



Last update: 17 February 2016

Inspiration.

Leadership.

Relationships.



Where eCommerce Leaders Connect
07 - 08 March, 2017 - Sopwell House St. Albans

By Invitation Only



"The openness and combined knowledge of those attending means that it is possible to tap into real life learnings in a very short space of time."

Alex Murray, Director, E-Commerce, Lidl UK

SPEAKER FACULTY

- ✓ Brian Mc Bride, Chairman, asos
- ✓ Julian Burnett, CIO, House of Fraser
- ✓ Emma Mead, Head of eCommerce, Holland & Barrett
- ✓ Ian J Dobson, Head of Customer & Market Insight, Argos
- ✓ John Munnelly, Head of eCommerce Operations, John Lewis
- ✓ Sayed Gaffar, Head of International E-Commerce, Mothercare
- ✓ Dave Elston, Digital Director, Clarks
- ✓ Luca Marini, Founder & COO, www.finerylondon.com
- ✓ Dr. Geraint Evans, Group Head of Commercial and Strategic Programmes, ODEON & UCI Cinemas
- ✓ Anica Wislawski, Head of Multi Channel Creative, River Island
- ✓ Nikki Akers, eCommerce Director Consumer Product Division UK & Ireland, L'Oréal
- ✓ Lucas Perraudin, Ecommerce Director EMEA, HP
- ✓ Robin Phillips, Former Omnichannel and Development Director, Boots
- ✓ Stylianos Matthaiou, C2C Innovation & Operations Lead, eBay
- ✓ Claire Hill, Customer Services Director, Boohoo.com
- ✓ Matthew Henton, Head of Ecommerce, Moss Bros
- ✓ Tariq Mahmood, Head of Multichannel Development, The Works
- ✓ Pablo Alvarez, IT Director, JML
- ✓ Cormac Folan, Head of Online, TM Lewin
- ✓ Toni Adams, Head of Customer Experience, CarpetRight
- ✓ Ryan Cotton, Head of CRM and Loyalty, Thomas Cook
- ✓ Mark Johnson, European Marketing Director, Reverb
- ✓ Lucy Freeland, Global Head of eCommerce, Danone Nutricia Early Life Nutrition
- ✓ Dan Cluderay, Owner, Approved food



YOU'RE IN GREAT COMPANY!

We've made this an invitation-only gathering for only the most senior level retail executives. Strictly limited to 70 of UK's most successful and innovative retail organisations.



How will eTail Connect UK benefit you?



Benchmark with your peers.
C-level executives and digital
directors by invitation only



Access a programme designed
specifically for you



Take part in the ultimate
VIP experience

"Getting a mix of high quality executives who are working to overcome similar challenges engaging in open and honest conversations environment without the typical 'hard sell' makes it an event not to be missed."

Sayed Gaffar, Head of International eCommerce, Mothercare

MONDAY 6TH MARCH 2017

Networking Nightcap

Meet the network at our informal cocktail reception



WHY ATTEND ETAIL CONNECT?

eTail Connect is the one-stop shop for senior retail executives; this interactive forward-thinking forum dedicated to topics surrounding the omni-channel experience, mobile technology, data analytics and the customer journey, content marketing, customer experience provides you with the opportunity to benchmark, share ideas, find solutions for your business and build lasting relationships. All in a warm, luxurious venue. This is unlike any event you've ever encountered.

“eTail Connect is a fantastic peer-to-peer networking event, providing the right mix of people and formats and topics that focus in on today’s digital challenges and opportunities. Hearing from, and speaking to thought provoking speakers, like minded individuals and retail peers is a rare opportunity, and one that deserves time and attention.”

Jonathan Newton, Head of eCommerce, Wilko

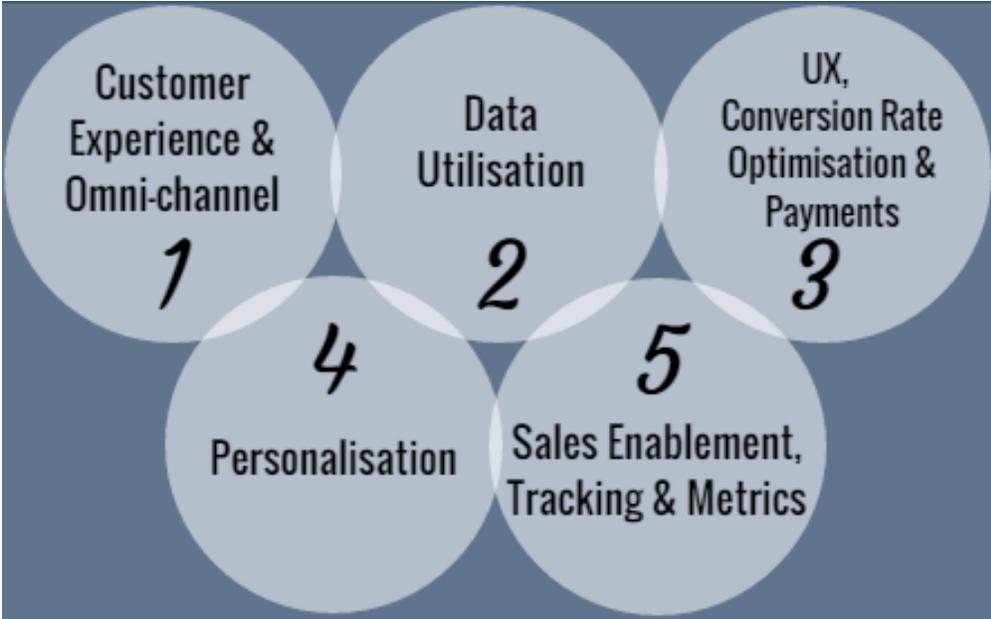
TUESDAY 7TH MARCH 2017

08.00	Registration, Networking & Coffee	
08.40	Welcome Address & Attendee Orientation – Marie-Charlotte Rouzier, Content Director, eTail Connect	Welcome & Partner Orientation – Nick Harragin, Partnerships Director, eTail Connect
	<i>This session briefs all participants on how to get maximum value from the interactive formats and meetings throughout the day. Also Includes Icebreaker Networking Session & Business Card-Swap</i>	
08.55	CHAIRPERSON’S OPENING REMARKS SARAH TAYLOR, CEO, SMART FOCUS	
09.10	OUR STORY: How Innovative Processes and the Use of Technologies will Position you as a Leading Omni-Channel Retailer <ul style="list-style-type: none"> • Paradigm shifting, thought-leadership and design-thinking: empowering an innovative workforce to create a competitive advantage across channels • Profitable changes start with the customer in mind: what are the key mind-frames you need internally to implement successful thought-leading processes? • New ways to keep abreast of the pace of technology to improve your competitiveness • AI: are the “segment of one” and Spotify models the foundations of tomorrow’s offers? • How will Virtual Reality shift the relationship between customer and brand and how will it play in your strategy? • After the likes of Amazon Echo and Amazon Prime, what is the next paradigm shift? <p>After a short presentation, you will be given the opportunity to comment on the innovation pieces discussed to discover the latest thinking from a fundamental player in the online retail market in the UK.</p> DR GERAINT EVANS, GROUP HEAD OF COMMERCIAL AND STRATEGIC PROGRAMMES, ODEON & UCI CINEMAS DAVE ELSTON, DIGITAL DIRECTOR, CLARKS	



<p>09.30</p>	<p>INTERACTIVE DIALOGUE: Post-Christmas 2016 Debrief - Lessons Learnt for Additional Profits for Christmas 2017</p> <ul style="list-style-type: none"> • Looking at key indicators, retail sales data, consumer surveys and the digital advertising performance - what did we learn? • What were the conversion rates around Christmas? What about the click-through rates? • In-store vs online: is the online spend still growing at the same pace as in 2015 (circa 14%)? • Mobile: what is the new share of mobile in online Christmas sales? • Threats overview: climate, discount and Brexit, did you manage to dodge all the bullets? <p>This session is a dialogue among the audience and led by our facilitator. It will allow all to benefit from the collective wisdom and learn directly from your community of trusted peers by comparing experiences and lessons learnt during the 2016 Christmas sales cycle.</p> <p>DAVE ELSTON, DIGITAL DIRECTOR, CLARKS</p>
<p>09.55</p>	<p>INNOVATION SPOTLIGHT</p> <p>In this highly interactive session, you will be given the opportunity to discover, in just 10 minutes, one of the ground-breaking innovations re-shaping the online retail industry in the UK.</p> <p>DUNCAN KEENE, UK MANAGING DIRECTOR, CONTENTSQUARE</p>
<p>10.05</p>	<p>CASE STUDY REVOLUTION: Using Mobile Application to Better Support Engagement, Conversion and Brand Consistency Across Digital Channels -Can the Current Technology Landscape Satisfy Your Customers' Expectations?</p> <ul style="list-style-type: none"> • Looking at mobile innovation today: how does this transform mobile experience and how can you leverage it to increase revenue? • How to decide what mobile experiences are best for your customer? • How to integrate mobile in-store to support a holistic experience? • Use mobile data to create an experience that goes above and beyond customer expectations to support easy browsing and checkout • Identify the best tracking mechanisms for your mobile initiatives

	In this highly interactive session, you are given the opportunity to do more than actively learn. After a short presentation, you'll have the opportunity to bounce ideas in small groups on the tested best practices from other fundamental players in mobile. ROBIN PHILLIPS, OMNICHANNEL AND DEVELOPMENT DIRECTOR, BOOTS		
10.45	**Move to Your Next Session & Grab a Pastry on the Way**		
	Business Meetings	**Business Meetings**	**INTERACTIVE SESSIONS**
10.55	Private business meetings for you to benchmark solution providers	Private business meetings for you to benchmark solution providers	**CASE STUDY INTERACTIVE: How to Scale a New Brand Online Quickly: the Importance of Data and Agility** - How to set up your analytics platform to create an integrated customer value proposition? - Why is partner integration a key building block of agility? - Relevant examples of data usage in online marketing - How are operations set to foster agility and performance? Find out how new models can serve your strategy and enhance the relationship between your brand and your customers. LUCA MARINI, FOUNDER & COO, WWW.FINERYLONDON.COM
11.25	**Move to your next session**		
11.35	Private business meetings for you to	Private business meetings for you to	**INTERVIEW INTERACTIVE: Is Mobile Best Used as a Sales Enablement Tool or as a Way to Increase conversion Rates?** - Can you truly calculate the ROI of

	benchmark solution providers	benchmark solution providers	<p>your mobile offering?</p> <ul style="list-style-type: none"> • Customer adoption rates: which of your customer segments are actually mobile-addicts and how does this impact your strategy? • Conversion on mobile: is one-click checkout the solution to optimized conversion rates on all platforms? <p>ANICA WISLAWSKI, HEAD OF MULTI CHANNEL CREATIVE, RIVER ISLAND</p>
12.00	Move to your next session		
12.05	<p>SUCCESS STORY: How Thomas Cook is Working with Tinyclues to Engage their Customers and Drive Incremental Revenue from their Marketing Campaigns</p> <p>Discover how Thomas Cook transformed their approach to CRM and generated incremental revenue by delivering smart, relevant and targeted messages to their entire customer database, even those who hadn't expressed any prior purchase intent.</p> <p>RYAN COTTON, HEAD OF CRM AND LOYALTY, THOMAS COOK MATHIEU LAVEDRINE, UK SALES DIRECTOR, TINYCLUES</p>		
12.25	Networking Lunch - <i>Feed your brain and your contact book</i>		
13.25	<p>Experience Sharing Roundtables: Lessons Learnt?</p> <p><i>Head of eCommerce from top 200 UK retailers lead each table</i></p> <p>Chatham House Rules apply.</p>		
<p>Take part in the ultimate benchmarking opportunity: each table consists of 8 to 10 retailers where they can openly discuss each theme and find new tactics for success. Gain insightful and practical knowledge from your groups sharing their experiences and lessons learnt.</p>			
			<p>Personalisation Workshop</p> <p>The Business To Human Revolution: Omni-channel Personalisation For The Modern Shopper</p> <p>DYNAMIC YIELD</p> <p>Interactive session limited to 10 participants</p> <p><i>This Workshop will take place in the Boardroom on the First floor</i></p>
Main Room			

<p>1. ZETA GLOBAL 2. MARK JOHNSON, EUROPEAN MARKETING DIRECTOR, REVERB & MATTHEW HENTON, HEAD OF ECOMMERCE , MOSS BROSS 3. TARIQ MAHMOOD, HEAD OF MULTICHANNELDEVELOPMENT, THE WORKS 4. TONI ADAMS, HEAD OF CUSTOMER EXPERIENCE, CARPETRIGHT & LUCKY CART 5. LUCY FREELAND, GLOBAL HEAD OF ECOMMERCE, DANONE NUTRICIA EARLY LIFE NUTRITION</p>			
14.15	<p>INTERVIEW: Mastering Customer Experience: How to Deploy Voice of the Customer Strategies that Concretely Contribute to Margin Growth</p> <ul style="list-style-type: none"> • How to tackle the shift of the balance of power between brand and customer to create value for your business • How can you get a true reflection of the customer experience in a complex omni-channel environment? • How engaging systematically with your customer is key to create a seamless customer experience • What can be learnt from other organisations' mistakes when implementing VoC programmes? • From getting the data to acting on it, how to empower your people to make enlightened decisions based on your VoC programme results? <p>Discover what the latest innovators have to say about voice of the customer strategies and how to lead a successful campaign that translates in margin improvement. JOE PETERS, DIRECTOR OF ENTERPRISE PLATFORMS, INTERNATIONAL, ROCKET FUEL</p>		
14.35	Move to your next session		
	Business Meetings	Business Meetings	
14.40	Private business meetings for you to benchmark solution providers	Private business meetings for you to benchmark solution providers	<p>INTERACTIVE SESSIONS</p> <p>ROUNDTABLE DISCUSSION: Bridging the Back-end and the Front-end: Data, Insights, IT and the Marketing Decision Making Support System: How to Use Data to Provide Meaningful Customer Insights to Boost Competitiveness</p> <ul style="list-style-type: none"> • How can IT support insights reporting in a complex business environment? • Which methodologies will support the collaboration between front-end and back-end? • Owning the data warehouse vs providing insights: What are the processes to transform data into actionable insights? • Do we need a business unit responsible for customer insight? <p>PABLO ALVAREZ, IT DIRECTOR, JML</p>
15.10	Move to Your Next Session & Grab a Pastry on the Way		
15.20	Private business	Private business	<p>ROUNDTABLE DISCUSSION: The Goal Posts Keep Moving: Digitising The Store To Achieve A True</p>

	<p>meetings for you to benchmark solution providers</p>	<p>meetings for you to benchmark solution providers</p>	<p>Omni-Channel Experience For Your Customer</p> <ul style="list-style-type: none"> • How to bring the online experience alive in brick and mortar to drive customer engagement and sales • Understanding where the store now fits in with the customer journey and what triggers conversion • Integrating mobile tools for sales associates to bridge the online/offline experience and smoothen the buying process as you create the store of the future • Becoming a self-serving store by putting information in the hands of the customer for an empowered buy and true omni-channel experience • Allowing your customers to play: integrating content from online to the in-store experience...and how to measure the ROE • Balancing in-store technology in a subtle, elegant way to appeal to customers and raise your brand's standard for an improved visibility <p>Speak to your peers and discover practical insights for your omni-channel strategy in this factual conversation with your community led by an industry professional.</p> <p>DAN CLUDERAY, OWNER, APPROVED FOOD</p>
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15.50

Move to your next session



15.55	Private business meetings for you to benchmark solution providers	Private business meetings for you to benchmark solution providers	<p>ROUNDTABLE: Harnessing Personalisation on an International Scale – Is Re-platforming a Necessity?</p> <ul style="list-style-type: none"> • How to assess the necessity to re-platform to support personalisation? • In the context of international growth, how to manage website transformation, upgrade and management? • Why processes and people are key to support international growth <p>CORMAC FOLAN, HEAD OF ONLINE, TM LEWIN</p>
16.25	Move to your next session		
16.30	<p>Experience Sharing Roundtables: Continued</p> <p>Chatham House Rules apply.</p>	<p>Personalisation Workshop The Business To Human Revolution: Omni-channel Personalisation For The Modern Shopper</p> <p>DYNAMIC YIELD</p> <p>Interactive session limited to 10 participants</p> <p><i>This Workshop will take place in the Boardroom on the First floor</i></p>	
17.20	<p>LIVE POLLING SESSION: How to Find Better Ways to Use Data for Dynamic Personalisation & Product Recommendations To Drive Additional Sales</p> <ul style="list-style-type: none"> • How can buyers’ search and purchase patterns be tracked to optimise conversion? • What needs to be done to leverage search and product purchases to display recommended products and increase sales? • How can the customer be moved further along the path to purchase by pushing personalised content <p>JEREMY WAITE, EVANGELIST, IBM</p>		
17.50	<p>CASE STUDY: How to Build an Internal Culture of Omni-Channel Excellence: Determining New Omni-KPIs To Hit Goals and Key Drivers to Improve Performance in Execution</p> <ul style="list-style-type: none"> • How to identify, coordinate and articulate online and offline data with key organisational aspects to execute KPIs for: <ul style="list-style-type: none"> ▪ Awareness: web traffic generation and visit rate ▪ Engagement: length of visit and conversion rate on product recommendations ▪ Conversion: cross-channel conversion rate and basket size ▪ Loyalty: advocacy, revisit frequency, and lifetime value calculation • Ways to distribute collected data amongst teams and why it is a key success factor for your omni-channel strategy • Best execution practices for turning insights into actionable marketing moments: how to create a data-driven decision-making process internally 		

	IAN J DOBSON, HEAD OF CUSTOMER & MARKET INSIGHT, ARGOS	
18.20	CHAIRPERSON'S CLOSING REMARKS	
18.25	ETAILED CONNECT NETWORKING RECEPTION <i>Learn, network, be inspired, and have fun:</i> <i>Worked hard all day? Enjoy some evening fun at our drinks reception. This is by far the best time to network informally.</i>	
19.30	CONNECT OVER DINNER <i>Guests will be treated to a sumptuous dinner in the main ballroom</i>	
		

DAY 2

WEDNESDAY 8TH MARCH 2017

08.15	Registration, Networking & Coffee
08.45	CHAIRPERSON'S OPENING REMARKS MICHAEL SCHIRRMACHER, MANAGING DIRECTOR, UK, BLOOMREACH
08.55	OPENING KEYNOTE: The Pace of Technology and their Impact on Internet Retail and Your Business Strategy: Creating Stronger Brand Leveraging the Customer Journey in an Omni-channel World <ul style="list-style-type: none"> • Which technologies will truly impact the competitive landscape and what does that mean for your omni-channel strategy? • How does the pace of technology impact customers' expectations and what does it mean for your business strategy?

	<ul style="list-style-type: none"> Looking ahead, what will a true omni-channel brand look like and how can you get there? <p>In this powerful keynote presentation, Brian will share with you his insights as to the future of internet retail and how it will impact your business strategy.</p> <p>BRIAN MCBRIDE, CHAIRMAN, ASOS</p>
09.25	<p>INTERVIEW: Technology, Innovation & the Integrated Customer Experience: A Tale of Tales</p> <p>In this interview, Brian will be interviewed by Michael and then take questions from the audience.</p> <p>BRIAN MCBRIDE, CHAIRMAN, ASOS MICHAEL SCHIRRMACHER, MANAGING DIRECTOR, UK, BLOOMREACH</p>
09.40	<p>The UK 2020 Retail PESTL (Political Economic Social Technological and Legal) Analysis: How will Brexit, New Technologies and New Business Models Impact Customer Expectations and Behaviours?</p> <ul style="list-style-type: none"> Brexit: beyond currencies - how will this major political decision impact UK consumers' behaviours and retailers' resources? GDPR: what are the consequences of the new data regulation on your eCommerce and digital best practices? Which innovative sales models can you implement to create enhanced loyalty and change your customers' expectations? Beyond product price and quality, what can be expected of future delivery options and how will it impact your eCommerce and digital strategy? <p>Looking at the present and the future of online retail in the UK, discuss the state of your playing field leading up to 2020 to feed your strategy for competitiveness.</p> <p>JULIAN BURNETT, CIO, HOUSE OF FRASER</p>
10.10	<p>INNOVATION SPOTLIGHT</p> <p>In this highly interactive session, you will be given the opportunity to discover, in just 10 minutes, one of the ground-breaking innovations re-shaping the online retail industry in the UK.</p> <p>LUCKY CART</p>
10.20	<p>Move to your next session</p>
	

	Business Meetings	Business Meetings	ROUNDTABLE DISCUSSIONS Gain practical insights and tangible take-aways from this small group hands-on discussion with your peers.
10.30	Private business meetings for you to benchmark solution providers	Private business meetings for you to benchmark solution providers	<p>How to Map and Influence the Consumer's Interactions with Your Brand through Data to Drive Conversions</p> <ul style="list-style-type: none"> • Implementing metrics and analytics: what needs to be tracked between brick-and-mortar and digital to get a clear view of the Customer Life Cycle • Sharing order management information across channels for top insights into order process, beginning to end • Establishing real-time collections and publication of product data across channels to get internal strategic focus across business units • Integrating customer data through business plans and objectives for product demand and shipping promotions to update inventory and reduce costs <p>NIKKI AKERS, ECOMMERCE DIRECTOR CONSUMER PRODUCT DIVISION UK & IRELAND, L'ORÉAL</p>
11.00	Move to your next session		
11.05	Private business meetings for you to benchmark solution providers	Private business meetings for you to benchmark solution providers	<p>Building the Ideal Organisational Structure for Digital Success: Creating a Customer First Mind-Set Internally to Gain Market Share</p> <ul style="list-style-type: none"> • What are the steps you need to take to develop overall clearer picture of your customer interactions across your business units so that all of them can align on customer excellence? • How to structure your organisation to have omni-channel capabilities (reporting structures and cultural transformation) to concretely achieve customer excellence • How to create a collaborative culture within your organisation to best execute digital transformation and monetise the digital investment • How to overcome internal pushbacks and hesitancy to drive internal and external adoption of digital <p>STYLIANOS MATTHAIYOU, C2C INNOVATION & OPERATIONS LEAD, EBAY</p>
11.35	Move to your next session		
11.40	Private business meetings for you to benchmark solution	Private business meetings for you to benchmark solution	<p>Product and Price Definition in a Transparent World: How to Protect your Brand in an Omni-channel World</p> <ul style="list-style-type: none"> • How does the move from offline to online create increased transparency? • Transparency of product and prices, how does that change the consumer's buying process?

	providers	providers	<ul style="list-style-type: none"> Why is price perception impacted and what does it mean for your brand? <p>LUCAS PERRAUDIN, ECOMMERCE DIRECTOR EMEA, HP</p>
			
12.10	Networking Lunch - Feed your brain and your contact book		
13.15	<p>OUR STORY: The John Lewis Success Story: Reinventing Retail - From Bricks and Mortar to Bricks and Clicks to Create a Competitive Advantage</p> <ul style="list-style-type: none"> Same day delivery - discussing the impact of logistics on customer experience to support competitiveness What are the pros vs cons of using distribution centres that replenish both stores and also fulfil e-commerce orders? How to take warehouse automation to the next level. Gain key insight on how to implement the latest technologies and robotics to give you the competitive advantage Driving the adoption of an omni-channel approach across all business units The importance of introducing Flexibility in your omni-channel fulfilment solution How to fulfil customers expectations for a better brand interaction to increase loyalty and repeat business Creating an end-to-end customer experience from an internal perspective to build a strategic advantage <p>JOHN MUNNELLY, HEAD OF ECOMMERCE OPERATIONS, JOHN LEWIS</p>		
13.55	<p>Interactive Think Tanks – Round 3</p> <p><i>Speakers Required: Head Of eCommerce From UK Top 150 From Industries Specified In Each table</i></p> <p>Chatham House Rules apply.</p>	<p>Personalisation Workshop</p> <p>The Business To Human Revolution: Omni-channel Personalisation For The Modern Shopper</p> <p>DYNAMIC YIELD</p> <p>Interactive session limited to 10 participants</p> <p><i>This Workshop will take place in the Boardroom on the First floor</i></p>	
14.45	Interactive Think Tanks – Round 4	Personalisation Workshop	

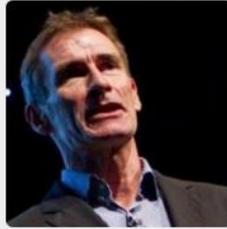
	<p><i>Speakers Required: Head Of eCommerce From UK Top 150 From Industries Specified In Each table</i></p> <p>Chatham House Rules apply.</p>	<p>The Business To Human Revolution: Omni-channel Personalisation For The Modern Shopper</p> <p>DYNAMIC YIELD</p> <p>Interactive session limited to 10 participants</p> <p><i>This Workshop will take place in the Boardroom on the First floor</i></p>
15.35	Little Break	
15.45	<p>CASE STUDY REVOLUTION: Building Relationships Vs Delivering the Hard Sale – How to Support Brand Differentiation in Internet Retail through Stronger Content Marketing, Crowd-sourcing, Communities and NPS to Drive Profits</p> <ul style="list-style-type: none"> • User-generated content and crowd-sourcing: how to measure the benefits of such techniques? • Create emotionally-driven, engaged and branded experiences for customers to drive retention and loyalty • Turn customers into ambassadors and brand-advocates and multiply your brand reach exponentially • Combine traditional, digital, social and event marketing tactics to invite consumers to participate with the brand and increase loyalty • Focus on the complete customer life cycle to prioritize retention and loyalty over acquisition <p>Maximize paid, owned and earned media strategies to drive awareness and conversion EMMA MEAD, HEAD OF ECOMMERCE, HOLLAND & BARRETT</p>	
		
16.30	<p>DUET INTERACTIVE: Linking Customer Service Excellence to Conversion in a Global Omni-Channel World – How to Create Brand Excellence and Differentiation to Drive Your Post Christmas Revenues</p> <ul style="list-style-type: none"> • What does customer service mean for the organisation’s structures and processes? • How to tackle the challenges of omni-channel customer service across platforms to 	

	<p>ensure brand consistency</p> <ul style="list-style-type: none"> • Customer service levels, customer excellence and customer expectations in focus: how can you better leverage brand strategy to enhance loyalty? • Guaranteeing service levels and impeccable customer services in an International context: lessons learnt and traps to avoid <p>Don't just listen, ask questions! Gain access to tested processes and best practices by challenging our three panellists share what they know about your top challenges in achieving customer excellence.</p> <p>Panel Moderator: MICHAEL SCHIRRMACHER, MANAGING DIRECTOR, UK, BLOOMREACH CLAIRE HILL, CUSTOMER SERVICES DIRECTOR, BOOHOO.COM SAYED GAFFAR, HEAD OF INTERNATIONAL E-COMMERCE, MOTHERCARE</p>
17.10	<p>Think Tanks Wrap up</p> <p>Each of our Think Tanks hosts will present the main findings of the 6 discussions that occurred throughout the 2 days.</p> <p>MATTHEW HENTON, HEAD OF ECOMMERCE , MOSS BROSS & ZETA GLOBAL MARK JOHNSON, EUROPEAN MARKETING DIRECTOR, REVERB TARIQ MAHMOOD, HEAD OF MULTICHANNELDEVELOPMENT, THE WORKS TONI ADAMS, HEAD OF CUSTOMER EXPERIENCE, CARPETRIGHT & LUCKY CART LUCY FREELAND, GLOBAL HEAD OF ECOMMERCE, DANONE NUTRICIA EARLY LIFE NUTRITION DYNAMIC YIELD</p>
17.25	CHAIRPERSON'S CLOSING REMARKS
17.30	End of Day 2

MEET OUR eTAIL CONNECT ADVISORY BOARD



Mike Durbridge
Director of Omni-Channel
B&Q



Robin Phillips
Omnichannel and Development
Director
Boots



Jonathan Newton
Head of eCommerce
Wilko



Julian Burnett
CIO
House of Fraser



Ian J Dobson
Head of Customer & Market
Insight
Argos



Dave Elston
Digital Director
Clarks



Robert Moss
Marketing Director
Wordery.com



Sayed Gaffar
Head of International E-
Commerce
Mothercare

SEE YOU IN MARCH!

From the UK Top 10 Internet Retailers (Source: Internet Retailer)



HOUSE OF FRASER

Other leading UK Internet Retailers



RIVER ISLAND

HOLLAND & BARRETT



MARKS &
SPENCER





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