WHAT IS **eTAIL CONNECT?**

Based on the massive success of our eTail conference and our new Connect portfolio, we are proud to present the second edition of **eTail Connect**. We’ve created this interactive, invite-only event exclusively for our high-level audience of senior Marketing and e-Commerce leaders.

Unlike our big eTail show we only invite 65 senior e-Commerce executives from some of the most cutting-edge retailers, etailers and brands to participate at **eTail Connect**, where they can:

- Discuss disruptive technologies and the next evolutionary steps in e-Commerce
- Assess trends like customer obsession, personalization and emotional content marketing
- Have prequalified one-to-one meetings with solution providers they want to learn from
- Participate in interactive workshops, roundtables and think tanks
- Attend networking meals, social events and receptions

**Let us give you the tools to optimize your digital strategies and grow your e-Commerce.**

We provide custom-made content and arranged networking that will set you up for success: Our mission is to make your job easier.

We look forward to welcoming you to the event!

Regards,

![Signature]

Kai Hahn
Head of Production
**eTail Connect**
Kai.hahn@wbresearch.com
YOU’RE IN GREAT COMPANY

To ensure you receive the highest degree of specialized content, we have made eTail Connect an invitation-only gathering for key decision-makers from top retailers, etailers and brands. Why? We want you to network with fellow executives whose problems are similar to yours and who’s insights will help you to be successful.

You will be shaking hands and collaborating with CMOs/ CIOs/ CTOs/Chief Digital Officers and EVPs/ SVPs/VPs/Senior Directors/Directors of:

- Digital Marketing
- e-Commerce
- Integrated Marketing
- Omni-Channel
- Marketing

Past Attendees Included:

WHAT PAST ATTENDEES SAY

“Well managed conference that was probably the best I have ever attended. The timing was excellent and the communication was superb. This was a great combination of proficiency, customer awareness and business acumen. The people I had access to, the business leaders I was able to meet with and the blend of business and informal dialogue was a breath of fresh air setting this trip apart from the standard conference and conventions I have attended.”

Gary Kazmer, General Manager Global e-Commerce, Crayola

“I found the show to be really helpful in seeing how retailers and brands are leveraging mobile to drive their shopping experience. The format of the show is pretty unique with main stage presentations, one on one vendor meetings, and small round table discussions that allow for a more personalized experience and very open dialogue. I have attended a lot of similar shows, but this one was really helpful for me in taking back some specific action items, especially with a number of the suppliers that I was introduced to.”

Mike Hornigold, Group Director of Emerging Shopper Technologies, Coca Cola
MEET OUR DISTINGUISHED SPEAKER FACULTY

Ozgur Dogan  
CMO  
Hepsiburada

Peter Gold  
CMO  
Market America

Barbara Porter  
CTO  
Fragrancenet.com

Prakash Muthukrishnan  
CIO  
Purchasing Power

Ajit Sivadasan  
VP & GM  
Lenovo

Anthony Chvala  
EVP & GM, eCommerce, The SWI Group  
Swiss Watch International

Craig LaRosa  
DVP Store  
Sears

Nimesh Porbandarwalla  
Director - Global Online Marketing  
Dell | Global Dell Outlet

Brad Sockloff  
SVP, eCommerce  
Nutrisystem

Peter Lee  
CIO  
Shoes.com

Steve Dumaine  
President & CEO  
Cheap Caribbean

Martin McClanan  
President  
GiftTree

Cherise Ordlock  
Vice President & GM: Digital Commerce and Mobile Solutions  
Walgreens

Shankar Ranganathan  
AVP Enterprise Customer Marketing  
L Brands

Lon Safko  
Innovator & Author  
“The Fusion Marketing Bible”
WHAT MAKES THE EXPERIENCE UNIQUE?

eTail Connect provides the right information in the right learning environment.

**Keynote Presentations:**
Learn from senior-leadership representing the top retailers, etailers and brands that deliver content relevant to your job function in a TED style format.

**Panel Debates:**
Carefully selected topics that inspire controversy and generate passionate opinions from the participating speakers.

**Roundtables:**
Informal discussions with your peers moderated by an industry innovator. You choose the roundtable based on your interests and have actual conversations that produce actionable takeaways.

**Workshops:**
Roll-up your sleeves and choose the topics that best fit your responsibilities from over 15 hands-on workshop sessions spread throughout the three days.

**Facilitated Networking:**
Leveraging the valuable group of executives all in one place, we incorporate structured time into your agenda to ensure you meet with the attendees you most want to.

**Consultative Business Meetings:**
An integral part of your agenda are the one-to-one consultative business meetings with leading solution providers. You choose who you want to meet based on the solutions your business needs. This unique aspect of eTail Connect serves to simplify and save you time for sourcing new technology, services and solutions.

**The Fun Stuff:**
There’s nothing like mixing business with pleasure, so we take full advantage of the beautiful setting to serve up spectacular social events for you and your fellow attendees to kick back and make the most of your time!

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“I can easily say that it was one of the best conferences I have ever attended. The organization was flawless; the topics, the speakers and the attendees were a unique combination of talent, experience and creativity. I cannot wait to be part of the next event.”

Giacomo Lami, Director of Mobile Product Management, Rakuten
### AGENDA-AT-A-GLANCE:

#### DAY ONE • April 25, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 – 1:00</td>
<td>CONFERENCE REGISTRATION</td>
<td>3:50 – 4:20</td>
<td>BUSINESS MEETINGS</td>
</tr>
<tr>
<td>1:00 – 1:10</td>
<td>SOLUTION PROVIDER ORIENTATION</td>
<td>4:20 – 4:45</td>
<td>NETWORKING BREAK</td>
</tr>
<tr>
<td>1:10 – 1:15</td>
<td>DELEGATE ORIENTATION</td>
<td>4:45 – 5:30</td>
<td>CUSTOMER ROUNDTABLES: Four static roundtables with 10 delegates each</td>
</tr>
<tr>
<td>1:15 – 1:30</td>
<td>CHAIR’S WELCOME AND OPENING REMARKS</td>
<td>5:35 – 6:05</td>
<td>BUSINESS MEETINGS</td>
</tr>
<tr>
<td>1:30 – 2:00</td>
<td>ICE BREAKER: Speed Business Card-Swap And Delegate Introductions</td>
<td>6:10 – 6:40</td>
<td>BUSINESS MEETINGS</td>
</tr>
<tr>
<td>2:00 – 2:40</td>
<td>INNOVATOR CASE STUDY: Content Marketing Is A Long-Term Relationship Not A One Night Stand - Turning Customers Into Brand Advocates</td>
<td>7:00 – 8:00</td>
<td>COCKTAIL HOUR</td>
</tr>
<tr>
<td>2:40 – 3:10</td>
<td>PANEL DISCUSSION: Walking The Line Between Personalized And Intrusive – Mission Impossible?</td>
<td>8:00</td>
<td>DINNER FOR ALL GUESTS</td>
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<tr>
<td>3:15 – 3:45</td>
<td>BUSINESS MEETINGS</td>
<td>INNOVATION WORKSHOP</td>
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#### DAY TWO • April 26, 2016

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<tr>
<td>7:45 – 8:45</td>
<td>BREAKFAST</td>
<td>2:20 – 2:50</td>
<td>BUSINESS MEETINGS</td>
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<tr>
<td>8:45 – 9:00</td>
<td>CHAIR’S DAY TWO WELCOME</td>
<td>2:55 – 3:25</td>
<td>BUSINESS MEETINGS</td>
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<tr>
<td>9:50 10:15</td>
<td>NETWORKING BREAK</td>
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<td>KEYNOTE SESSION BROUGHT TO YOU BY SPONSOR COMPANY</td>
</tr>
<tr>
<td>10:15- 10:45</td>
<td>DELEGATE TO DELEGATE NETWORKING: Birds Of A Feather Session</td>
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<td>10:50 – 11:20</td>
<td>BUSINESS MEETINGS</td>
<td>THINK TANK: Key Considerations for Replatforming</td>
<td>5:05 – 5:35</td>
</tr>
<tr>
<td>11:25 – 11:55</td>
<td>BUSINESS MEETINGS</td>
<td>THINK TANK: Customer Loyalty How To Get It And How To Maintain It</td>
<td>5:40 – 6:10</td>
</tr>
<tr>
<td>12:00 – 1:30</td>
<td>LUNCH</td>
<td>6:15 – 7:15</td>
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</tr>
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#### DAY THREE • April 27, 2016

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<td>INNOVATOR CASE STUDY: Connecting The Dots Between Virtual World And Real World Intelligently To Trigger Engagement And Drive Action At All Customer Touch Points</td>
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<td>BUSINESS MEETINGS</td>
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<td>12:10</td>
<td>CLOSING LUNCHEON</td>
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</table>
## DAY ONE: *LET’S GET PERSONAL!*

### April 25, 2016

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<td>12:00</td>
<td>CONFERENCE REGISTRATION OPENS</td>
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<tr>
<td>1:00</td>
<td>SPONSOR ORIENTATION</td>
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<tr>
<td>1:10</td>
<td>DELEGATE ORIENTATION</td>
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<tr>
<td></td>
<td>A brief welcome from the event organizer with an overview of the day’s sessions and activities.</td>
</tr>
<tr>
<td>1:15</td>
<td>CHAIR’S WELCOME AND OPENING REMARKS</td>
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<tr>
<td></td>
<td>by SmartFocus</td>
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<tr>
<td>1:30</td>
<td>ICE BREAKER: Speed Business Card-Swap and Delegate Introductions</td>
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<td></td>
<td>Delegates have an opportunity to introduce themselves to one another in a “speed-dating” format. They are each given three questions to answer during the introduction and then move on to the next delegate.</td>
</tr>
<tr>
<td>2:00</td>
<td>INNOVATOR CASE STUDY: Content Marketing Is A Long-Term Relationship Not A One Night Stand - Turning Customers Into Brand Advocates</td>
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<tr>
<td></td>
<td>Ajit Sivadasan</td>
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<tr>
<td></td>
<td>VP &amp; GM</td>
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<td></td>
<td>Lenovo</td>
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<tr>
<td></td>
<td>• Understand that engagement is a key element of the new age marketing, it is end to end, ongoing and deeply inclusive</td>
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<td>• Create emotionally-driven, engaged and branded experiences for customers</td>
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<td>• Combine traditional, digital, social and event marketing tactics to invite consumers to participate with the brand</td>
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<td>• Focus on the complete customer life cycle, and prioritize retention and loyalty over acquisition</td>
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<td>• Maximize paid, owned and earned media strategies to drive awareness</td>
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<td></td>
<td>• 9 steps to engagement marketing</td>
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<td></td>
<td>• Extreme Crowdsourcing</td>
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<tr>
<td>2:40</td>
<td>PANEL DISCUSSION: Walking The Line Between Personalized And Intrusive – Mission Impossible?</td>
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<tr>
<td></td>
<td>Peter Gold</td>
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<td>CMO</td>
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<td>Market America</td>
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<td></td>
<td>Ozgur Dogan</td>
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<td></td>
<td>Chief Marketing Officer</td>
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<td>hepsiburada.com</td>
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<td></td>
<td>Martin McClanan</td>
</tr>
<tr>
<td></td>
<td>President</td>
</tr>
<tr>
<td></td>
<td>GiftTree</td>
</tr>
<tr>
<td></td>
<td>Consumers only welcome personalization when it’s done deftly and in ways that are meaningful to them. They demand privacy and non-intrusive communications and they seek brands that are authentic and act on their promises. How can you achieve that?</td>
</tr>
<tr>
<td></td>
<td>• What to personalize and how?</td>
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<tr>
<td></td>
<td>• Take a data-driven approach to personalization</td>
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<tr>
<td></td>
<td>• How much can you reveal of what you know about your customers?</td>
</tr>
<tr>
<td></td>
<td>• Discuss data management, content management, optimization, and campaign orchestration technologies that help retailers personalize and optimize every retail interaction</td>
</tr>
<tr>
<td>3:15</td>
<td>BUSINESS MEETINGS</td>
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<tr>
<td></td>
<td>24 Sponsors will be meeting for 30-minutes with 24 Retailers</td>
</tr>
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<td>Concurrent with:</td>
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<tr>
<td></td>
<td>INNOVATION WORKSHOP</td>
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<td>Lead by Bluecore</td>
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<td></td>
<td>INNOVATION WORKSHOP: Putting Your Customer’s Mind at Ease</td>
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<td>Understand the Importance of Security to Develop Trust</td>
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</table>
WBR Connect is a new division of WBR which focuses on bringing together the most senior-level executives for a by-invitation only gathering where they can share their actual business cases with other top executives and learn from a few selected solution providers about technologies that will aid them in their daily challenges. WBR Connect is a complement to our existing large scale conference business and serves as a sales platform for intimate business case sharing and gives us the opportunity to match senior executives with the solutions they need.

**WBR - BUILDING RELATIONSHIPS ONE CONVERSATION AT A TIME.**
DAY TWO: **NEXT EVOLUTIONARY STEPS IN E-COMMERCE**

April 26, 2016

7:45  |  BREAKFAST

8:45  |  CHAIR’S DAY TWO WELCOME  
by Branding Brand

9:00  |  PRESENTATION: Assess International E-Commerce Trends And Unlock Your Potential To Grow Globally  
TBC Build.com  
- Analyse the impact of international marketplaces like Alibaba, Tmall, Tejuri, Rakuten on the US market  
- Understand opportunities and challenges in the global market  
- Explore international selling programs on marketplaces you already sell on  
- Outline key considerations to create a profitable global E-commerce strategy

9:20  |  INNOVATOR CASE STUDY: Creating The Best Possible User Experience On Your Website  
Prakash Muthukrishnan  
CIO Purchasing Power  
- It's imperative to know your customer, build it with the user in mind  
- Create a site structure that will enhance SEO  
- Optimize page speed and website up-time  
- Use responsive design  
- Use Mobile App to complement your customers’ Web site experience  
- Deliver relevant digital content on all channels (Web, email etc.)

9:50  |  NETWORKING BREAK

10:15 |  DELEGATE TO DELEGATE & SPONSOR TO SPONSOR NETWORKING  
Birds Of A Feather Session

10:50 |  BUSINESS MEETINGS  
24 Sponsors will be meeting for 30-minutes with 24 Retailers  
Concurrent with:

11:00 | THINK TANK: Key Considerations for Replatforming  
Steve Dumaine  
President & CEO  
Cheap Caribbean

11:25 |  BUSINESS MEETINGS  
24 Sponsors will be meeting for 30-minutes with 24 Retailers  
Concurrent with:

12:00 |  LUNCH

1:30  |  MOBILE ROUNDTABLES  
Brainstorm and benchmark with industry leaders in our open roundtable discussions. Participants choose their topic at registration and will be grouped accordingly, with a limit of 10 people per table. Benefit from the opportunity to share experiences, challenges and strategies in an informal, interactive format. Discussions will be facilitated but the emphasis is on making this an interactive session. Roundtables addressing key topics such as:

- Develop A Comprehensive Mobile Engagement Strategy
- Discuss Innovative Mobile Technologies
- The Pros And Cons Of Responsive Vs Adaptive Mobile Design
- Investing in Apps Or Focusing On A Mobile Website
- Site Optimization Beyond Conversion Rate Optimization

Brad Sockloff, SVP, eCommerce, Nutrisystem
## DAY TWO: CONTINUED

### 2:20 BUSINESS MEETINGS

24 Sponsors will be meeting for 30-minutes with 24 Retailers

Concurrent with:

**INNOVATION WORKSHOP:** Lead by MarketLive

### 2:55 BUSINESS MEETINGS

24 Sponsors will be meeting for 30-minutes with 24 Retailers

Concurrent with:

**THINK TANK:** From Guess Work to Actionable Date

Ajit Sivadasan  
VP & GM  
Lenovo

### 3:25 NETWORKING BREAK

### 3:50 KEYNOTE: Digital Communication in the 21st Century

Understand trends in today’s communication, how you can best reach your targeted demographics most effectively, and how you can educate your consumers to utilize different communication technologies e.g.: Quick Response Bar Codes (QR Codes).

- See the best communication technology for every demographic, age group, and global preferences
- Learn what each of these demographics are and how and why they think the way they do
- Better understand the “psychology behind the technology” and “why” each platform works
- Assess the most popular forms of digital communications today and future trends in communication
- Learn why it’s important to “educate” your consumers about new technologies

Lon Safko  
Innovator & Author  
“The Fusion Marketing Bible”

### 4:10 KEYNOTE SESSION BROUGHT TO YOU BY EVENT PARTNER

### 4:30 PANEL DISCUSSION: How Is Technology Changing The Retail Industry – Assessing Opportunities And Risks

**Barbara Porter**  
Chief Technology Officer  
Fragrancenet.com

**Peter Lee**  
CIO  
Shoes.com

**Shankar Ranganathan**  
AVP Enterprise Customer Marketing  
L Brands

- Responsive design – create an excellent customer experience
- Big Data and advanced analytics – how to monetize your data
- Cross device personalization – understanding your customer and responding to their needs
- Making security a priority to build trust with your customers
- Near field communication – lessons learned from first pilots
- Connected Cars – a new marketplace?
- Experience-driven Commerce

### 4:30 BUSINESS MEETINGS

24 Sponsors will be meeting for 30-minutes with 24 Retailers

Concurrent with:

**THINK TANK:** Gamify Your Apps and Website

Barbara Porter  
Chief Technology Officer  
Fragrancenet.com

### 5:05 BUSINESS MEETINGS

24 Sponsors will be meeting for 30-minutes with 24 Retailers

Concurrent with:

**THINK TANK:** Customer Focused Technology Innovation

Prakash Muthukrishnan  
CIO  
Purchasing Power

Enable and retarget your customers through innovative apps and features on your website

### 5:40 BUSINESS MEETINGS

24 Sponsors will be meeting for 30-minutes with 24 Retailers

Concurrent with:

**THINK TANK:** Customer Focused Technology Innovation

Prakash Muthukrishnan  
CIO  
Purchasing Power

Enable and retarget your customers through innovative apps and features on your website

### 6:15 COCKTAIL HOUR

### 7:15 DINNER FOR ALL GUESTS
DAY THREE: **MASTERING THE OMNI-CHANNEL CHALLENGE**

April 27, 2016

**7:30** | BREAKFAST

**8:30** | CHAIRMAN DAY THREE WELCOME

**8:45** | INNOVATOR CASE STUDY: Connecting the Dots Between Virtual World and Real World Intelligently To Trigger Engagement And Drive Action At All Customer Touch Points
Craig LaRosa
DVP Store
Sears
This case study lead by an industry innovator showcases the cutting-edge processes they put in place to create a seamless flow from online to real world and their ingredients for a compelling customer experience.
- Understand customer behavior
- Leverage new technologies
- Harness data around real world experiences
- Assess the use of Beacons

**9:15** | PANEL DISCUSSION: Marketing and Commerce Shaken Not Stirred: Embracing the Paradigm Shift of Fluid Transitions in the Omni-Channel World!
Cherise Ordlock
Vice President & GM: Digital Commerce and Mobile Solutions
Walgreens
Today's channels blend together to one customer journey with different stops and touch-points, online drives in-store sales and vice versa. In a world where everything is intertwined you need an integrated E-commerce strategy to tackle the omni-channel challenge and max out on growth opportunities, but how can you track back and allocate your sales to measure performance and attribute online vs offline?
- Say goodbye to the old silos
- Integration – what it means for your marketing and E-commerce strategy
- Define standards for attribution
- Tackling the dialysis of brick and mortar vs online to allocate sales and budgets fairly

**9:50** | BUSINESS MEETINGS
24 Sponsors will be meeting for 30-minutes with 24 Retailers
Concurrent with:

**INNOVATION WORKSHOP: Creating A Successful In-store Fulfillment Strategy**

**10:25** | BUSINESS MEETINGS
24 Sponsors will be meeting for 30-minutes with 24 Retailers
Concurrent with:

**INNOVATION WORKSHOP: Innovative Strategies To Prevent Shopping Cart Abandonment**

**11:00** | BUSINESS MEETINGS
24 Sponsors will be meeting for 30-minutes with 24 Retailers
Concurrent with:

**THINK TANK: Price Optimization – It’s Not Only About Understanding Market Pricing But Creating A Compelling Value Proposition**
Anthony Chvala
EVP & GM, eCommerce, The SWI Group
Swiss Watch International

**11:35** | BUSINESS MEETINGS
24 Sponsors will be meeting for 30-minutes with 24 Retailers
Concurrent with:

**INNOVATION WORKSHOP: Taming Your Product Information Chaos**

**12:10** | CLOSING LUNCHEON
INTERESTED IN ATTENDING?

If you’re the eCommerce leader in your business and could profit from exclusive knowledge sharing with your peers and insight into the most innovative technologies on the market, then eTail Connect is designed specifically for you. To request an invite please contact:

Leah Price  
Head of Delegate Acquisition  
Phone: 646.200.7512  
Email: leah.price@wbresearch.com

INTERESTED IN SPONSORING?

Meet senior executives, benchmark and build relationships to advance deals with your target market. You’ll meet with companies that are qualified - and presently looking to - invest in your area of expertise. For more information on a customized package which can include: 1-to-1 meetings, networking and speaking engagements please contact:

Felippe Velloso  
Managing Director  
Phone: 646-200-7840  
Email: felippe.veloso@wbresearch.com