulfillment & Logistics:

Is Next Day Delivery The Next Big Thing?"

What the delivery expectation for 2016/2017? Here you’ll take pages of notes on how to make your same-day & next-day delivery experience come to life in a way that is commercially sustainable.

Next Day Delivery- What Is The Current Uptake & Should You Experiment Today?

Delivery has come a long way since the early days of eCommerce, but customers are constantly demanding more flexibility, traceability and speed in their delivery options. As a members-only online store, ACHICA has always invested significantly in understanding its members behaviour- in 2016, this means understanding delivery as a differentiator. Steve will break through the buzzwords to explain how the UK delivery landscape is changing, and which classleading 2016 services will become 2017 hygiene factors.

How To Maintain An Accurate Stock Inventory Instore & Gain Buy-In From Store Staff

When is a store more than just a store? A Suit That Fits are now using their stores as fulfillment centers to ship a small portion to upwards of 20% of the product they sell online. Besides significantly improving inventory availability to fulfill online orders, David’s ship-from-store program has boosted margins through exposing clearance inventory to both retail and online customers, spreading markdown risks.

View From The Chief Commercial Officer: Bring Your Brand To Life

Best known for creating the highly successful and award winning flashmob TV ad ‘Liverpool Street Dance’ while at T-Mobile, Lysa is now using her multichannel expertise to bring the Holland & Barrett brand to life. Each day, Lysa is defining the digital customer experience proposition and transforming insights into action.
Main Conference Day Three (Retailer-Only):

An eTail first, we’ve dedicated a whole day to small group interactive discussions. With 22 tables covering everything from eCommerce innovation labs, mobile-first design and international expansion, you’ll sit with other retailers who share similar responsibilities & resource levels. After hearing the strategy on Day One & Two, today arms you with the tactics you need for 2016 and beyond.

How To Engage Instore Teams To Use Mobile Devices To Enhance Customer Experience

Joel Robinson
Lead Product Owner - Retail Sainsbury’s

How your stores can make a comeback

Unleashing The Power Of Personal To Get The Most Out Of Your Customer Data

Jason Van Der Westhuizen
Head of Online Europe Lands’ End

Turning raw data into actionable information

How Do You Make Your Online Business Work For The Older Customer?

Patrick Osborne
Head of Customer Insights & Analytics QVC

Satisfying expectations of millennials vs. baby boomer

Creating The Customer Centric Company

Ed Whatmore
Head of Online and Direct Marketing Mountain Warehouse

Are You Customer Obsessed?

Understand Each Customer & Their Unique Journey

Julie Snape
Marketing & eCommerce Director HSS Hire

How do you know that a particular channel is performing to its potential

Satisfying expectations of millennials vs. baby boomer

Enhancing Your Marketing Mix

Zoe Ashford
Head of Online Marketing John Lewis

Key cost & customer base considerations

Don't waste time (and £!) - Register Today ☎️ +44 20 7368 9465 · eTailEurope@wbresearch.com · www.etaileurope.com

Page 24
Main Conference
Day One:
Transforming Your Business Through Customer Obsession
TUESDAY 21ST JUNE 2016

08:00 Breakfast & Registration
(Britten and Fleming)

08:50 Chairperson’s Opening Remarks
(Whittle Room)

09:00 Keynote: Will The Internet
Destroy The High Street?
Are You Customer Obsessed?
How is the high street transforming?
And how do you measure the impact of
digital? Brian believes that central to the
reorganisation of your store, platforms
and processes is the imperative to make
the customer’s life easier. In this session,
you’ll hear how ASOS is embracing major
external and internal change, keeping
the customer front of mind and earning
company-wide commitment to digital
strategy.

Brian McBride
Chairman, ASOS & Former
CEO
Amazon.co.uk

09:20 Keynote: Digital Disruption
And The Sharing Economy: How To
Apply AirBnB’s Customer-Centric
Mindset In Your Company
Airbnb’s dramatic disruption of the
hospitality industry was made possible by
the company’s singular focus on becoming
a community-led superbrand. The
customers – both hosts and guests
– are at the very heart of the brand,
meaning Airbnb doesn’t just talk about
customer centricity, they live and
breathe it. With insight into one of the
fastest-growing digital brands, James
will take you on the Airbnb journey
and offer valuable lessons that can be
applied in the retail environment.

· The Sharing Economy: some myths
to debunk
· The rise of experiential marketing
and how it has shaped our brand
· Inside the AirBnB customer’s
journey
· Data overload: how to
prioritise
· How to develop
a customer-
obsessed culture
in your company

James McClure
GM, UK & Ireland
Airbnb

09:40 The Epidemic
Of Web Page Obesity
It’s No Longer About Disruption, It’s
About Enhancement
Learn how web performance impacts
your business and brand experience
as you innovate to meet your
customers demands.

Alex Henry
Senior Director, Global
Solutions Consulting
Monetate & Retail Client

10:00 Keynote: What Was, What Is &
What Will Be- How To Plan For
Your Digital Future
Old Realities Persist While New Realities Are
Still Half-Baked
Hear the inside story on how one of the
most iconic brands on the UK High Street
gradually builds its digital proposition
and sets its agenda to anticipate future
growth. Stores are still very much alive,
so one of Robin’s key daily questions
is, “How can digital and physical work
hand in hand?” Future proofing involves
blurring the online and offline, bringing a
data-driven strategy to storefronts and
inspiring marketing, trading, operational,
data, change and systems experts to share
a common vision of the future. Here,
Robin shows you how.

Matt Poole
Head of Omnichannel Product
Boots

10:20 The Power To Personalise Is
Now Yours

10:40 Morning Espresso Break
(Britten and Fleming)
Head into the Exhibit Hall to play an
exciting game of QuizUp. You’ll go head-
to-head with other attendees, and win
instant cash prizes.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:25</td>
<td>Chairperson's Opening Remarks</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Making It Personal: Tapping Into People &amp; Their Passions</td>
<td>Donna North (Co-Founder, Dressipi)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Success Story: A Travel Perspective On Omnichannel Retailing</td>
<td>Graham Cook (Group Head of Digital Operations, Thomas Cook)</td>
</tr>
</tbody>
</table>

11:30 – 11:45

**ECommerce Agility: What Is It & Why Does It Matter?**

No matter what kind of platform you’re running and no matter how you’re hosting it, you know that digital commerce often moves too fast. As Head of eCommerce at a Top 20 UK retailer, Dave finds that ‘agility’ is just another part of his job description. Here he reveals his secrets on how to:

- Quickly adopt innovative site features & capabilities
- Gain expedited access to new customers and new geographies
- Continually engage customers with relevant and timely content

**Speaker:** Dave Elston

**Title:** Head of eCommerce – Europe

**Company:** C&J Clarks

11:45 – 11:55

**Making It Personal: Tapping Into People & Their Passions**

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 often lose focus on the humans whose individual actions are summarised in the numbers. In this talk, a Top 20 retailer explains:

- How to find the right balance of analysis and emotion to design best-in-class customer experiences
- The difference between manual customer segmentation vs. rocket science automated algorithms

**Speaker:** Donna North

**Title:** Co-Founder

**Company:** Dressipi

11:55 – 12:05

**Success Story: A Travel Perspective On Omnichannel Retailing**

The holiday booking experience is complex with a lot of data and information, and having an omnichannel presence further increases the complexity of any service offering to the customer. As Head of Thomas Cook’s Digital Delivery team, Graham role is to reduce this complexity, while bringing differentiation to the digital road map. Here he shares his viewpoint on:

- The potential of the travel and tourism industry to embrace the currently underutilised opportunities of the evolving technological landscape
- Embedding a ‘high tech, high touch’ culture to create sustainable growth

**Speaker:** Graham Cook

**Title:** Group Head of Digital Operations

**Company:** Thomas Cook
### Track A: Engagement & Agility Summit (Whittle Room)

**11:50**
**How To Increase Your Customer Engagement And Generate Incremental Revenue From Your Push Marketing Campaigns With Tinyclues**

Discover how major (r)e-tailers identify in a few clicks the most relevant audience for any given message, send new campaigns that were once impossible, and make spectacular incremental gains.

- **David Bessis**
  - Founder & CEO
  - Tinyclues

### Track B: Customer Journey & Personalisation Summit (Westminster)

**11:50**
**Creating Customer Segments For Website Optimisation**

- **Graham Cooke**
  - CEO and Founder
  - Qubit + Retail Client

### Track C: Conversion Optimisation & Testing Summit (St. James)

**11:50**
**Eliminating The “Creepy Factor” In Online Engagement**

How Semantic Knowledge Of User Interactions Can Build Meaningful Relationships

- **Richard Sharp**
  - CTO
  - Yieldify

### Internal Hiring PANEL The Changing Face of The eTailer

**12:10**
**Skillset, Mindset, Culture Fit**

Corporate leaders and hiring executives are seeking guidance on the kind of talent they need to lead their eCommerce businesses. Regardless of business size, the essential hiring questions are similar. Should the Head of eCommerce report directly to the C-suite? And will that person command a dedicated team? Each with over 10 years digital experience, this panel explains the ins and outs of:

- Slotting the best & brightest marketing, technology & fulfilment staff into a fast paced, liquid organisation
- Creating high-performing digital teams that embrace data-based experimentation
- Balancing the expectations & habits of new millennial employees vs. baby boomers
- Allocating external resource during seasonal spikes in demand, including Black Friday & Boxing Day

- **Lynn Ritson**
  - Global eCommerce Director
  - Cath Kidston
- **Barry Wyse**
  - Director of Commerce
  - Telegraph Media Group
- **Matt Pollington**
  - Global Digital Director
  - SurfStitch Group

### Restructuring PANEL: Creating The Customer Centric Company

**12:10**
**So, what distinguishes customer-centric organisations from other companies that proclaim their customer focus? In short, they’ve moved beyond lip service and re-oriented their entire operating model around the customer, increasing their own profitability in the process. Join four panelists who have strong understanding of not only what the customer values, but also the value the customer represents to their bottom line:**

- How to define the customer experience, then deliver it in a channel agnostic way
- Understanding what actually motivates your customer, then reorganising the company to make their life easier
- Using the wealth of data at your disposal to create an experience that goes above and beyond customer expectation
- Becoming customer centric to catch up with Amazon & other disruptive competitors

- **Julian Burnett**
  - CIO
  - House of Fraser
- **Alison Conway**
  - VP, Client & Omnichannel
  - Belstaff
- **Stuart McMillan**
  - Deputy Head of eCommerce
  - Schuh
- **Kate Simon**
  - Managing Director, New Business Venture
  - Majestic Wine

### The Evolution Of Attribution PANEL: Answering The Billion Dollar Question

As the practice of multichannel attribution attains a certain level of maturity, we are all beginning to make more accurate investment decisions across mobile, desktop, tablet and instore. Each of this morning’s panelists control the interplay between these channels, here outlining their view of a unified platform that manages the fluidity of budget and technology:

- What Weight Is Placed On Each Channel?
- Adjusting your profit and loss statement for a multichannel world
- Attributing offline sales to online advertising- what does the 'correct' method actually look like?
- Tracking clicks cross-screen (cross-devices) and customer patterns by device
- Examining tools to identify if your customer is browsing or buying

- **Andy McNab**
  - UK Managing Director
  - Rocketfuel
- **Simon Rogers**
  - Head of Performance Marketing
  - Tesco
- **Manlio Sanna**
  - Global Marketing Director
  - Carlsberg Group
- **David Nefs**
  - Head of Marketing Revenue Management & Analytics
  - Secret Escapes
### START-UP PANEL: The Innovation Mentality—How To Think Differently & Problem Solve In A Fast Paced, Agile Company

Get ready for an eTail first. Every year, our audience asks us “what makes a start-up tick?” and “how do they capitalise on digital from day one?” In this deep-dive conversation, an award winning green energy start-up & brand new boutique fashion house teach you how to reap the rewards of a start-up mentality, by starting lean and staying lean. You’ll come away with completely new ways to think about and approach your current priority projects:

- Outlining the methodology & process of innovation
- Responding to failures in a positive way
- Building a team that is comfortable with being uncomfortable
- Making sure that a culture of innovation permeates the entire organisation

Arthur Kay  
CEO  
**bio-bean**

Nick Lansley  
Author, Startup Mentor & Former Head of Open Innovation  
**Tesco Labs**

Alexandra Bell  
CEO  
**Belcurves**

### Personalisation PANEL: Unleashing The Power Of Personal To Get The Most Out Of Your Customer Data

According to a recent 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 as these Elite and Leading UK retailers will attest, the digital footprint left behind by shoppers gives online players a significant lead in this personalisation process. Here the panel share actionable takeaways on how to:

- Create visibility of data from all channels in one place to provide both responsive and predictive customer care
- Drive personalised campaigns via email, social & online and connecting the dots between these vehicles
- Offer one-to-one recommendations
- Personalise for first-time vs. non-first time vs established customer, and for average spend vs. frequency of visit

Felipe Garcia  
Head of Clothing,  
**Amazon Fashion UK**

Barry Wyse  
Director of Commerce  
**Telegraph Media Group**

Rosie Snow  
Lead Product Owner, Loyalty and Customer Data  
**Marks and Spencer**

### eCommerce Redesign PANEL: Modernising Your Site To Boost Brand Image & Traffic

2016 is the year of reorganising, testing and learning. To fully redesign around the customer, many of us are improving both design and functionality of the whole eCommerce experiences. You already know that without redesigning the website/app/store environment on a somewhat regular basis, your branding and sales tools will be out-of-date and conversion rates will likely dwindle. But now it’s time to redesign, what should you consider first and why? Our panelists have blazed a trail and are here to explain what works and what doesn’t:

- Boosting your front-end brand image, traffic, search rankings and sales with minimum back-end headache
- Gaining CTO/CMO buy-in for A/B testing, assigning resource and getting ROI on your investment
- Testing at scale, tracking guest response and making constant adjustments along the way

Kieran Clinton-Tarestad  
Global Head of Ecommerce  
**Gant**

Helen Colclough  
eCommerce Development Manager  
**River Island**

David Lindsay  
Fmr. SVP Technology  
**Farfetch.com**

Neil Roberts  
Head of Digital  
**Eurostar**

---

**Track A: Engagement & Agility Summit (Whittle Room)**

**Track B: Customer Journey & Personalisation Summit (Westminster)**

**Track C: Conversion Optimisation & Testing Summit (St. James)**
<table>
<thead>
<tr>
<th>Time</th>
<th>Track A: Engagement &amp; Agility Summit (Whittle Room)</th>
<th>Track B: Customer Journey &amp; Personalisation Summit (Westminster)</th>
<th>Track C: Conversion Optimisation &amp; Testing Summit (St. James)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:30</td>
<td>Amplify The Customer Experience: The Use of Cognitive Content to Inspire Consumers to Act</td>
<td>Solution Provider Showcase From Dynamic Yield</td>
<td>Solution Provider Showcase: How Customers Want To Use Mobile For Shopping</td>
</tr>
<tr>
<td></td>
<td>What if there were a way to inspire action from your consumers from every digital impression, every time? Advances in cognitive technologies are giving marketers the ability to leverage cognitively generated content, infused with behavioral preference data, to consistently create engaging messages. Hear how Persado’s Cognitive Content Platform is empowering digital marketing teams to generate the most effective communications, at scale, for any audience.</td>
<td>Hear about an exciting new technology from this solution provider.</td>
<td>E-commerce isn’t growing, but M-commerce is. And rapidly. With 50% of the traffic originating from mobile devices, the revolution is having an immense impact on e-retailers’ businesses. In the past, many believed that consumers mainly used mobile simply as a channel for marketing or research, and that consumers would carry out actual purchases at their desktop or in physical stores. We now know that this is wrong. People will buy with mobile – if we let them. It is only a matter of providing a great user experience on all devices. Come listen to the keys to increased growth, how to simplify buying.</td>
</tr>
<tr>
<td></td>
<td>Lawrence Whittle</td>
<td>Liad Agmon</td>
<td>Luke Griffiths</td>
</tr>
<tr>
<td></td>
<td>Chief Revenue Officer Persado</td>
<td>Co-Founder, Director and CEO Dynamic Yield &amp; Retail Client</td>
<td>UK Country Manager Klarna</td>
</tr>
<tr>
<td></td>
<td>In 2016, your eCommerce operation is defined by your speed, flexibility and scalability. The only way to future-proof your platform is by tapping into research and data and creating actionable ideas for growth. As Head of eCommerce at the UK’s #1 men’s formalwear specialist, Matt shows you how to act quickly and decisively when integrating new technology, expanding into new markets and delivering new content. Here you’ll create:</td>
<td>Personalisation is the latest buzz, but how does the marketer define what’s preferred, important and of real value? And when does personalisation become creepy? With customisation and ‘made to measure’ at the very heart of Bivolino’s value proposition, Carine is at the front line of redefining targeted customer engagement in 2016 and beyond:</td>
<td>Many eTailers are looking to digital COEs to give their marketing a boost. They are gaining efficiency by scaling programs and successes across multiple brands. Mark’s COE has spent significant time on moving brands to a consumer focused strategy, providing solutions content vs. always leading with a product’s features and benefits story. Based on experiences from the past year, here he gives his take on:</td>
</tr>
<tr>
<td></td>
<td>Matt Henton</td>
<td>Carine Moitier</td>
<td>Mark Sear</td>
</tr>
<tr>
<td></td>
<td>Head of eCommerce Moss Bros</td>
<td>COO &amp; Co-Founder Bivolino</td>
<td>Managing Director Swim Direct</td>
</tr>
<tr>
<td>3:10</td>
<td>Afternoon Networking Break (Britten and Fleming)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Head into the Exhibit Hall to play an exciting game of QuizUp. You’ll go head-to-head with other attendees, and win instant cash prizes.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Don’t waste time (and £!) - Register Today ☎️ +44 20 7368 9465 • eTailEurope@wbresearch.com • www.etaileurope.com
3:50  The Omnichannel Story At Virgin Media
One of the strengths of Virgin is the consistency of its brand and its
storytelling across the entire portfolio. As Head of Multichannel Sales &
Development, Chris’ stories are delivered via paid media, smart marketing
and owned and earned content. Which are helping the brand to grow?
Chris explains the Virgin Media approach to:
· Developing clear knowledge of who your customer is, and how to interact
with them
· Targeting customers who look beyond price and buy based on the
relationship they have with your brand
· Changing a one-time transaction into lifetime subscription through
relevant, consistent communication

Chris Coleman
Head of Multi-Channel Sales & Development
Virgin Media

4:10  Predicting Your Customer’s Next Move
Customer Journey Analysis is a game of chess – data gives you the
power to predict the future.

Matthew Kelleher
Chief Commercial Officer
RedEye

Roisin Campbell
Head of Strategy
RedEye

4:30  Success Story: How To Unlock Your Data To Create A
Truly Unique Competitive Differentiator
With 85 global websites scounging 290,000 hotels across the world,
25 million downloads of its mobile app and 11 million user-generated
reviews, Hotels.com packs a real digital punch. And now with customers
able to create lists of preferences, Hotels.com has begun to experiment
with big data, Thierry leads the effort and explains the importance of:
· Understanding what customers like, rather than just tracking what they do
· Creating a seamless multichannel journey using data trends &
learning more as this data grows
· Providing information about how other customers are looking at the
same webpage to reaffirm/socially proof original choices

Thierry Bedos
CTO
Hotels.com

4:50  Treating Your Website As An Ever-Evolving Asset
To Get Ahead Of Customer Expectation
The latest website craze is A/B testing, which provides valuable
insights into user behavior. Used correctly, it can maximise the potential
of marketing efforts and increasing your bottom line. Sam’s User
Experience team are currently testing headings, images, content, call to
action buttons, social media buttons, logos and more to understand the
real barriers to a blocked purchase. So what lessons have been learned?
· Successes and failures so far
· Gaining CTO/CMO buy-in for redesign & testing, assigning dedicated
staff to carry out and demonstrating the ROI of technology used
· Creating a culture of Test, Learn, Update, Repeat

Sam Barton
Head of User Experience
Shop Direct

4:10  2x Solution Provider Showcase
Hear about exciting new technology from our event sponsors.
Contact Chet today!
CSilverman@wbresearch.com +1-646-200-7478

4:30  Start-Up Success: Born Lean, Stay Lean
Narrowing your company’s focus allows you to remove expensive
distractions and clarify your unique sales proposition. This is
Narrowing your company’s focus allows you to remove expensive
distractions and clarify your unique sales proposition. This is

Alice Hastings-Bass
Co-Founder
LUX FIX

4:50  eTail EURO 2016 Party
We’re kicking off eTail in style at the EURO 2016 party. You’ll taste amazing food from across the continent, sample wines and beers from Italy, France & Germany and unwind in front of this evening’s EURO 2016 match.

5:50  Close Of Customer Obsession Day
Don’t waste time (and £!) • Register Today  +44 20 7368 9465 • eTailEurope@wbresearch.com • www.etailleurope.com
Main Conference
Day Two:
Retail Reinvention
WEDNESDAY 22ND JUNE

8:00 Breakfast & Registration
( Britten and Fleming)

08:50 Chairperson’s Opening Remarks (Whittle Room)

09:00 Keynote: Retail Innovations & Visions For The Future at River Island

Plan, Predict, Prosper
The holiday shopping period starting on Black Friday and ending on Boxing Day often represents 30% of an online retailer’s annual sales and can double any comparable period in revenue (RJMetrics). Your success will depend on being ready long before the holidays—it’s never too early to start planning for huge order spikes. In this session, a Top 10 UK retailer outlines their success in proactively working with manufacturers and distributors to find special group buying opportunities, getting product & landing pages ready, planning emails and starting content marketing. You’ll go back to the office with a clear action plan for the 2016 holiday period.

Faye Roth
Head of Customer & Digital IT Delivery
River Island

09:20 Keynote: Building A Dynamic Customer Relationship—Getting Ahead Of Customer Expectations Rather Than Falling Behind

Do You Have The Appetite For Change?
52% of consumers are less likely to buy again after a single bad digital experience. If your customer has to wait longer than a split second for a webpage to load, or if you cannot deliver a rich & seamless multichannel experience, that customer could be lost forever. Perhaps the biggest barriers are our legacy systems, which keep us living in the past. But their replacement requires huge investment and disruption—do you have the appetite for major change?

Michael Durbridge
Director of Omni Channel, B&Q

09:40 An Executive From BloomReach

09:45 Plan, Predict, Prosper

10:00 Shipping PANEL: Is Next Day Delivery The Next Big Thing?

10:00 Shipping PANEL: Is Next Day Delivery The Next Big Thing?

How To Adapt eCommerce, IT, Operations & Warehousing To Get The Product Into The Customers Hands

Same-day-shipping services are changing consumer behavior, and fast. With Amazon & Google making big delivery plays, the clock is ticking on traditional retailers who need new ways to lure customers. In this new world, speed of ordering and speed of delivery is the name of the game. So, what will become the new delivery expectation in 2016? Same day home delivery? Reserve and collect next day instore? This panel is actively investing to answer this question and close their stock fulfillment gaps:

10:40 Customer Story: Getting The Most From Your Customer Data And Marketing Spend To Create Long Term Revenue

10:40 Customer Story: Getting The Most From Your Customer Data And Marketing Spend To Create Long Term Revenue

Ross Halliday
Regional Sales Director, UK, Nordics and BENELUX
Emarsys

11:00 Morning Espresso Break
(Britten and Fleming)

Head into the Exhibit Hall to play an exciting game of Deal Or No Deal. You’ll go head-to-head with other attendees, and win instant cash prizes.

11:45 TED Guest Speaker: The Dark Net - Inside the Digital Underworld

Beyond the familiar online world that most of us inhabit lies a vast network of sites, communities and cultures where freedom is pushed to its limits. A world that is as creative and complex as it is dangerous and disturbing. A world that is much closer than you think. In this session, Jamie gives a revelatory examination of the internet today, and of its most innovative and dangerous subcultures. You’ll get a glimpse of human nature under the conditions of freedom and anonymity, and shine a light on this enigmatic and ever-changing world.

Jamie Bartlett
Author
The Dark Net: Inside the Digital Underworld
Developing A Consistent Brand Both Offline & Online

The first generation of digital store initiatives produced less than stellar results, leaving retailers to pause and rethink their digital store strategies. But a handful of market leaders are operationalising digital store initiatives that act as lighthouses to the rest of the industry, showing a glimpse of what’s possible with the right strategy. Hear from four retailers who are adding offline data to online data, and using offline triggers to drive online sales:

- Identifying shoppers instore to sharpen the single view of the customer
- Transitioning instore systems to drive engagement rather than just keep records
- Tracking efficiency of all offline and online investments

Keynote from Bluecore

Networking Lunch (Britten) & Private Lunch Hosted By TinyClues
Since so few brands are investing in the instore digital space, you’ll find great opportunity in simply following the leader, as Group Technology Director at DFS, Russell is making this huge effort to coordinate the online campaign with an offline digital component, and is already getting ahead of the competition. Follow Russell’s example to:

- Connect your instore customer experience with the online experience, thereby creating a seamless brand relationship
- Provide customers with more interesting content and follow-up offers based on their past interest and purchasing behaviour
- Gain actionable data to guide future investments as instore digital becomes embedded deeper into the retail experience.

Russell Harte  
Group Technology Director  
DFS

### Restructuring & Transforming A Traditional Retailer Around The Customer

- Should We Recognize The Customer At Every Touchpoint?  
  Stephen Langford  
eCommerce Director  
ASDA

---

### How To Maintain An Accurate Stock Inventory Instore & Gain Buy-In From Store Staff

When is a store more than just a store? A Suit That Fits are now upwards of 20% of the product they sell online. Besides significantly improving inventory availability to fulfill online orders, David’s ship-from-store program has boosted margins through exposing clearance inventory to both retail and online customers, spreading markdown risks. Other focus areas of this talk include:

- The reduced need to reallocate inventories
- The challenges of using store associates as pickers
- The promise of a ship-from-store program to speed shipments to nearby customers

David Hathiramani  
CEO & Co-Founder  
A Suit That Fits

---

### Solution Provider Showcase From SDL

Hear about an exciting new technology from this solution provider  
An Executive from SDL &  
Ben Hart  
eCommerce Director  
Evans Cycles

---

### Solution Provider Showcase From TagCommander

Hear about an exciting new technology from this solution provider  
An Executive from TagCommander & Retail Client
Delivering a fast and convenient payment portal has been top of the retail agenda for the past five years. We’ve seen countertops, mobile terminals, tablets and countless cash register combinations come and go. So what is the latest thinking on the high street? And crucially, will we see mass industry scale-up of a certain technology within the next 12 months, or just another year of deliberations? Martin’s role at Forrester answer is to answer that question and prepare eTailers for the year ahead:

- Conduct a cost benefit analysis of instore mobile payments
- Use the payment portal to collect accurate customer data and tailor promotions accordingly
- Offer a seamless solution for mobile, online and instore transactions to accept any type of payment, anywhere in the world

Martin Gill
VP, eCommerce
Forrester Research

According to Forrester, the market for eCommerce technology will almost double by the end of the decade. This growth is coming on the back of 5+ years of rampant technology replatforming as eTailers have upgraded their systems to support increased digital revenues. But what risks and rewards lie in keeping your legacy platform functional, integrating it with third-party systems or replacing it all together? With 6 years at Innocent Drinks and 5 years at Graze, Anthony has undertaken many upgrades and shares the main lessons learned from the changes.

Anthony Fletcher
CEO
Graze

Lysa Hardy
Chief Commercial Officer
Holland & Barrett International
**Track A: Blurring Instore & Online (Whittle Room)**

**Tomorrow’s World: The Touchpoint Of Interaction, Design & User Experience**

Professor Benyon has worked in the area of human-computer interaction (HCI) and interaction design for over 25 years, publishing one of the first ever books written on the subject in 1994. In this stimulating session, Dr. Benyon reveals the key components of designing blended instore spaces in the age of augmented reality & the internet of things. What are the short and long term impacts of these technologies on user requirements, desires and experience?

- Towards harmonious design of physical and digital spaces through speech, touch and gesture
- Cutting across language, literacy and other barriers to making effective use of the latest information technologies

**Dr. David Benyon**
Director, Centre for Interaction Design
Edinburgh Napier University

---

**Track B: Data, Analytics, Security & IT (Westminster)**

**How To Create A Strong Underlying IT Infrastructure To Prepare For The Internet Of Things**

Jonny has a 15 year history of leading major technology rollouts in household brands such as Lastminute, Opodo, M&S and Photobox. But his greatest challenge lies ahead, namely to embed Internet of Things (IoT) into the complex enterprise technology estate of The Cambridge Satchel Company. Here he explains his vision and methodology, giving a unique CTO perspective on how you can prepare for the IoT revolution as soon as possible:

- Implementing proximity-based consumer interaction in the aisle
- Instore digital signage and rapid automated checkout via smartphone
- Tracking inventory from factory to point of sale to speed up your supply chain, improve customer service, and increase security

**Jonny Wooldridge**
CTO
The Cambridge Satchel Company

---

**Track C: Delivery, Fulfillment & Logistics Summit (St. James)**

**Delivery Expectation Vs. Reality**

In this new world, speed of ordering and speed of delivery is the name of the game. So, what will become the new delivery expectation in 2016? Same day home delivery? Reserve and collect next day instore? Here Maxime explains how to ensure that your fulfillment policy is well communicated to your customer and internal teams.

**Maxime Taieb**
Director, eCommerce
Carrefour

---

**4:30**

**4:50**

**Understanding What Your Customer Sees Through Net Promoter Score, Interview Feedback, Customer Service Desk Score & More**

People are very helpful, given half a chance. Your customers will tell you what they want and how to make your site work better, if you’ll just let them. For Ward, surveys are the secret, with the focus on insight, conversation and action. And for LEGO, keeping the customer central in this way has created an incredible connection between the brand and customer. Here Ward highlights his most recent successes in LEGO customer feedback:

- Directing your limited customer feedback resource to the most effective methods
- Rectifying problems before your customer publicises their bad experience via social media.
- Identifying your brand promoters early and keeping them loyal

**Ward Van Duffel**
VP, Direct to Consumer EMEA
LEGO

---

**Replicating The Instore Experience Online Through Fit Guides, Virtual Fitting Rooms & More To Reduce Cost Of Returns**

There are no square footage constraints online. Retail space is endless. So coming up with ways to showcase the full catalogue was a huge challenge for Watches of Switzerland. Damian and his team are achieved this by incorporating digital instore elements in ways that add value without adding gimmicks.

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

**Damian Otwinowski**
Retail Director
Watches of Switzerland

---

**Next Day Delivery- What Is The Current Uptake & Should You Experiment Today?**

Delivery has come a long way since the early days of eCommerce, but customers are constantly demanding more flexibility, traceability and speed in their delivery options. As a members-only online store, ACHICA has always invested significantly in understanding it’s members behaviour- in 2016, this means understanding delivery as a differentiator. Steve will break through the buzzwords to explain:

- How the UK delivery landscape is changing, and which class-leading 2016 services will become 2017 hygiene factors
- How to implement premium services that customers actually want
- How to avoid choice paralysis for the user, against a backdrop of several options

**Steve Robinson**
CEO
ACHICA

---

**5:10**

**Close Of Retail Reinvention Day**
Worldwide B2C eCommerce sales increased 20.1% year on year to reach £1 trillion in 2015 (eMarketer). This growth has come primarily from the rapidly expanding online and mobile user bases in emerging markets, increases in mcommerce sales, advancing shipping and payment options, and the push into new international markets by major brands. In this session, Alibaba Group of entry into China. After deciding whether China is right for your brand (and for many brands, it may not be) you’ll gain a grounding of how to select solid partners in targeted regions, overcome high transactional costs of geography and language, enable multi-currency conversion and settlement, and more.

Space Reserved for C-Level Executive

Catching Cats: Trends & Opportunities in Cross Border Commerce

War, refugees, plunging oil, protectionism, disruptive technology, growing consumer credit and the waxing and waning of local business cycles ... these things and more are constantly shifting the calculus of international expansion. Consumer expectations and your competitors’ capabilities are ever increasing. And you’re tasked with charting the course to international success.

Join MotionPoint Senior Vice President of Client Services Charles Whiteman and learn how to:

· Identify your best cross-border opportunities.
· Avoid costly mistakes.
· Turbo charge your growth and profits.

Charles Whiteman
Senior Vice President
MotionPoint

Keynote: Focus On The Customer Rather Than The Product Line To Rapidly Build An Engaged, Loyal Customer Base

The idea of Enclothed is simple: Send out tailored boxes of clothing to men who hate to shop. And after picking up 3000 members in their first year of trading, Levi & Dana’s idea proved to be a highly profitable one. But where do you begin in navigating the world of personalised mens’ shopping? As Levi & Dana explain, Enclothed are a customer-led company born in the digital age, the business model being to ensure customers love their shopping experience so much that they keep coming back again and again. Here you’ll gain new answers to your most pressing questions, including how to target customers with personalised recommendations across mobile, web, social & more, and how to scale 1-to-1 personalisation towards thousands of customers, using data analytics that provide behavioral patterns for each customer.

Levi Young & Dana Zingher
Co-Founders
Enclothed

SEO Evangelisation: Setting The Right Budget For A Sustainable, Renewable & Resilient SEO Strategy

Is your SEO strategy focused on satisfying the search engine algorithms or is it focused on improving your user’s experience, answering their needs, and facilitating their search for knowledge? Jamie and his team are striving for the latter, and share key project milestones during this engaging 20-minute session. Hear the Head of SEO’s recommendations on organic search in 2016 and beyond, and receive a step-by-step guide to quickly view breakeven number of orders & accurately calculate the cost of attracting a new social customer.

Hanna Landeros-Downs
Senior Technical SEO Manager
House of Fraser
After two days of presentations and panels, we’re turning the show over to you! You’ll sit at a table with 10-15 retailers who share your responsibilities & resource levels, to discuss specific challenges and tactics to overcome them. Choose two tables for 40 minutes each this morning, then another two tables for 40 minutes each this afternoon. Enjoy!

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker Details</th>
</tr>
</thead>
</table>
| 11:10 | RT 1: Scaling For Global Growth: Lessons Learned In International eCommerce  | Seb Villien  
Joe Browns |
|       | RT 2: How Do You Make Your Online Business Work For The Older Customer?        | Patrick Osborne  
QVC |
|       | RT 3: How To Engage Instore Teams To Use Mobile Devices To Enhance Customer Experience | Joel Robinson  
Sainsbury’s |
|       | RT 4: The Benefits Of Digital Transformation At A Fast-Moving German Multichannel Retailer | Thilo Bendler  
Otto Group |
|       | RT 5: Setting Up An eCommerce Innovation Lab To Keep Customers Coming Back For More | Chiara Bello  
DeinDeal |
|       | RT 6: How To Find & Track Customer Acquisition Channels That Work For You      | Zoe Ashford  
John Lewis |
|       | RT 7: Organisational Change & Refocus: Now That Digital Has Our Attention, How Do We Take It Forward? | Lee Faetz  
Wickes |
|       | RT 8: Getting The Most From Your Customer Data And Marketing Spend To Create Long Term Revenue | Ross Halliday  
Emarsys |
|       | RT 9: Unleashing The Power Of Personal To Get The Most Out Of Your Customer Data | Jason Van Der Westhuizen  
Lands’ End |
Mountain Warehouse |
MotionPoint |
|       | RT 12: Turning Data Points Into Actionable Information Big Wins With Big Data | Ed Whatmore  
Mountain Warehouse |

12:30 Networking Lunch (Britten)
### Concurrent Small Group Roundtables (2 x 40 mins)(Whittle Room)

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker &amp; Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30</td>
<td>RT 1: Does Your Company Already Have International Awareness &amp; How Do You Find Out?</td>
<td>Edward Donald, Omni-Channel/eCommerce Retail Consultant, UK Trade &amp; Investment</td>
</tr>
<tr>
<td>1:30</td>
<td>RT 2: Using Content In Different Forms &amp; Managing It Wisely To Gain Loyal Customers</td>
<td>Tami Ostmark, Director of Global Business Marketing and Operations, Overstock.com</td>
</tr>
<tr>
<td>1:30</td>
<td>RT 3: Feelunique’s Global Growth: The Learning Curve in France &amp; China</td>
<td>Joel Palix, CEO, Feelunique.com</td>
</tr>
<tr>
<td>1:30</td>
<td>RT 4: The Benefits Of Designing Responsive, Mobile First Experiences</td>
<td>Finn Christo, Manager, eCommerce Conversion Rate Optimisation, JD Williams</td>
</tr>
<tr>
<td>1:30</td>
<td>RT 5: Data Management Platforms- What Are They &amp; What Do They Mean For Your Business?</td>
<td>Caroline Rolfe, Global Director of Digital, GHD</td>
</tr>
<tr>
<td>1:30</td>
<td>RT 6: How To Get Offline Data Visible In Online Tools</td>
<td>Neil Insdorf, Head of eCommerce, CEWE France</td>
</tr>
<tr>
<td>1:30</td>
<td>RT 7: Understand Each Customer &amp; Their Unique Journey</td>
<td>Julie Snape, Marketing &amp; eCommerce Director, HSS Hire</td>
</tr>
<tr>
<td>1:30</td>
<td>RT 8: Is Next Day Delivery The Next Big Thing?</td>
<td>Rachel Sinton, Multichannel Analytics Manager, Homebase</td>
</tr>
<tr>
<td>1:30</td>
<td>RT 9: Building an eReceipt Platform To Improve Mobile Instore Experience</td>
<td>Louise Aldred, Special Projects Director, Fred Perry</td>
</tr>
<tr>
<td>1:30</td>
<td>RT 10: Cross Device Verification &amp; Tracking- How To Remain Accurate At Scale</td>
<td>Maxime Taieb, Director, eCommerce, Carrefour</td>
</tr>
<tr>
<td>1:30</td>
<td>RT 11: International Success Part 2: Minimise Risk While Maximising Your Profit</td>
<td>Andrew Hackett, Director - EMEA, MotionPoint</td>
</tr>
<tr>
<td>1:30</td>
<td>RT 12: Customer Story: Getting The Most From Your Customer Data And Marketing Spend To Create Long Term Revenue</td>
<td>Ross Halliday, Regional Sales Director, UK, Nordics and BENELUX, Emarsys</td>
</tr>
</tbody>
</table>

#### Closing Keynote: Conversion Optimisation Through Data Driven Persuasion Psychology

Joining us from Amsterdam, Bart is an online consumer psychologist, behavioral economist and neuro-fanatic. He makes websites, apps and social profiles sell more and to happier people. How? Using the principle that your customer is a brain; a brain that can be persuaded by separating rationality from emotion and by combining your offers with engaging dialogue in the right environment. Bart shares the latest research from the Netherlands Institute of Psychology to explain:

- Your customers real needs & motivations
- The use of visual cueing to attract attention to your message in a crowded online space
- The use of gaze placement to put your most persuasive content right in front of your customer’s eyes
- The interplay between customer autonomy, self-efficacy and guidance along the path to purchase

#### End Of eTail Europe 2016
The Exhibit Hall

Mix it up with other retailers in our Social Lounges, located only in the Exhibit Hall. Enjoy retailer-only meet-ups, X-Box tournaments and much more. We’ll also have specialty cocktails and food... You could probably spend the entire day here....(and some do!)

EXHIBIT HALL HOURS
Mark these dates and times in your calendar so you don’t miss any of the fun!

EXHIBITOR SET-UP: Monday 20th June 12pm-5pm
OPEN: DAY ONE: Tuesday 21st June 8am-5pm
DAY TWO: Wednesday 22nd June 8am-4:20pm
CLOSDOWN : Wednesday 22nd June, 4:20pm-6pm
The Technology

For retailers, the Exhibit Hall is the one-stop shop for technologies that really make an impact for your business. For solution providers, there’s no better place to showcase your products. Establish your presence, build buzz and drive demand.

TRY BEFORE YOU BUY
We’ve done the legwork to cultivate the latest and greatest tech in the Exhibit Hall. This room is not full of sales executives pushing a random technology or trying to sell you the “hottest thing” – instead you’ll be given time to identify which solution will work for your business, and socialise with other retailers as you try out the tech. So walk into the Exhibit Hall to find your next long-term partner.

INTERESTED IN SPONSORING? HAVE A CHAT WITH CHET
The attendees are engaged, excited and looking to get a leg up on the competition. The energy in the hall is contagious, the connections real, and the opportunities endless. Looking after the Sponsorship and Exhibition sales for eTail, Chet is here to put together a customised sponsorship package to ensure your product or service reaches the executives you want it to reach.

Give Chet a call today:
Chet Silverman
Sponsorship Sales Manager
Phone: +1-646-200-7478
Email: csilverman@wbresearch.com
Meet Our Premier Exhibit Hall Partners

bloomreach
BLUECORE
DYNAMIC YIELD
emarsys
fastly
Global
instantlogic
Klarna
monetate
motionpoint
Nexcess
OSF
[PERSADO]
Pitney Bowes
Qubit
RedEye
rocketfuel
SDL
TAC Commander
Tealium
tmyclues
Usablenet
Ve
Yieldify
BloomReach Personalised Discovery Platform understands and matches your content to what people are looking for across marketing channels and devices. The BloomReach Platform makes your content and products more discoverable with applications for organic search and digital marketing, site search and content marketing and merchandising. BloomReach’s Web Relevance Engine (WRE) inside the Platform algorithmically understands your content and visitors, matching this with demand and intent data from across the web. BloomReach adapts and personalises your website, mobile site, and mobile apps to optimise for relevance and your business goals, while using machine learning to continuously improve. BloomReach’s tools make your content accessible and actionable, improving merchandising and performance across marketing channels. BloomReach Organic Search adapts your content to make it more findable and relevant for users and indexable for search engines. BloomReach’s site search solution, SNAP (Search, Navigation and Personalisation), personalises onsite discovery, helping users find what they want. BloomReach Compass surfaces content performance and recommendations that maximise revenue with tools to execute those actions. BloomReach’s portfolio of customers include: House of Fraser, Neiman Marcus, Sears Outlet, Kohl’s, Staples, Drugstore.com, Williams-Sonoma, and Boden. Created in 2009, BloomReach is headquartered in Mountain View, CA with offices worldwide and is backed by investment firms Bain Capital Ventures, NEA, and Lightspeed Ventures.

About Our Lead Sponsors

Bluecore is marketing automation software and automatically taking action on precise insights, driving engagement and conversion rates that defy industry standards. Backed by FirstMark Capital and Georgian Partners, Bluecore is one of New York City’s fastest growing SaaS start-ups and works with more than 160 customers representing more than 180 high-end apparel, electronics, automotive and other consumer brands.

Dynamic Yield is a Unified Customer Engagement Platform that helps users optimize, personalize, and contextualize their customers’ digital experiences in real-time, across any channel. Dynamic Yield’s proprietary SaaS solution empowers marketers, retailers, and publishers to test, manage, and transform the complete customer journey, driving immediate engagement and revenue without having to rely on IT.

Emarsys is a leading global provider of cloud marketing software for B2C companies, and the first B2C Marketing Cloud. The company provides actionable intelligence to enterprises targeting their customers, combining machine learning and data science with true personalization and multichannel delivery to reach customers most effectively, maximizing engagement and results. With more than 500 employees in 16 global office locations, Emarsys serves more than 1,500 clients in 140 countries. Every month, Emarsys segments and analyzes more than one billion customer profiles, and creates over 250,000 personalized campaigns, helping customers increase revenues and ROI. Learn more about Emarsys’ innovative solutions visit www.emarsys.com.

Fastly is the only content delivery network that gives businesses complete control over how they serve content, unprecedented access to real-time performance analytics, and the ability to cache frequently changing content at the edge. Our secure, global network allows enterprises to increase revenue and improve customer experiences across their websites and mobile applications while maintaining fast, consistent, and reliable performance. Fastly is funded by Amplify Partners, August Capital, Battery Ventures, Iconiq Capital, IDG Ventures, and OilReilly AlphaTech Ventures. With offices in San Francisco, New York, Denver, London, and Tokyo, Fastly powers popular online destinations including Twitter, the Guardian, GOV.UK, Imgur, Fast Company, GitHub, Wayfair, Pinterest, and Shazam. Learn more at Fastly.com and follow us at @Fastly.

Global-e is Europe’s leading provider of comprehensive cross-border solutions. We enable retailers to transact locally with customers in more than 200 destinations worldwide offering a localised, seamless international customer experience. Led by a team of experienced executives with broad and diverse expertise, we provide a unique technology-based, end-to-end solution for online merchants to handle all their cross-border sales. Our solution supports 60+ currencies, 45+ different payment methods, localised multi-lingual checkout, multiple shipping options and local duty and tax calculation. We also manage fraud and currency risk for a simplified, risk free retailer experience. For more information, please see our website: http://www.global-e.com/
About Our Lead Sponsors

Monetate

Monetate is the global leader in experience marketing for brands worldwide. Monetate makes it fast and easy for marketing and ecommerce teams to test, target, merchandise, synchronise and personalise experiences across multiple devices and channels. Our brands grow their business by delivering one-of-kind experiences to every customer at each moment of interaction. Monetate does it all through the industry’s first Experience Marketing Platform, the only platform that combines marketer creativity with predictive models and machine learning to optimise each moment of interaction. Monetate drives your ROI by continually improving your ROE... your Return on Experience. Founded in 2008, Monetate influences billions of dollars in annual revenue for world-class brands like Waitrose, QVC, Missguided, Vodafone, Office Depot, Wickes and The North Face. During Cyber Week 2015, Monetate influenced more than a third of all U.S. ecommerce sales. Monetate is the industry leader, with more clients in the IR 500 than any other company.

MotionPoint

MotionPoint is a global technology solutions company that powers new market growth for world-class brands. MotionPoint’s platform combines intelligent applications, big data, and expert services to localise, translate and optimise websites for intelligent applications, big data, and expert services brands. MotionPoint’s platform combines that powers new market growth for world-class brands. MotionPoint’s platform combines intelligent applications, big data, and expert services to localise, translate and optimise websites for intelligent applications, big data, and expert services brands.

Persado

Persado is an artificial intelligence company that generates the most persuasive language for communications designed to drive action. The software uses semantic algorithms to map emotions and generate language for marketing communications such as emails, landing pages, mobile, push notifications and social media. By breaking down marketing language into emotional, descriptive, and formatting components, Persado software linguistically engineers the optimal language, replacing the guesswork of copywriting.

Pitney Bowes

Pitney Bowes is a global technology company offering innovative products and solutions that enable commerce. Our end-to-end global ecommerce solutions help businesses successfully develop and manage their cross-border ecommerce platforms in over 220 countries and territories by providing marketing services, website localization, compliance management, payment solutions, fully landed costs, and customer care services.

Qubit

Qubit offers a blank canvas for businesses to deliver their big ideas. Our digital experience hub brings together analytics, segmentation, A/B testing, and web personalization into an integrated workflow, so that intelligent customer experiences can be delivered across every brand touchpoint. We’re trusted by the biggest brands in ecommerce including TOPSHOP, John Lewis, Hilton Hotels, Uniqlo, and Staples. To date, we have received over $36 million in funding from Accel Partners, Balderton Capital, and Salesforce Ventures.

RedEye

RedEye is a multi-channel personalisation company that helps our clients deliver the right message, at the right time, to the right customer on the right device. We cut through the hype and buzzwords that surround marketing automation and personalised marketing. We want to help our clients quickly see the maximum value from a solution that could transform their CRM strategy. RedEye’s family of Contour products are driven by a unique Customer Data Platform that combines all customer data, online and offline, from in-store purchases to last products browsed online and makes this vast depth and breadth of data available to our clients through sophisticated and intuitive tools and interfaces. We’re hands-on people who spend time with our customers planning their programmes and supporting them through their journey. We’re interested in building long-term relationships, not selling and shipping off. RedEye has 3 UK offices and clients include Interflora, Buyagift, Haven Holidays, Monarch, Snow+Rock and Hotel Chocolat.

Rocket Fuel

Rocket Fuel provides the leading programmatic marketing platform provider that offers agencies and enterprises Marketing That Learns by applying its unrivaled Artificial Intelligence at Big Data scale to optimise performance, awareness, and lift across channels. Rocket Fuel’s Moment Scoring®, a real-time calculation of every moment of influence, uses the company’s SaaS-based DMP and DSP to optimise
programmatic campaigns and improve subsequent decisions over the life of campaigns. The company is defining the next wave of data-driven marketing as programmatic.

The company is delivering real-time 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.

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.

Tealium Tealium powers the new era of real-time customer engagement and marketing, enabling global businesses to unlock their customer data and create more meaningful, relevant customer experiences. The company’s industry-leading customer data platform, comprised of an enterprise tag management solution, omnichannel customer segmentation and action engine, and suite of rich data services, creates a vendor-neutral data foundation that spans web, mobile, offline and IoT. More than 600 organizations worldwide trust Tealium to eliminate data silos and build a unified, actionable customer profile. For more information, visit www.tealium.com.

Usablenet Usablenet is a global technology services company for enterprise mobile strategy & execution. We have deep expertise in creating and delivering targeted mobile and multiscreen solutions that include user experience, development, QA testing, and integration of legacy IT. Our services, products and team of professionals are well positioned to help clients shape their mobile strategy, create and build mobile experiences for customers and employees, and support their mobile ecosystem with expert skills and resources. We have worked with every device type, OS and e-commerce platform, and our technology efficiently addresses the challenges of legacy IT and complex integration.

Tinyclues Tinyclues, a SaaS predictive marketing solutions platform, allows e-commerce websites and retail marketers to detect in a few clicks the most relevant audience for a specific marketing message. Tinyclues’ clients send around 1,000 targeted campaigns each month, representing more than 300 million emails, mobile notifications and Facebook Custom Audience ads which result in an increase of around 30% in their campaigns’ revenue. Based on unsupervised machine learning technologies, Tinyclues solutions take advantage of all available data in order to pick up implicit signals (tiny clues), making it possible to reach unparalleled targeting and engagement levels in the customer relationship. Used by 3Suisses, Cdscount, Fnac, France Billet, La Redoute, PriceMinister, Rue du Commerce, vente-privee.com, Sarenza, Vestaire Collective, VeryChic and more, the Tinyclues solutions are a breeze to install and use. For more information, visit www.tinyclues.com, twitter: @tinyclues.

Ve Interactive is a multi award-winning technology company that offers a suite of apps across its VePlatform. These apps help retail e-commerce businesses successfully reduce bounce rate, increase customer engagement, minimise website abandonment and drive conversions. Tracking billions of transactions 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 Recently named number 1 in the Sunday Times Tech Track 100, Ve Interactive were also the recipient of a Ruban d’Honneur in the 2014-15 European Business Awards, won 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 31 offices worldwide, working within 43 territories. It supports over 10,000 domestic and multi-national online businesses and retailers in the delivery of real-time marketing communications at key points within their customers’ journeys. Ve Interactive. Ve and the Ve logo are registered trademarks of Ve Interactive Limited, registered in the UK. VePlatform; VeApps;

Yieldify Yieldify creates smart and simple marketing technology products that predict customer behaviour to optimize customer experience with brand revenue. Trusted by over 500 brands on more than 1,000 websites globally and with backing from both Google Ventures and Softbank Capital, Yieldify helps some of the world’s innovative companies drive incremental revenue, including Marks and Spencer, French Connection, Steiner Sports, Omni Hotels and Anthropologie.
About Our Media Partners

Official Research Partner

ABI Research is the leader in technology market intelligence. Our analysts act as an extension of the world’s most innovative organizations, accelerating their overall decision-making process to more quickly and confidently execute strategies. We assess markets to explore trends, offer insight into the changing landscape, and define tomorrow’s strategic technologies. For more information, visit www.abiresearch.com.

About-Payments

About-Payments is the source that provides news and insights on online payments and simplifies the selection process for e-commerce merchants to find the right payment provider for their business. Our free-of-charge Marketplace specifically enables local and internationally trading e-commerce merchants to find the best credit card rates for their online credit card acceptance. Our mission is to create transparency in the world of online payments by educating merchants and helping them to find, compare and select the payment methods and payment service providers that serve their needs.

Acquisa

Acquisa is the leading magazine for dialogue marketing and e-commerce. Acquisa discusses all aspects of customer-centric communication across all channels and with focus on more business success. The magazine offers background stories, best practice cases, news and tips on customer acquisition, customer loyalty and maximizing customer value in the digital age.

Clocate.com

Clocate.com is a leading international directory for worldwide conferences and exhibitions. Clocate.com is equipped with a unique and comprehensive search that helps you find easily any event in any category or location. Each event includes detailed information, like, description, dates, location, map, prices, link to the official event’s website and more...

If you search for a conference or exhibition in areas such as Industry and manufacturing, Health and medicine, Technology and IT, Business and finance, sciences, education, services (banking, insurance, tourism, Hospitality and more), government, environment, life style and arts, you’ll find it in Clocate.com.

DAN Global

DAN Global is a digital agency network which focuses on collaboration, knowledge-sharing, business support and exploration. DAN Global’s mission is to provide platforms and various tools to support member agencies businesses and enhance the intelligence, expertise, reach and effectiveness of the members through knowledge sharing and collaboration. Today, there are 150+ DAN member agencies operating in 15 cities worldwide.

East-West Digital News

East-West Digital News, the leading international resource on digital industries in Russia, provides news, business analysis and industry reports pertaining to the Internet, e-commerce and mobile markets, software and hardware innovation as well as the related investment activity, legal environment and public policies. A consulting branch, East-West Digital Consulting, provides market players with assistance for their business development in Russia. www.eewdn.com.

Eco

Eco, with more than 800 member organizations, is the largest Internet Industry association in Europe. Since 1995, the eco Association has been instrumental in the development of the Internet in Germany, fostering new technologies, infrastructures and markets, and forming framework conditions. In the Competence Groups, all important specialists and decision makers of the Internet industry are represented, and current and future Internet themes are driven forward. As an association, one of eco’s most important tasks is to represent the interests of its members in politics, and in national and international committees. As well as having headquarters in Cologne, eco has an office in the German capital Berlin, and is represented at all relevant political decision-making processes in Brussels.

Eco is a founding member of EuroISPA, the umbrella organization for European Internet associations, eco also represents the German industry with a seat on the Council of the Generic Names Supporting Organization (GNSO) at ICANN, and is a driving force behind the Internet Governance Forum.

The Ecommerce Club

The Ecommerce Club is a member-led group dedicated to encouraging and supporting retailers in developing ecommerce expertise. Building collaboration through knowledge sharing, market insight, networking and events, we’re bringing the industry together to develop best practice for an omnichannel future.

Ecommerce News

Ecommerce News is a website dedicated to European e-commerce news. Every weekday we bring our readers the most interesting e-commerce 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 e-commerce industry of an European country. Ecommerce News brings you all the ecommerce news about Europe you’ll ever need!

East-West Digital News

East-West Digital News, the leader in technology market intelligence. Our analysts act as an extension of the world’s most innovative organizations, accelerating their overall decision-making process to more quickly and confidently execute strategies. We assess markets to explore trends, offer insight into the changing landscape, and define tomorrow’s strategic technologies. For more information, visit www.abiresearch.com.

About-Payments

About-Payments is the source that provides news and insights on online payments and simplifies the selection process for e-commerce merchants to find the right payment provider for their business. Our free-of-charge Marketplace specifically enables local and internationally trading e-commerce merchants to find the best credit card rates for their online credit card acceptance. Our mission is to create transparency in the world of online payments by educating merchants and helping them to find, compare and select the payment methods and payment service providers that serve their needs.

Acquisa

Acquisa is the leading magazine for dialogue marketing and e-commerce. Acquisa discusses all aspects of customer-centric communication across all channels and with focus on more business success. The magazine offers background stories, best practice cases, news and tips on customer acquisition, customer loyalty and maximizing customer value in the digital age.

Clocate.com

Clocate.com is a leading international directory for worldwide conferences and exhibitions. Clocate.com is equipped with a unique and comprehensive search that helps you find easily any event in any category or location. Each event includes detailed information, like, description, dates, location, map, prices, link to the official event’s website and more...

If you search for a conference or exhibition in areas such as Industry and manufacturing, Health and medicine, Technology and IT, Business and finance, sciences, education, services (banking, insurance, tourism, Hospitality and more), government, environment, life style and arts, you’ll find it in Clocate.com.

DAN Global

DAN Global is a digital agency network which focuses on collaboration, knowledge-sharing, business support and exploration. DAN Global’s mission is to provide platforms and various tools to support member agencies businesses and enhance the intelligence, expertise, reach and effectiveness of the members through knowledge sharing and collaboration. Today, there are 150+ DAN member agencies operating in 15 cities worldwide.

East-West Digital News

East-West Digital News, the leading international resource on digital industries in Russia, provides news, business analysis and industry reports pertaining to the Internet, e-commerce and mobile markets, software and hardware innovation as well as the related investment activity, legal environment and public policies. A consulting branch, East-West Digital Consulting, provides market players with assistance for their business development in Russia. www.eewdn.com.

Eco

Eco, with more than 800 member organizations, is the largest Internet Industry association in Europe. Since 1995, the eco Association has been instrumental in the development of the Internet in Germany, fostering new technologies, infrastructures and markets, and forming framework conditions. In the Competence Groups, all important specialists and decision makers of the Internet industry are represented, and current and future Internet themes are driven forward. As an association, one of eco’s most important tasks is to represent the interests of its members in politics, and in national and international committees. As well as having headquarters in Cologne, eco has an office in the German capital Berlin, and is represented at all relevant political decision-making processes in Brussels.

Eco is a founding member of EuroISPA, the umbrella organization for European Internet associations, eco also represents the German industry with a seat on the Council of the Generic Names Supporting Organization (GNSO) at ICANN, and is a driving force behind the Internet Governance Forum.

The Ecommerce Club

The Ecommerce Club is a member-led group dedicated to encouraging and supporting retailers in developing ecommerce expertise. Building collaboration through knowledge sharing, market insight, networking and events, we’re bringing the industry together to develop best practice for an omnichannel future.

Ecommerce News

Ecommerce News is a website dedicated to European e-commerce news. Every weekday we bring our readers the most interesting e-commerce 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 e-commerce industry of an European country. Ecommerce News brings you all the ecommerce news about Europe you’ll ever need!
About Our Media Partners

GRIN

The Global Retail Insights Network (GRIN) is a membership community committed to helping ecommerce players achieve greatness on the world stage. Our mission is to help cross-border retailers and vendor partners lead and innovate through knowledge and collaboration. The GRIN was started in 2013 and currently has over 700 members in 53 countries.

Infinity Magazine

Infinity Magazine and the associated blogging and social media services are published by HuntRevenue Publishing part of the HuntRevenue group. We provide a range of business building, promotional and knowledge services for all kinds of companies operating in, or servicing the ecommerce, multichannel retailer and digital sectors.

Infinity gives readers background and insight on emerging software, solution innovations plus helping to identify cross border opportunities. It is distributed free to readers in more than 20 countries. Subscribe for free at www.huntrevenue-publishing.com You can read and also subscribe to ‘Infinity’ www.infinitymagazine.com

To learn more about our group services go to: www.huntrevenue.com or email ask@huntrevenue-publishing.com you can also call us on +44 (0) 207 096 1579

Internet Retailer

Internet Retailer is the world’s largest publisher in the field of e-commerce. Through multiple print, digital and web-based publications and database services, we provide strategic and practical business information and original competitive research on e-retailing to more than 200,000+ retail executives and direct marketers every month. IR is the publisher of the Europe 500, which details metrics of the 500 largest web merchants in Europe.

IORMA

The IORMA Global Consumer Commerce Centre is a resource for Businesses and Governments that recognise their need to understand and respond to the ways in which the 7 billion global consumers are changing in the products and services they want and need, and the ways they want to obtain them.

These changes are happening globally, driven by developments in society, in business and in technology.

The changes are important not only for all those dealing direct with consumers, but for Businesses at all places in supply networks and for Governments and Academia in preparing for the future associated societal and economic impacts of these changes.

21st Century Evolution and the ever growing co-existence of humans with technology Ô and the subsequent impact upon Global Consumer Commerce from every aspect Ô is a major theme of study and research for IORMA.

OnWindows

OnWindows provides leadership on Microsoft and partner technology in the financial services, communications, manufacturing, public sector, and retail and hospitality industries. Via a quarterly print magazine, website and app, OnWindows covers industry trends, product launches and new implementations, as well as commentary articles, case studies and features. To subscribe to the FREE digital edition, please visit: www.onwindows.com/subscribe

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.

Retail Insider

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&As with leading e-commerce & multi-channel retailers and the eInnovative Retailers’s series. Retail Insider also produces the annual Digital Movers & Shakers Top 100, and Digital Retail Innovations Top 50 reports as well as hosting round-table events.

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 retailers and service organizations.

Visibility

Visibility Magazine, founded in 2007, has become the guide to latest trends in internet marketing. Visibility conducts interviews with CEOs, shares opinions, reviews products, and provides a wealth of information about the movements in the industry. Additionally, Visibility will reach many fringe businesses that may have been contemplating entering or expanding their Internet marketing campaigns. Visibility is published quarterly and covers a wide range of topics including, but not limited to, organic optimization, pay-per-click marketing, website analytics, affiliate marketing, and press release distribution. Visibility embodies high-quality content, good sense, superior taste, and the character of conscientious journalism.
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.

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.
Find Your Inspiration  In London

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

The Centre is uniquely situated in a stunning location amongst Big Ben, Westminster Abbey and The Houses of Parliament.

Known as one of the most technologically intelligent conference centres in the UK, The QEIICC provides wireless internet access throughout and digital signage across seven floors.

The Centre’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.

VENUE
Queen Elizabeth II Conference Centre
Broad Sanctuary London
Greater London SW1P 3EE, United Kingdom
020 7222 5000
www.qeiicc.co.uk

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

St. James’ Court Hotel
54 Buckingham Gate, London SW1E 6AF
Rates: £182.50 + VAT, room only
Phone: +44 (0)207 769 7887
Quote group reference WBR when booking. Please book as early as possible. All rates are subject to availability.

Park Plaza Westminster Bridge
200 Westminster Bridge Road
London, SE1 7UT
Rates: £199 + VAT including breakfast, single occupancy
Phone: +44 (0) 844 415 6784
Quote booking reference 200616GA1W when booking. Please book before 6 May 2016

Park Plaza Victoria,
239 Vauxhall Bridge Road
London, SW1V 1EQ
Rates: £199 + VAT including breakfast, single occupancy (£239 inc VAT)
Phone: +44 (0)207 769 9930
Quote booking reference 200616GA1W when booking. Please book before 6 May 2016
Registration Information

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

Pricing & Discounts

**Discounted Rates for Qualified Retailers**

<table>
<thead>
<tr>
<th>Rate</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>£499</td>
<td>Register By Thursday, 31st March, 2016</td>
</tr>
<tr>
<td></td>
<td>Register By Friday, 29th April, 2016</td>
</tr>
<tr>
<td></td>
<td>Register By Tuesday, 31st May, 2016</td>
</tr>
</tbody>
</table>

Full Access Pass (June 21-23, 2016)

- All Meals and Refreshments
- All Networking Events
- Hear secrets from top retailers to improve your business

Register Now

**Rates for Solution Providers And Others**

<table>
<thead>
<tr>
<th>Rate</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>£2599</td>
<td>2-Day Pass (June 21-22, 2016)</td>
</tr>
</tbody>
</table>

- All Meals and Refreshments
- All Networking Events
- Access to top retailer decision-makers

Register Now

*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.

- 20% VAT will be charged to all registration fees.

**Cancellation Policy:** Any cancellations received in writing not less than twenty two (22) 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 twenty one (21) days (inclusive) of the conference.

- Questions? Give our customer service team a call at +44 20 7368 9465 or email them at WBRC@wbresearch.com. Hours of operation (EST) – Monday-Thursday, 9am-5:30pm; Friday, 9am-5pm.

**Discounted Group Rates for Qualified Retailers**

<table>
<thead>
<tr>
<th>Group Size</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groups of 3-4</td>
<td>20% off current discounted price</td>
</tr>
<tr>
<td>Groups of 5-7</td>
<td>30% off current discounted price</td>
</tr>
<tr>
<td>Groups of 8-12 (corporate rate)</td>
<td>£1599 flat rate</td>
</tr>
</tbody>
</table>

Register Now