

Only at eTail Europe 2013...

84% of speakers are at a head of eCommerce level or above;
74% of speakers are new to the event



eTail Europe

24-26 June, 2013 • Queen Elizabeth II Conference Centre • London, UK
www.etaileurope.com

The Premier Multi-Channel Retail Event In Europe

Learn from 80+ Leaders Including:



"eTail is the one conference I would not want to miss. The conference is genuinely informative and gives you a real opportunity to understand what eTailers are doing and why"

- Don Nisbet, Head of Customer & Marketing Insight, Argos

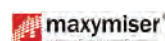
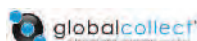
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Queen Elizabeth II Conference Centre • London, UK
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Delivering Solutions To Your Top Pain Points

-  **mCommerce & Multi-Device:** Utilising the unique capabilities of mobile and tablet to offer a more interactive customer experience on-the-go
-  **Responsive Design:** The benefits and challenges of implementing responsive design to create consistency across multiple platforms
-  **Customer Insights & Analytics:** Drawing meaningful insights about your customers from multiple data sources to create a more personalised customer experience
-  **Multi-Channel Corporate Restructure:** Aligning employees targets, objectives and incentives on a day to day level with the greater goals of the organisation to merge online & offline worlds together
-  **Multi-Channel Technology:** Reengineering platforms & systems to become customer obsessed in a multi-channel world
-  **In-Store Digital Innovation:** Re-Invigorating store design by incorporating mobile technology to bring the omni-channel experience alive
-  **Customer Engagement & Social Media:** Interacting, participating and communicating in a way that resonates with consumers

"2013 looks to be another year of change within online retail and eTail Europe provides a great opportunity to understand the impact of mobile and how the huge explosion in data can change decision making."

Paul Kendrick, Marketing Director, JD Williams (N Brown Group plc)

Made By Digital
Executives, For
Digital Executives

A special Thank You to the 2013 eTail Europe Advisory Board:



Jonathon Brown,
CEO,
M&M Direct



Simon Forster,
Executive Director-
Multi-Channel,
Selfridges



**Peter Mitchley-
Hughes,** Head of
eCommerce
Development, Marks
& Spencer



Jonathan Wall,
Director of
eCommerce, Shop
Direct Group



Robin Phillips,
Director of
eCommerce,
Waitrose



Sean McKee,
Head of eCommerce
& Customer Services,
Schuh

93%
OF 2012
ATTENDEES
said they would
recommend
eTail Europe to
a colleague



Introducing The Outstanding Speaker Faculty For 2013:

Mobile, Tablets & Payments

Paul Kendrick
Marketing Director
JD Williams (N Brown Group plc)

Paul Francis
Head of Commercial Systems
Domino's Pizza Group Limited

Don Nisbet
Head of Customer & Market Insight
Argos

Ian Smith
European Head of eCommerce
Urban Outfitters

William Beckler
Director of Innovation
Lastminute.com

Bryan Scott
Marketing & Communications Director
Metro

Andrew Towers
Head of Product Development
Thetrainline.com

Robyn Doyle
Head of eCommerce Planning & Strategy
Dixons Retail

Lyndon Lee
Enterprise Architect
Tesco

Robin Phillips
Director of eCommerce
Waitrose

Robert Moss
CMO
SecretSales.com

Dan Skinner
Head of Design
FT.com

Big Data & Customer Analytics

Jonathan Wall
Director of eCommerce
Shop Direct Group

Richard Boston
Head of Insight
Shop Direct Group

William Beckler
Director of Innovation
Lastminute.com

Pascal Moyon
Director Brand & Digital Marketing
Hertz

Andrew Robb
COO
Farfetch.com

Philip Carlsson
Senior eCommerce Manager
Europcar UK Group

Ryan Davies
Head of Loyalty & CRM
Mothercare

Craig Sullivan
Conversion Optimisation Director
Rush

Stuart McMillan
Deputy Head of eCommerce
Schuh

Senior Executive
FNAC.com

Multi-Channel

Jonathon Brown
CEO
M & M Direct

Angus Thirlwell
CEO
Hotel Chocolat

Joanna Robb
Head of Multi-Channel Development & Strategy
B & Q

Karen Dracou
Head of Omnichannel
John Lewis

Steve Wind-Mozley
SVP eCommerce
BBC Worldwide

JJ Van Oosten
Group CIO and Member of Executive Committee
Travis Perkins Group

Nadine Sharara
Head of eCommerce
Thomas Pink

Sandra Leonhard
Director Digital Strategy & Transformation
Tui AG

Ameé Chande, MD
UK Retail and Direct
Staples UK

Thilo Bendler
VP Group Development
Otto Group

Jeremy Fennell
eCommerce Director
Dixons Retail

Martin Newman
CEO
Practicology

Shivani Tejuja
eCommerce & Multichannel Director
New Look

Will O'Connor
Commercial Director UK & ROI
The Body Shop

Caroline Rolfe
Head of eCommerce
Labelux Group

Paul Allen
Multi-Channel Programme Director
Kiddicare

Martin Gill
Principal Analyst
Forrester

Marc Appelhoff
Managing Director
Fashion4home GmbH

Adam Plummer
Head of eCommerce
The Body Shop

Plus

Justine Roberts
CEO
Mumsnet

Ethelbert Williams
Head of Marketing
Total Beauty Media Group

Mario Zimmerman
CEO
Brille24

Adrian Percival
UK eCommerce Lead
Kimberly-Clark Corporation

Alistair Daily
CMO
On The Beach

Andy McWilliams
eCommerce Director
Ann Summers

Rob Jones
Web Operations Consultant
White Stuff

Adrian Land
Head of SEO & Social
My Destination

Julian Baker
Group Marketing Director
STA Travel

Nikos Karaoulanis
User Experience Design Lead
Marks & Spencer

David Hathiramani
Co-Founder
A Suit That Fits

Jon Lane
Head of eCommerce
Surfdome.com

Vincent Potier
Former Managing Director
Vonage

Sharon Flaherty
Head of Content & PR
Confused.com

Nicola Millard
Customer Experience Futurologist
BT

Neil Slateford
Co-Founder
LoveHoney

Richard Longhurst
Co-Founder
LoveHoney

Jan Mehmet
Global Ecommerce Director
FitFlop

Thorsten Bevo
Group Design & Development Manager - Multi Channel
M. H. Alshaya Co.
(Franchise H & M, Debenhams etc)

Gracia Amico
eCommerce Director
Hobbs

Jose A. Nino
E-Commerce Manager
Cosabella

Tim Curtis
Former Multi-Channel Director
Ideal Shopping Direct

David Kohn
Head of Multi-Channel
Snow and Rock

Duncan Grant
Multi-Channel Director
The Entertainer

Al Gerrie
Head of Multichannel
Mountain Warehouse

Ed White
Director of International Business
Overstock.com

Are You From One Of Our Speakers' Companies? Register With Your Special Speaker Discount Code!

If you are from one of our esteemed speakers' companies, we would like to extend you a **50% discount*** off the final price to attend eTail Europe (Just £499.00 for all 3 days)! **Please mention booking code 11556.007XZ525 when registering.** *Discount applies to retailers only.

Top **10** Reasons To Attend

- 1 Best ROI Of Any eCommerce Event:** 3 Days, 50+ sessions, 65+ Retail Executives speaking, 200+ actionable takeaways
- 2 Most Senior Speaker Faculty In The Industry:** 85% of speakers are at a Director level or above – learn from the people making real decisions
- 3 Highest Ratio Of Retailers To Vendors:** Meet and network with your peers, with a ratio of at least 2 retailers to each solution provider
- 4 Most Established eCommerce Event Series:** Serving the global market since 1999 and the European market since 2006
- 5 Truly International Event:** 26 countries represented in 2012
- 6 Cutting Edge Agenda Featuring Hot Button Topics:** Made for the industry by the industry, with leading advisory board and 9 months of research
- 7 Live Twitter Feed:** More exciting panels and a new level of 'offline' conversation
- 8 Ability To Set Up One To One Meetings With Speakers:** Have your most pressing questions answered
- 9 Fastest Growing eCommerce Event in Europe:** Over 550 attended in 2012, a 78% increase on 2011
- 10 World-Class Venue:** Fantastic facilities to create dynamic networking in the heart of Westminster, London

"A really interesting assortment of information, speakers and suppliers to convert a wide breadth of innovation in the eCommerce world"

- Hayley Meenan-Wilkin, Head of Web Operations, Tesco.com

"Great crowd of eTailers from all over the world. The venue was the perfect size to create high energy levels and networking. I learned a lot about international expansion from the sessions, attendees and tweets"

- Nancy Miller, VP International Development & Strategic Projects, Woodcraft

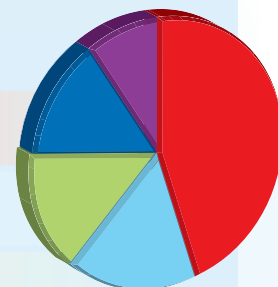
Who Should Attend

If you're involved with eCommerce & Multi-Channel, eTail Europe will keep you up-to-date on the latest on anything digital. You'll have the opportunity to network with Presidents, EVP's, SVP's, VP's, Directors, Head's of and Managers of the following functions:

- Marketing Officer
- Channel Marketing
- Online/Web/Internet Marketing
- eCommerce, eBusiness and eMarketing
- Multi-Channel
- OmniChannel
- Interactive Marketing
- Experiential Marketing
- Emerging Product Development
- Mobile Channel
- Branded & Social Media Marketing
- Digital Channels and Digital Strategy
- Customer Experience
- Customer Engagement
- Web Analytics and Business Analytics
- Marketing Communications
- Marketing Acquisitions
- Content Strategy
- Call Center

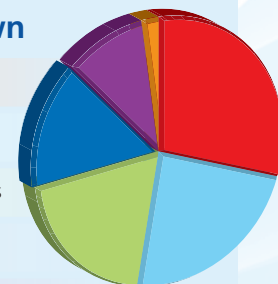
Job Function Breakdown

- 45%** Marketing/Upper Management
- 17%** eCommerce/eBusiness
- 15%** Multi-Channel
- 14%** Online/Digital/Social/Mobile
- 9%** IT/R&D/Direct



Industry Breakdown

- 30%** Tech/Electronic
- 23%** Clothing/Apparel
- 20%** Misc. Store Retailers
- 15%** Food/Beverage
- 10%** Manufacturing
- 2%** Other





Agenda-At-A-Glance

24 June, 2013

mCommerce Summit & Customer Data Summit

- 8.00 Breakfast & Registration
- 8.40 Chairperson's Opening Remarks
- 8.45 **Mobile Customer Insights Presentations & PANEL:** Understanding How To Measure & Draw Analysis From Mobile Data, As Well As Integrate It With Other Channels, To Create A More Personalised Customer Journey
- 9.25 **Channel & Device Attribution Joint Presentation:** Comparing Simple Models Such As First & Last Click To More Sophisticated Financial Models To More Effectively Allocate Marketing Spend And Create A More Definitive ROI Across Channels
- 9.55 Criteo Case Study
- 10.25 Utilizing Data For Dynamic Mobile Customer Feedback: How To Create A Shopping Experience Customers Will Love
- 10.50 Morning Networking Break

Concurrent Tracks (Choose Between The Following)

	TRACK A: mCommerce Summit	TRACK B: Customer Data Summit
11.20	Implementing A 'Mobile First' Mentality To Align Your Digital Strategy With The Meteoric Rise In Mobile Traffic & Transactions	Towards A Single View Of Your Customer: The Big Data Problem
11.50	How To Create A Seamless Omni-Channel Experience For Customers	The Death Of Commerce: How The 21st Century Marketer Needs To Evolve For Online Success
12.25	App 2.0: Evolving Your Mobile Strategy From Purely Transactional To Experience & Information Based To Create Greater Customer Engagement & Loyalty	Evaluating The Advanced Analysis & Data Mining Tools Available To Distil Vast Data Into Meaningful Insights Without Fear Of Paralysis Analysis: How Do You Focus On The Big Ticket Items?
12.55	Innovative Micro Sessions: <i>3x Rapid-Fire Presentations Of Cutting-Edge Solutions</i>	Innovative Micro Sessions: <i>3x Rapid-Fire Presentations Of Cutting-Edge Solutions</i>
1.25	Networking Lunch	
2.25	Debating The Benefits & Challenges Of Implementing Responsive Design To Create Consistency Across Multiple Platforms	Plugging The In- Store Data Gap: Creating A Connected Customer Experience In A Traditional Business
2.55	Tablet Site Design Methodology: Breaking Down Optimal Page Layouts & Site Designs For Tablets To Move Customers Through The Conversion Funnel And Maximise Conversion	Using Small Data For Big Wins: Utilizing Testing, Focus Groups & More To Segment Customers, Create A More Personalised Experience & Enhance Retention
3.25	Mobile & Contactless Payments: Comparing The Major Players To Find Out Which One Will Be Adopted By Assessing Security, Convenience, Infrastructure Requirements And More	The Holy Grail Of Online Marketing: Utilising Cross-Channel Analytics To Drive Customer Lifetime Value, Increase Your Revenue And Reduce Your Costs
3.55	Afternoon Networking Break	
4.25	Using Mobile To Converge Digital And Physical Missions And Therefore Facilitate The Whole Move To Omnichannel Retailing	Digital Transformation - Embracing The New World And Building Competitive Advantage Through Data: <i>Winning Over Upper Management To Gain Budget For The Necessary Investments In Data Overhaul And Analytics</i>
4.55	SoLoMo: Utilising A 'Mobile First' Mentality To Drive Impulse Buys	Latest Thinking In KPI Management To Determine The Critical Things You Should Be Looking At On A Daily Basis To Draw Meaningful Insights
5.30	Close Of mCommerce Summit & Customer Data Summit	

25 June, 2013

Main Conference Day One

- 8.00 Breakfast & Registration In The Solution Zone
- 8.30 Chairperson's Opening Remarks
Chairperson: Monetate
- 8.40 **PRESENTATIONS & PANEL DISCUSSION:** Understanding The New Consumer Journey To Design Your Touch Points & Create A Consistent Experience Across All Channels
- 9.40 **Reengineering Platforms & Systems To Become Customer Obsessed In A Multi-Channel World:** *Is Responsive Design The Right Methodology? How Do You Create A Leading Edge UI?*
- 10.05 **Business Intelligence: Uncovering The Hidden Revenues Of Global Payments**
- 10.40 Morning Networking Break In The Solution Zone
- 11.10 **PANEL:** Pushing The Multi-Channel Agenda: Establishing A Core Set Of Principles To Provide A Genuine Multi-Channel Customer Experience
- 11.50 **How Last Mile Delivery Shapes Consumers' Perception Of A Brand**
- 12.25 **PANEL:** Aligning Employees Targets, Objectives & Incentives On A Day To Day Level With The Greater Goals Of The Organisation To Merge Online & Offline Worlds Together

1.00 **Staying Customer Relevant In The Social World**1.30 **Lunch**

Concurrent Tracks (Choose Between The Following)

TRACK A: Multi-Channel Personalisation

TRACK B: Customer Loyalty & Optimisation

2.30 **Shifting From Channel Obsessed To Customer Obsessed: Bringing The Customer Into Everything You Do****Shopping With The Digital Native: The Case For Web Chat**3.00 **Delight Your Omnichannel Shoppers With A Personalisation Strategy Beyond Traditional eCommerce****Learning's From The Last 500 Retail Tests And How They Shape The Future Of Customer Experience Optimisation**3.30 **Testing & Learning With In-Store Technology Including Tablets, QR Codes, Body Metrics & More To Merge Online & Offline Worlds****10 Things We Learnt From Setting Up Our Own eCommerce Business**4.00 **How To Build A Successful Multi-Channel Payment Strategy? The Keys To Create A Good Cross Platform Consumer Experience, Drive Sales And Reduce Costs****Autonomy Case Study**4.30 **Networking Afternoon Break In The Solution Zone**5.00 **PANEL: Implementing A Digital Strategy To Entice Customers In-Store And Bridge The Gap Between Online & Offline**5.40 **The Rise Of The Digitally Savvy Organisation:** *Establishing An Agile, Multi-Touch Point Organisation That Breaks Out Of Silos & Integrates Digital Into The Wider Aspects Of The Corporate Structure*6.10 **Cocktail Reception**7.10 **Close Of Main Conference Day One**8.30 **Chairperson's Opening Remarks**8.40 **Opening Panel:** **Creating A Single View Of Stock Online & Offline To Deliver An End To End Supply Chain Which Has Multiple Front Ends For Customers**9.20 **Creating A Seamless Consumer- Driven Shopping Experience With Omni-Channel**9.50 **International Expansion PANEL- Building A Brand From Scratch In A Foreign Region To Localise On A Global Scale**10.30 **Technology Innovation Spotlights:** *5x Rapid-Fire Presentations Of Cutting-Edge Solutions*11.20 **Morning Networking Break In The Solution Zone**

Concurrent Tracks (Choose Between The Following)

TRACK A: International Expansion

TRACK B: Multi-Channel Personalisation Part #2

11.50 **Identifying Key Cross-Border eCommerce Trade Opportunities Including Eastern Europe, Asia & Other Emerging Countries****Cross Channel Integration For A Seamless Customer Experience**12.20 **Translations.com Case Study****Monetise The Maybes: How Personalisation Converts Browsers Into Buyers**12.50 **Australia & New Zealand New Ecommerce Frontier?** *Determining Cultural, Logistical, Regulatory & Practical Considerations In This Region***Online Going Offline: Why A Pureplay Online E-Commerce**

TRACK A: Social Media Strategies

TRACK B: Customer Engagement & Acquisition Strategies

1.20 **Networking Lunch****Player Is Opening Offline Showrooms**2.20 **The Autonomous Customer: Understanding The Future Of Customer Service And How Social Fits Into The Overall Channel Mix For Customers****How To Engage With An Online Community - Do's And Don'ts - The Mumsnet Experience**2.55 **PANEL: Establishing How To Influence Shoppers Through Social Media:** *How Do You Interact, Participate And Do It In Way That Resonates With Your Customers? Will It Have A Material Impact On Day To Day Sales?***PANEL: Shifting From Transaction To Experience Based Digital Interactions: Creating More Dynamic, Advanced User Experiences**3.35 **Pinterest: Interacting With Users, Understanding Patterns Of Content & Utilising Word Of Mouth To Generate ROI From This New Social Media Platform****The Future Of "SEO", Moving To A Holistic Inbound Marketing Strategy**3.50 **Building A Loyal Customer Base & Creating Great Interactions Through Social Media- The Ann Summers Story****Driving Down The Average Cost Of Customer Acquisition:** *What Methods Of Driving Traffic Have Been The Most Profitable? Should You Be Looking At The Lifetime Value Of The Customer To Measure This?*4.20 **Networking Afternoon Break In The Solution Zone**4.40 **Short, Sharp Industry Case Studies**

Case Study #2: Multi-Channel vs. Pureplay: Reimagining The EyeWare Market Through Digital

Case Study #3: Multi-Screen Shopping: Discovering Beauty in the Digital Age

Case Study #1: TBC

5.30 **Close Of eTail Europe 2013**



mCommerce Summit & Customer Data Summit

24 June, 2013

08.00 Breakfast & Registration

08.40 Chairperson's Opening Remarks

08.45 Mobile Customer Insights Presentations & PANEL: Understanding How To Measure & Draw Analysis From Mobile Data, As Well As Integrate It With Other Channels, To Create A More Personalised Customer Journey

Mobile, whether phones or tablets, has changed how customers are browsing and interacting with retailers. What additional data does this provide? How do retailers take and use this and can it be used to give a more personalised customer experience? Takeaways include:

- Historically retailers only had transactional data to analyse trends, now they have a wealth of information on customer touch points - but how do you use this to improve customer experience?
- The year of the mobile has been – and continues. Huge growth in mobile usage provides even more data but how do we understand how mobile changes customer behavior?
- Customers are using multiple devices and visiting sites more frequently – how do retailers adapt to this?
- How far can you push personalisation without creating a disjointed customer journey?



Paul Kendrick
Marketing Director
JD Williams (N Brown Group plc)



Don Nisbet
Head of Customer & Market Insight
Argos



Ian Smith
European Head of eCommerce
Urban Outfitters



9.25 Channel & Device Attribution Joint Presentation: Comparing Simple Models Such As First & Last Click To More Sophisticated Financial Models To More Effectively Allocate Marketing Spend And Create A More Definitive ROI Across Channels

Big Data = Big Opportunities. How can you be sure that you are measuring your customers across all channels and all devices? Learn the journey that Shop Direct are on and the opportunities and challenges it is facing in the Omni-Channel World.

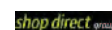
- Building a channel attribution model has been a big challenge for Shop Direct but hear how it has taken the findings and improved its marketing ROI across both on and offline channels

- As customers become mobile and device agnostic hear how Shop Direct has built its knowledge of customer conversion across devices and the learning it has found
- Learn how an 80+yr old catalogue business has continually used data to ensure it drives incremental sales from its marketing channels and optimised ROI
- How does a catalogue business begin the journey to becoming a World Class Digital Department Store of the future?

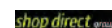
You will hear from Jonathan Wall, Group E-Commerce Director and Richard Boston who heads up Consumer Insight on the above and many other findings from Shop Direct home of leading brands such as Littlewoods, Very and Isme.



Jonathan Wall
Director of eCommerce
Shop Direct Group



Richard Boston
Head of Insight
Shop Direct Group



9.55 Criteo Case Study

Speaker to be named
Criteo



10.25 Utilising Data For Dynamic Mobile Customer Feedback: How To Create A Shopping Experience Customers Will Love

If we want to build a mobile app that customers love and that makes people say 'Wow' then you need to be testing your craziest ideas and iterating them with feedback from the marketplace. You simply cannot do that from within your office.

This session will discuss how lastminute.com did their mobile app product development in the lobby of the Cumberland Hotel in central London – the idea to show prototypes to travelers and get immediate feedback on risky or raw product concepts. Attend this session to hear their results and how it can be applied to your business.



William Beckler
Director of Innovation
Lastminute.com



10.50 Morning Networking Break

"The meeting has been great. I met with a lot of my vendors and being a B2B company, it has been fantastic collaborating with B2C companies to compare and contrast!"

– Daniel Peters, Onsite Marketing Manager Europe, Office Depot

Concurrent Tracks (Choose Between The Following)

TRACK A: mCommerce Summit

Utilizing The Unique Capabilities Of Mobile And Tablet To Offer A More Interactive Customer Experience On-The-Go, As Well As A Seamless & Complimentary Experience With Other Channels

11.20 **Implementing A Mobile First Mentality To Align Your Digital Strategy With The Meteoric Rise In Mobile Traffic & Transactions**

More than ever before, consumers are moving between different media channels, platforms and devices to make get the most out of their time. According to Google, over 90% of people switch between digital devices in order to accomplish tasks. At Metro, the UK's leading urban media brand and the world's most successful free newspaper, we want to ensure that we provide our urbanite audience with the right opportunities to engage with our content. This session will cover:

- How Metro has adopted a mobile first mentality for every audience driving decision that we make
- The different challenges and opportunities that have come our way as we position the brand for even greater mobile consumption
- The importance of data-led decisions in development across our suite of digital products
- Opening of opportunities across our digital mobile platforms for advertisers and brands



Bryan Scott
Marketing & Communications Director
Metro



11.50 **How To Create A Seamless Omni-Channel Experience For Customers**

Customers are using multiple screens to browse and shop. Increasingly, they want a clean crisp omni-channel experience to seamlessly continue their journey regardless of the device. Retailers should understand the basic principles of omni-channel to connect the in-store experience with an online journey, bringing together devices such as in-store kiosks, tablets, apps, mobile and desktop sites to engage and interact with the customer. This presentation will help shed light on some of the challenges the high street and online retailers must overcome to remain competitive in a digitally connected world. We will discuss how brands can create a personalised and contextualised experience and highlight some of the most innovative work in the industry which has delivered a truly omni-channel offering to the shopper.



Carin van Vuuren
Chief Marketing Officer
Usablenet



12.25 **App 2.0: Evolving Your Mobile Strategy From Purely Transactional To Experience & Information Based To Create Greater Customer Engagement & Loyalty**

Mobile has hit a new era. 90-95% of UK brands have a mobilized website and some sort of App strategy. Now it is time to move beyond the basics and look at how we can leverage what we already have in place. This session will investigate:

- What else is there? What advantage/benefits do experience based interactions offer retailers?
- Data tells us customers are 3x more likely to use mobile influence offline- how can we leverage that for apps?
- Responsively designed app? There are different ones for websites
 - Intelligently adjust to Android, iPhone, Windows, BB etc
- App v mobile websites: time/resource dedication

TRACK B: Customer Data Summit

Utilizing Data To Create A New Level Of Understanding Of Your Customer And Create More Compelling Products & Messaging

Towards A Single View Of Your Customer: The Big Data Problem

Most retailers are facing an increasingly multi-channel customer, who interacts with their business using many different touch-points. Too often these touch-points are disconnected, with the data residing in host of legacy systems. With many till systems existing long before Facebook was ever conceived, what can retailers do to join up these and other systems? This presentation will look at Schuh's journey to achieving a single view of their customers.

- Introduction to the Schuh business and the Schuh customer journey
- Why we're interested in a single view of customer. What, if any, benefits are there?
- Our key challenges, why don't we have a single view of the customer already?
- The plan. How are we achieving a single view of customer?



Stuart McMillan
Deputy Head of eCommerce
Schuh



The Death Of Commerce: How The 21st Century Marketer Needs To Evolve For Online Success



Graham Cooke
Founder And CEO
Qubit



Evaluating The Advanced Analysis & Data Mining Tools Available To Distil Vast Data Into Meaningful Insights Without Fear Of Paralysis Analysis: How Do You Focus On The Big Ticket Items?

- Understanding how to create meaningful insights from data transaction reports
 - Do you use transactional data and analysis from that to drive online tooling?
 - Would you use back office system like SAP, Cognus to hold CRM?
- Determining how to create better automation by connecting data to front end systems and leading to higher average spend or higher frequency of purchase from customer side
- Multi-channel customers are worth twice as much as single channel:
 - How do you migrate more single to multi-channel?

- Focus on which operating systems, what the differences are and how to get the best from each one without requiring a huge amount of bespoke work on each area



Andrew Towers
Head of Product Development
TheTrainline.com



- If you know someone who is multi-channel, you know they are going to shop in-store too:
 - How do you more effectively target them?



Craig Sullivan
Conversion Optimisation Director
Rush



12.55 Innovative Micro Sessions

3x Rapid-Fire Presentations Of Cutting-Edge Solutions

Innovative Micro Sessions

3x Rapid-Fire Presentations Of Cutting-Edge Solutions

1.25 Networking Lunch

2.25 Debating The Benefits & Challenges Of Implementing Responsive Design To Create Consistency Across Multiple Platforms

Customers are shopping multichannel and businesses need to provide a consistent experience for them across all touchpoints of their journey. Responsive design is one of the ways this can be achieved across digital channels, and Dixons Retail is the first of Europe's major retailers to adopt this approach. Robyn will address the key topics on the mind of any retailer interested in a move to responsive design:

- The tradeoffs in launching channel-specific sites versus a responsive solution
- Different choices drive different needs from the teams running the day-to-day business
- Understanding the data and new challenges responsive design introduces
- Touchpoint consistency beyond the digital channels



Robyn Doyle
Head of eCommerce Planning & Strategy
Dixons Retail



Plugging The In-Store Data Gap: Creating A Connected Customer Experience In A Traditional Business

This year, you will have probably seen lots of things about social, mobile, the zero moment of truth and of course big data. ALL OF THESE THINGS ARE IMPORTANT. But actually, Ryan Davis from Mothercare thinks they boil down to 3 trends:

- Speed: Speed of information drives customer behaviour irrespective of channel
- Fragmentation: Reaching audiences needs to become smarter to cut through the other clutter fighting for attention
- Connectivity: People don't think in vertical silos geared around channels. Neither should brands

How can a high street retailer like Mothercare adapt to these trends and use data to build a connected customer experience? Attend this session to find out.



Ryan Davies
Head of Loyalty & CRM
Mothercare



2.55 Tablet Site Design Methodology: Breaking Down Optimal Page Layouts & Site Designs For Tablets To Move Customers Through The Conversion Funnel And Maximise Conversion

Tablets are fundamentally different as a device than mobile and desktop. The tablet customer is mobile, but only mobile within their own house. With a tablet you take away the mouse and it is a very gesture driven journey literally at the customer's finger tips. It creates greater customer engagement and more participation than other devices. This session will look into:

- The specifics of designing for tablets and fundamentally why you can't just build a site based on your desktop
- How tablets are being used:
 - Lunch and dual screening
 - Conversion on way into work
- Building a test & learn mentality:
 - Rigorous with A/B and Multi-variant testing to reduce bounce
 - > % getting to product page on mobile
- Rich media to integrate in video
- Gesture tracking:
 - Pinch and zoom
 - Push/ tap



Paul Francis
Head of Commercial Systems
Domino's Pizza Group Limited



Using Small Data For Big Wins: Utilizing Testing, Focus Groups & More To Segment Customers, Create A More Personalised Experience & Enhance Retention

Customer analytics need to be focused on the output, not input. You want to know the insights, more than how they got there. This session will focus on how to incorporate more traditional customer market research, combined with utilizing data to draw meaningful and actionable customer takeaways that can create real impact on your bottom line.



Philip Carlsson
Senior eCommerce Manager
Europcar UK Group



"I've been coming to eTail for years. It has always been one of the conference highlights of the year. Great to see what other retailers are doing and meet new suppliers also. It's been really fun!"

– Joanna Robb, Head of Multi-Channel Development & Strategy, B&Q

3.25 Mobile & Contactless Payments: Comparing The Major Players To Find Out Which One Will Be Adopted By Assessing Security, Convenience, Infrastructure Requirements And More

- Who's going to win? 02, Paypal, Visa, Google?
- Which standard is going to emerge and what do I have to do?
- As a multi-channel retailer, how does it influence in-store, how will people pay?
- Do customers use these devices?
- Existing loyalty programs- how you mobilise that?
 - Can it be improved or optimized
- Connecting your existing mobile services to your physical retail environment
 - Redeeming offers
 - Guiding people to new products



Lyndon Lee
Enterprise Architect
Tesco



The Holy Grail Of Online Marketing: Utilising Cross-Channel Analytics To Drive Customer Lifetime Value, Increase Your Revenue And Reduce Your Costs

You understand your channels and your customers' value, or do you? Attribution has long been the goal of online marketers to truly understand the value of their activities and spend but is extremely difficult to do in an accurate, meaningful way. The session will cover:

- The basics of lifetime value and channel measurement
- Different approaches to attribution and how to implement it effectively
- One concrete example of how much of an impact this can make
- Art vs. science in attribution and avoiding pitfalls



Andrew Robb
COO
Farfetch.com



3.55 Afternoon Networking Break

4.25 Using Mobile To Converge Digital And Physical Missions And Therefore Facilitate The Whole Move To Omni-Channel Retailing

Retailers who have not invested in the omni-channel customer experience are failing at an increasing rate. This session will cover what should you be thinking about doing if you are to survive and succeed in the world of omni-channel including:

- What does omni-channel retailing mean for your business
- How can it help you grow share and broaden your proposition
- How do you need to organise your business to achieve this
- What are the key enablers you will need in order to be successful at omni-channel retailing



Robin Phillips
Director of eCommerce
Waitrose



Digital Transformation - Embracing The New World And Build Competitive Advantage Through Data Winning Over Upper Management To Gain Budget For The Necessary Investments In Data Overhaul And Analytics

The digital era brings disruptive changes for traditional companies in most verticals as new comers shake competition through data and e-commerce excellence. Whilst recent high profile casualties demonstrate the need to embrace the new world, instilling a digital culture is still a challenge. It is possible though to make fast breakthrough by breaking the magic around data and digital.

- Creating a pragmatic and strong roadmap
- Getting consistent buying and support in the organisation
- Adopting digital best practices
- Focussing on execution whilst evangelising data



Pascal Moyon
Director Brand & Digital Marketing,
Hertz



4.55 SoLoMo: Utilising A Mobile First Mentality To Drive Impulse Buys

In this session, Robert Moss, CMO of SecretSales.com will share the ins and outs of how drive impulse buys through mobile. Over 50% of their traffic comes from mobile as email is their most common form of communication to their membership base of 2.3 million people. Robert will go in-depth into how they use responsive design methodologies, the ins and outs of this approach and how they have created a new game-changing mobile site to stimulate customer acquisition.



Robert Moss
CMO
SecretSales.com



Latest Thinking In KPI Management To Determine The Critical Things You Should Be Looking At On A Daily Basis To Draw Meaningful Insights

- Understanding what the critical things are that you should be looking at on a daily basis
- Determining how to move from predictive forecasting on what has happened to optimise going forward to real time
- Moving beyond hard KPIs such as visits and average number of orders to something more sophisticated
 - The way the web is moving from transactional site to experience site
- As we go into the future, realising what key measures likely to be:
 - What direction is this going in?



William Beckler
Director of Innovation
Lastminute.com



5.30 Close Of mCommerce Summit & Customer Data Summit

"As always it's full of interesting people and subject matters. For us it's the exact location and crowd we would like to address and be at and will definitely be there next year!"

– Nile Younis, Sales Manager- Business Development EMEA, Global Collect

08.00 **Breakfast In The Solution Zone & Registration**

8.30 Chairperson's Opening Remarks



David Brussin
Founder & CEO
Monetate



8.40 **PRESENTATIONS & PANEL DISCUSSION:**
Understanding The New Consumer Journey To
Design Your Touch Points & Create A
Consistent Experience Across All Channels

The retail customer has changed and changed at pace... You have to run very fast just to keep up and the complexity of what makes a great shopping experience keeps increasing. The following presentations and panel debate will outline the state of the changing retail market, highlight the emerging measures of success and give some real life examples of how to join the dots to create a seamless journey across channels. This session will cover:

- Ensuring you are tracking and measuring the right data, amidst all of the noise coming through
- Customers want to shop wherever and whenever they want. Using this data to determine how customers are interacting across mobile, social, display, email and the web to drive incremental sales
- Feeding this knowledge back into systems, processes, programs, policies, initiatives and procedures to have one end in mind: to strengthen your focus on the customer experience
- Discovering how to join the dots together to encourage loyalty wit hand without a loyalty rewards program by implementing cross channel CRM, analytics and business intelligence
- Getting to grips with the way customers will interact with retailers in 2014 and what you can do to prepare for this moving forward



Jonathon Brown
CEO
M&M Direct



Angus Thirlwell
CEO
Hotel Chocolat



9.40 Reengineering Platforms & Models To Become Customer Obsessed In An Omni-Channel World

Is Responsive Design The Right Methodology? How Do You Create A Leading Edge UI?

2013 is seeing more and more retail businesses taking the leap and putting real investment into their omni-channel change programmes. B&Q is just one of the organisations undergoing major transformation to meet the evolving, and ever more complex, needs of the modern consumer. In this presentation Jo Robb, who leads the Omni-channel Development Programme for the home improvement retailer, will address such questions as:

- When transforming your business to become truly omni-channel is a key part of your strategy, how do you decide where to start?
- How do you keep your customer at the heart of your change programme, especially when their needs and expectations are changing even as your development is underway?
- As the type of devices used to access content increase year on year, how do you ensure that the customer's experience of your brand is consistently excellent?



Joanna Robb
Head of Multi-Channel Development & Strategy
B&O



10.05 Business Intelligence: Uncovering The Hidden Revenues Of Global Payments

Nile Younis
Sales Director EMEA- Retail
Global Collect



Carl Miller
Global Market Director – Retail
Global Collect



10.40 Morning Networking Break In The Solution Zone

11.10 **PANEL: Pushing The Multi-Channel Agenda: Establishing A Core Set Of Principles To Provide A Genuine Multi-Channel Customer Experience**

If you look at entire customer journey, what do you need to do to provide a genuine multi-channel journey? How are you organising to win? In what way are customers interacting with you to help you do that? Where is the line between privacy and creating a useful, personalised experience to the customer? With a panelists from a variety of backgrounds and industries, this session will investigate:

- Discovering how to set up a multi-channel organisation:
 - Merging lines and customer cost through channels
 - How do we create common objectives and organisation goals?
 - Shopper doesn't think in terms of channels- how do we make our organisational structure mirror this?
- How to take an in store experience and knowledge and bring it alive in a digital format
 - What media can effectively do this?
- Data:
 - How are these organisations measuring across channels?
 - How they are combining data?
- Shipping:
 - Evaluating how to get your products to your customer in the most efficient way and as many ways as possible
- Investigating what your customers expect and want with privacy in the next 5-10 years



Steve Wind-Mozley
SVP eCommerce
BBC Worldwide



JJ Van Oosten
Group CIO and Member of Executive Committee
Travis Perkins Group



Sandra Leonhard
Director Digital Strategy & Transformation
Tui AG



Hari Saini
Director Customer Success
StrongMail



11.50 How Last Mile Delivery Shapes Consumers' Perception Of A Brand



Tom Allason
Founder & CEO
Shuttl



12.25 **PANEL: Aligning Employees Targets, Objectives & Incentives On A Day To Day Level With The Greater Goals Of The Organisation To Merge Online & Offline Worlds Together**

Besides a clear strategy and an action plan how to manage a transition from brick and mortar or paper towards e-commerce and multichannel, a strategy how to communicate, involve, convince and empower the employees is key to move from concept to reality. The panel will discuss key success factors and possible hindrances for such an implementation from leading European Retailers. Takeaways include:

- Creating a strategic transformation from offline to online, top down, and employees mindset changes
- Utilizing a communication concept within the company to inform, involve and convince the employees
- Implementing goals that are related to the strategy and relevant to employees, such KPI as conversion rate, visit number, average order value etc
- Discovering how to be responsive to involve employees, keep them informed and empower them to react quicker to the requirements of the online world



Amee Chande, MD
UK Retail and Direct
Staples UK



Thilo Bendler
VP Knowledge Management
Otto Group



Jeremy Fennell
eCommerce Director
Dixons Retail



1.00 **Staying Customer Relevant In The Social World**

- The impact of social on the customer decision making process
- How customers are redefining brand perception
- Building measureable brand advocacy



Patrick Phelan
VP Client Services Europe
Bazaarvoice



1.30 **Lunch**

Concurrent Tracks (Choose Between The Following)

TRACK A: Multi-Channel Personalisation

2.30 **Shifting From Channel Obsessed To Customer Obsessed: Bringing The Customer Into Everything You Do**

Martin is a Global e-commerce leader, and one of the most experienced, best-known and most respected e-commerce practitioners. Selling online since 1997, he has been involved in multi channel retailing for over 25 years. In this session he will investigate what true customer centricity entails:

- Across product
- Across people
- Across channels
- Across service
- Across marketing

Few practitioners bring his rounded and in-depth experience of the distance selling channels of the web, direct mail, call centres, web kiosks and mobile. And as such he is extremely well placed to investigate what true customer centricity entails.



Martin Newman
CEO
Practicology

TRACK B: Customer Loyalty & Optimisation

Shopping With The Digital Native: The Case For Web Chat

A real-life look at customer service innovation from a UK retailer which is reflective of the changing customer journey and the increasingly sophisticated needs of a technology-savvy consumer. Takeaways include:

- Looking at how Schuh Live Help works – from tab selection through to proactive nudging
- Comparing performances of differing types of live engagement
- Examining the role of people, training and identifying the optimum staffing resource
- Considering the use of common-sense KPIs and stats to build a compelling case



Sean McKee
Head of eCommerce & Customer Services
Schuh



3.00 **Delight Your Omnichannel Shoppers With A Personalisation Strategy Beyond Traditional eCommerce**

In this session, learn insight into integrating personalisation throughout the customer shopping path by consolidating data sources to support your organisation's digital strategy. Leverage key channels to build out individualised content personalisation and product recommendations that drives engagement and loyalty.

Speaker to be named, **Certona**



Learning's From The Last 500 Retail Tests And How They Shape The Future Of Customer Experience Optimisation

Daniel Martin
Managing Consultant For Retail
Maximyser



3.30 Testing & Learning With In-Store Technology Including Tablets, QR Codes, Body Metrics & More To Merge Online & Offline Worlds

The retail landscape is changing, and so are customer expectations. Consumers are now using an unprecedented variety of channels to research and purchase. As a leading ecommerce expert, Shivani Tejuja will offer invaluable insight into the challenges and potential opportunities in multichannel – and explain how agenda-setting technology can enhance and integrate in-store and online experiences. This unmissable session will cover:

- THE NEW NORMAL: shopping behaviour is evolving at a frenetic pace, challenging retailers to engage or fail
- EPISODES: how New Look is reacting to the challenges of transforming expectations and new opportunities for engagement . . . and what we're learning as we go
- IT IS ROCKET SCIENCE: the innovative technology New Look has been trialling to enhance its in-store shopping experience
- THE BIG BANG THEORY: managing the balance between customer expectations and disruptive technology



Shivani Tejuja
eCommerce & Multichannel Director
New Look



4.00 How To Build A Successful Multi-Channel Payment Strategy? The Keys To Create A Good Cross Platform Consumer Experience, Drive Sales And Reduce Costs



Roelant Prins
CCO
Adyen



10 Things We Learnt From Setting Up Our Own eCommerce Business

Growing your business is never easy, but the boom of eCommerce opens up opportunities to SMEs that were not previously available. In this session, Lovehoney uses their own case study to impart practical advice on developing your ecommerce business, describing their growth from launch in 2001 with a £9,000 investment from co-founders Richard Longhurst and Neal Slateford to a turnover in excess of £16m. Join Lovehoney Co-Founders for real-life insight from the professionals that made the eCommerce revolution work for them.



Neal Slateford
Co-Founder
Lovehoney



Richard Longhurst
Co-Founder
Lovehoney



4.30 Networking Afternoon Break In The Solution Zone

5.00 PANEL: Implementing A Digital Strategy To Entice Customers In-Store And Bridge The Gap Between Online & Offline

Traditional ways of describing multi-channel commerce no longer work because customers don't interact with companies from a "channel" perspective. Customers now use a rapidly evolving set of devices as a means of engaging across touchpoints, which they don't distinguish from the brand or business. Therefore how can you create a greater link between online and offline? How can you merge these worlds together? This session will investigate:

- Utilising digital marketing campaigns to bring customers in-store and increase sales
- Using digital to enhance ease of access to information in-store including product reviews, videos on products of how you might do something and competitors price points
- Improving in store processes for click and collect : more efficient parcel processing, parcel storage, customer collection - food and non food
- Implementing more efficient payment on the shop floor- Roaming chip and pin devices for staff and customer paying on their own device



Will O'Connor
Commercial Director UK & ROI
The Body Shop



Caroline Rolfe
Head of eCommerce
Labelux Group



Autonomy Presentation



Will Cook
VP, Multichannel Marketing (EMEA)
Autonomy



Paul Allen
Multi-Channel Programme Director
Kiddicare



Adam Plummer
Head of eCommerce
The Body Shop



5.40 The Rise Of The Digitally Savvy Organisation

Establishing An Agile, Multi-Touch Point Organisation That Breaks Out Of Silos & Integrates Digital Into The Wider Aspects Of The Corporate Structure

Customers are empowered with more information than ever before. In response, brands are becoming increasingly digital, embedding digital skills and competencies into traditional lines of business. But this is not an easy process as it requires a fundamental shift in people, process, technology and measurement. This session will cover:

- What are the key consumer behaviours that are driving the need to transform?
- What are the key building blocks of the Digitally Savvy Organisation?
- How can you organise for your digital future?



Martin Gill
Principal Analyst
Forrester



6.10 Cocktail Reception

7.10 Close Of Main Conference Day One

8.00 Breakfast In The Solution Zone & Registration

8.30 Chairperson's Opening Remarks

8.40 Opening Panel: Creating A Single View Of Stock Online & Offline To Deliver An End To End Supply Chain Which Has Multiple Front Ends For Customers

As online continues to grow rapidly as a channel but stores flatten out or decline, it becomes more and more difficult for a multi-channel retailer to work out how best to manage their stock. The model used to be to be simple – as little as possible in the DC and as much as possible in stores. But now it's more complex as customers expect everything everywhere. In this session, panellists will identify the challenges then outline some of the solutions that they have come up with, including:

- How you can offer everything you've got to all your customers wherever they are
- Using your supply base to significantly extend your available range
- How to tailor in-store range and stock planning in this new environment
- How to use click and collect to your competitive advantage



David Kohn
Head of Multi-Channel
Snow and Rock



Duncan Grant
Multi-Channel Director
The Entertainer



Jon Asbury
Multichannel Director
GO Outdoors LTD



9.20 Creating A Seamless Consumer-Driven Shopping Experience With Omni-Channel

The new shopping paradigm is being driven by the consumer, and the consumer does not care about channels! A positive shopping experience requires a consistent experience for the consumer, regardless of whether that shopping experience is taking place in the store, at their home, or on their mobile device. Today's consumer also expects to be able to start the shopping experience in one channel and be able to continue the same shopping experience in another channel. In this session, we will discuss best-practices to help you move faster to deliver a seamless shopping experience for your customers, as well as review examples of how this is being delivered to consumers today.



Jamus Driscoll
General Manager – EMEA
Demandware



9.50 International Expansion PANEL- Building A Brand From Scratch In A Foreign Region To Localise On A Global Scale

This session will give you insight in the pitfalls and challenges in building an international brand. It will investigate how do you create brand awareness in a completely new region? How do you find the right partners, blogs, agencies & affiliates? Also, how do you find the right talent to create local context? It will also give you invaluable advice on making it work. This session will cover:

- What do you do when brand recognition can't drive social media marketing, domain history, and inbound link SERP juice?
- Multilingual SEO, and emphasis between keyword localization and keyword translation
- Cultural differences and how to address these
- Marketing plan, what to focus on. What works?
- Headcount. What/who do you need in your team?
- Is an online only expansion possible?



Gracia Amico
eCommerce Director
Hobbs



Jose A. Nino
E-Commerce Manager
Cosabella



Tim Curtis
Former Multi-Channel Director
Ideal Shopping Direct



Thorsten Bevot
Group Design & Development Manager - Multi Channel
M. H. Alshaya Co. (Franchise H & M, Debenhams etc)



Alex Keith
eCommerce Sector Manager UK
Akamai Technologies



10.30 Technology Innovation Spotlights

5x Rapid-Fire Presentations Of Cutting-Edge Solutions

Session #1:



Charles Whiteman
Senior Vice President Client Services
MotionPoint



Ed White
Director of International Business
Overstock.com



Session #2: TBC

Session #3: TBC

Session #4: TBC

Session #5: TBC

If you are interested in presenting here, contact Chet Silverman at csilverman@wbresearch.com or +1 6462007478 for opportunities

11.20 Morning Networking Break In The Solution Zone

Concurrent Tracks (Choose Between The Following)

TRACK A: International Expansion

11.50 **Identifying Key Cross-Border eCommerce Trade Opportunities Including Eastern Europe, Asia & Other Emerging Countries**

When expanding internationally it's all about creating a localised experience. This session will evaluate both practical and marketing considerations particularly for Emerging markets. Attend to hear about:

- Logistics: Examining the types of homes the majority of people live in ie apartments v houses and the impact this will have on shipping
- Warehousing: Implementing cost benefit analysis to decide if you should invest in a warehouse in each region or if you can ship from your home country
- Regulations: Reviewing importing, tax and other key regulations to understand how to effectively comply in these geographies
- Payment systems: Discovering the payment systems used in each region and which one will fit best with your site
- Marketing: Determining which channels are most effective in each region including digital and offline and reviewing their effectiveness by assessing cost, response rate, acquisition cost, retention and AOV



Al Gerrie
Head of Multichannel
Mountain Warehouse



TRACK B: Multi-Channel Personalisation Part #2

Cross Channel Integration For A Seamless Customer Experience

Customers don't shop by channel. Retailers have created this paradigm and as a consequence operate in channel silos. This session explores how and why it's important to break down the barriers that exist between channels and build lasting relationships with customers globally in order to future proof your business in an increasingly complex and difficult retail climate. It will cover:

- Understanding your customer experiences and your cross channel migration
- Using cross-channel data to identify your most profitable opportunities for improvement
- How to use technology as an enabler of operational efficiency and driver of customer engagement
- To deliver a cross -channel experience requires a united vision internally to operate cross channel - How to become the champion of change and influence your organization to embrace a cross channel culture



Nadine Sharara
Head of eCommerce
Thomas Pink

12.20 **Translations.com Presentation**

Speaker to be named, **Translations.com**

**Monetise The Maybes: How Personalisation Converts Browsers Into Buyers**

Roger Brown
CEO
Peerius

12.50 **Australia & New Zealand New Ecommerce Frontier?**

Determining Cultural, Logistical, Regulatory & Practical Considerations In This Region



Jan Mehmet
Global Ecommerce Director
FitFlop

**Online Going Offline: Why A Pureplay Online E-Commerce Player Is Opening Offline Showrooms**

- Learn how an on demand supply chain drives change in the furniture industry
- Understand the mechanics behind a pull vs. Push based approach in high ticket value consumer decisions
- Consider offline presence as an important piece in the omni-channel puzzle
- Learn why online players can be an attractive partner to established retail formats and shopping centers



Marc Appelhoff
Founder & Managing Director
Fashion4home GmbH

1.20 **Networking Lunch**

TRACK A: Social Media Strategies

2.20 **The Autonomous Customer: Understanding The Future Of Customer Service And How Social Fits Into The Overall Channel Mix For Customers**

Based on research on consumer behaviours from the UK, US, China, India, Hong Kong, Singapore and Australia, this talk provides some strange and scary insights into how technology is turning us into monster shoppers and how new contact channels fit with old and trusted ones. Takeaways include:

TRACK B: Customer Engagement & Acquisition Strategies

How To Engage With An Online Community - Do's And Don'ts - The Mumsnet Experience

Hear from the Founder and CEO of UK's biggest and most influential website for women about how to engage with their audience and importantly how not to. What do you speak to your customer? How do you create more of an individual, personalised experience to make them wanting more? Justine's Twitter handle for social media is @Justine_Roberts and Mumsnet's is @MumsnetTowers.



Justine Roberts
CEO
Mumsnet



- Learn how goal directed customers are often taking things into their own hands and cutting organisations out of the loop entirely
- Find out how customers are using a mixture of online & offline and new & traditional channels to shop
- Look at the effect of smart phones on customer behaviour
- Demystify all the hype around social media - is it the ultimate channel or just part of a rich mixture?



Nicola Millard
Customer Experience Futurologist
BT



2.55

PANEL: Establishing How To Influence Shoppers Through Social Media: How Do You Interact, Participate And Do It In Way That Resonates With Your Customers? Will It Have A Material Impact On Day To Day Sales?

Social media has become one of the leading channels for customer engagement. Most companies, whether they like it or not, have to engage with customers on a multiplicity of platforms and social networks, such as Facebook, Twitter, LinkedIn, Pinterest...Increasingly, there is talk in the digital world that advertising is becoming a secondary channel and the primary locus of conversations between brands and consumers will be social. This panel will discuss the rules of engagement, provide best practice and useful guidelines, examining multiple areas impacted by social such as tools, resources, organisation, culture...and it will also look at profitability of social media channels.

- Understand the key principles of social media behaviour by e-commerce brands
- Get a grasp of the importance of three key emerging areas of social media, ie social monitoring, community management and social insights generation; get useful perspectives on solutions available...
- Define the role of social media within the marketing mix; understand the organisational and cultural consequences of developing and embarking on a social media strategy
- Learn how to use social media to generate sales, and measure those sales, by assigning different objectives to social media, from brand management to direct response; overall, understand the relation between social media engagement and sales ROI



Jon Lane
Head of eCommerce
Surfdome.com



Vincent Potier
Former Managing Director
Vonage



Sharon Flaherty
Head of Content & PR
Confused.com



3.35

Pinterest: Interacting With Users, Understanding Patterns Of Content & Utilising Word Of Mouth To Generate ROI From This New Social Media Platform

Word of mouth has always been around but, in recent years, marketers have neglected it in favour of broadcast messages. Consumers, however, trust each other more than ever before and technology has given them the tools to spread the word electronically and instantly. Pinterest is the fastest growing social media network today and is an excellent tool for spreading word of mouth as every pin is a mini endorsement. Of the content it points to. So, why not let your customers do your marketing for you? In this session you will learn:

PANEL: Shifting From Transaction To Experience Based Digital Interactions: Creating More Dynamic, Advanced User Experiences

Creating experienced based solutions requires a different approach and mindset to the one e-retailers are familiar and comfortable with. How would they make this leap? Who needs to be part of this new process? Who should lead this? Key takeaways:

- What advantage / benefits do experience based interactions offer retailers?
- Should experience based interactions lead to transactions?
- How do you measure success beyond conversion rate?
- How prepared are retailers to understate transactional elements of the experience?
- Are there certain touchpoints that are better suited to such experiences?
 - Is desktop web the right medium for experienced based solutions?
 - Or are In-store touchpoints more 'intimate'?

Julian Baker
Group Marketing Director
STA Travel



Nikos Karaoulanis
User Experience Design Lead
Marks & Spencer



David Hathiramani
Co-Founder
A Suit That Fits



The Future Of "SEO", Moving To A Holistic Inbound Marketing Strategy

- The pillars of an inbound strategy
 - Content, SEO and Social working in harmony, "content based marketing" etc
 - Based on a solid technical foundation
- Specifics
 - What is Author Rank, Authorship and how to actually set it up
 - Empowering employees (authorship) to blog and talk on behalf of your company

- What Pinterest is being used for
- How to engage with customers authentically on Pinterest
- What content to pin and what content not to pin to encourage word of mouth
- How to grow and harness your Pinterest followers to generate ROI



Rob Jones
Web Operations Consultant
White Stuff



- Case study of their worldwide travel competition <http://www.mydestination.com/bbb>.
 - Angle on Branding, break through, social reasons
 - What works, what doesn't / learnings



Adrian Land
Head of SEO & Social
My Destination



3.50 Building A Loyal Customer Base & Creating Great Interactions Through Social Media- The Ann Summers Story

The team at Ann Summers regards their customers as a friend and has developed a social media strategy to engage and guide them in their journey with us. We are non-judgmental, which enables them to fearlessly unleash their sexual confidence. Our customers know us as naughty, kinky, sexy, witty, luxurious and fun. Our foundation for success is based on 4 key pillars:

- Knowing our customers well
- Providing expert guidance and support which gives them confidence
- Be daring and have fun with customers by being current and topical
- Listening.....and responding



Andy McWilliams
eCommerce Director
Ann Summers



Driving Down The Average Cost Of Customer Acquisition: What Methods Of Driving Traffic Have Been The Most Profitable? Should You Be Looking At The Lifetime Value Of The Customer To Measure This?

Consumer shopping habits are changing rapidly, smart phone searching in the online travel vertical has created a "snacking culture" not a buying one. Understanding your "true" unique visitor (device attribution) and the way you attribute these costs has changed forever. As businesses get sucked into the race for more customers, here at On the Beach, we've decided to "ditch CPA" in favour of a new metric that aligns the business. If you want to hear more about it, please come to our session.

It's changed the way we do marketing, it has aligned marketers with the finance and eCommerce functions and has been transformational in delivering our bottom line growth and I'd like to tell you about this and to challenge your existing thinking as marketers:

- Methods we used to understanding the life time value of customer segments and the impact on our acquisition programmes
- "Buying customers" – methods used by On the Beach to drive the most profitable customers
- Why CPA is a "dead metric" – we have a new metric for a new world
- Future challenges or acquiring customers in the digital age



Alistair Daily
CMO
On The Beach



4.20 Networking Afternoon Break In The Solution Zone

4.40 Short, Sharp Industry Case Studies

Case Study #1: Multi-Screen Shopping: Discovering Beauty in the Digital Age



Ethelbert Williams
Head of Marketing
Total Beauty Media Group



Case Study #2: Multi-Channel vs. Pureplay: Reimagining The EyeWare Market Through Digital



Mario Zimmerman
CEO
Brille24



Case Study #3: TBC



Adrian Percival
UK eCommerce Lead
Kimberly-Clark Corporation



5.30 Close Of eTail Europe 2013

"I've been coming to eTail Europe for four years now. It is the best conference of it's kind. With the thought leadership and senior level of the attendees, it is the best eCommerce event out there!"

– Vincent Potier, Managing Director, Vonage UK



About Our Sponsors



Headquartered in Amsterdam, with offices in Boston, San Francisco, London, Paris, Sao Paulo and Singapore, **Adyen** is a leading, multichannel payment company. Adyen provides a fully outsourced payment solution, built on over 15 years of industry experience,

which enables merchants accept payments from anywhere in the world. Adyen supports all relevant sales channels, including online, mobile and Point-of-Sale (POS), and can process up to 200 different payment methods, 187 transaction currencies and 14 settlement currencies used across six continents. The Adyen solution is highly scalable and can be completely customized to meet any merchant requirement. Adyen works with many global customers including SoundCloud, Getty Images, Benetton, KLM, PopCap Games, Greenpeace, and Vodafone. For further information, please visit www.adyen.com



Akamai® is a leading cloud platform for helping enterprises provide secure, high-performing user experiences on any device, anywhere. At the core of the Company's solutions is the Akamai Intelligent Platform providing extensive reach, coupled with unmatched

reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. With Akamai, retailers of all sizes can decrease site abandonment and accelerate the purchase transaction while providing instant scalability for seasonal peaks and marketing promotions - without IT build out. Akamai helps securely enable more than \$250 billion in annual eCommerce for its online retail customers.

Akamai is trusted by:

- * All 20 top global eCommerce sites
- * 96 of the top 100 online U.S. Retailers



HP Autonomy is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy's powerful management and analytic tools for structured

information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. Autonomy's product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management. Please visit autonomy.com to find out more.

bazaarvoice:

Bazaarvoice brings the voice of customers to the centre of business strategy, transforming business performance for nearly 2,000 clients globally, including over half of the Internet Retailer 500 list

of the world's largest retailers, over 20 per cent of the Fortune 500, and over one-third of the Fortune 100 brands. Bazaarvoice social software helps clients like John Lewis, Costco, Dell, Macy's, Argos, P&G, Panasonic, QVC, Travelocity and USAA create social communities on their brand websites and Facebook pages where customers can engage in conversations. These conversations can be syndicated across Bazaarvoice's global network of client websites and mobile devices, making the user-generated content that digital consumers trust accessible at multiple points of purchase. Through Bazaarvoice, manufacturers can also connect directly with consumers on retail sites to answer questions and respond to reviews about their products. The social data derived from online word of mouth translates into actionable insights that improve marketing, sales, customer service, and product development. Headquartered in Austin, Texas, Bazaarvoice has offices in Amsterdam, London, Munich, New York, Paris, San Francisco, Stockholm, and Sydney. For more information, visit www.bazaarvoice.co.uk, read the blog at www.bazaarvoice.com/blog, and follow on Twitter at @BV_Intl.



BloomReach, the world's first Big Data Marketing Application for search, maximizes revenues by making relevant products and services easier to find,

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



Delivering personalised customer experiences for the world's most popular brands, **Certona** is the leader for true omnichannel personalisation. Trusted by more than

400 top eCommerce sites, Certona's real-time personalisation platform increases engagement and conversions by leveraging 1:1 behavioural profiling and Big Data to serve up the most individualised content, offers, and product recommendations across all customer touch points. Personalise Anytime, Anywhere: Certona.com



Criteo algorithms enable us to show users the right ad at the right time with the right offer, in order to deliver maximum post-click conversion rates. The Criteo machine takes a mere 6 milliseconds to create and deliver a personalized display banner. Our ads are optimized and tested in real-time,

resulting in industry-leading click-through rates. Our business is focused on attracting shoppers to client websites, reducing the need for those shoppers to perform a search for you. In addition, we have built a highly accurate product recommendation engine that informs the products we show in our ads. Simply put, our technology can "predict the click."

Criteo is a privately held global leader in digital performance display advertising, and currently partners with over 3000 leading eCommerce brands around the world.

Criteo was created in 2005 in Paris, France and now has 15 offices across the US, Europe and Asia, serving more than 30 countries globally. Criteo currently employs more than 800 employees and is established as a market leading provider of performance driven online advertising technology.



Demandware (NYSE: DWRE), is a leading provider of software-as-a-service (SaaS) eCommerce solutions that enable companies to easily design, implement and manage their own customized eCommerce sites, including

websites, mobile applications and other digital storefronts. Customers use our highly scalable and integrated Demandware Commerce platform to more easily launch and manage multiple eCommerce sites, initiate marketing campaigns more quickly, and improve eCommerce traffic. For more information about Demandware, visit www.demandware.com.



Digital Element is the global leader and industry pioneer of IP geolocation technology. Our industry-leading NetAcuity™ solution is deployed by the world's largest publishers, e-commerce sites, analytics providers, ad

networks, content portals and more.

Whether the aim is to better engage site visitors, drive revenue for online marketing campaigns or ensure content is in the right hands, Digital Element provides the tools to create closer relationships with your online audience. Sample applications of our geolocation technology include - targeted online advertising, content localisation, enhanced analytics, digital rights management and online fraud prevention.

Our clients range from innovative startups to major Internet leaders, American Apparel, Amazon, Cupid, InMobi, LV=, GSI Commerce, Ralph Lauren, Reis, Addidas, American Outfitters, Helly Hansen, Toys R Us, Godiva, HP, Ebay, Twitter, Facebook, Ace Hardware and more.



Ensignten boosts marketing agility and eases privacy compliance with the industry's first Real-Time™ Tag Management System, built for the needs of sophisticated enterprise websites. With Ensignten,

businesses can decouple digital marketing processes from Web development cycles, enabling digital marketers to easily add, remove, or modify any third-party digital marketing tag or pixel — and see instant results. Ensignten tag management technology gives marketers and website analysts precise tag control by visitor, session, and page; and harmonizes tag data collection from websites, mobile apps, tablets, smartphones, e-readers, kiosks, game consoles, and more. Ensignten's cloud-based tag delivery accelerates page-load times and processes billions of tag requests from 25,000 Web domains across 150 countries, representing more than \$25 billion in eCommerce for top brands that include A&E Networks, Microsoft, MoneySupermarket, Monster.com, RAC, Sony Electronics, Staples, Subaru, Symantec, TUI Travel, T-Mobile, and United Airlines. Visit us on the Web at www.ensighten.com, and follow Ensignten on [facebook.com/ensighten](https://www.facebook.com/ensighten) and Twitter @ensighten.



GlobalCollect is the world's premier Payment Service Provider of local e-payment solutions for international Customer Not-Present (CNP) businesses

such as internet, mail and telephone orders, and specialized in a wide range of industries such as travel, ticketing, telecommunications, retail, publishing, portals, online gaming and digital content. While most providers limit their services to a technical link with payment acquirers, GlobalCollect is a full service partner consulting clients on how to increase transaction volumes, expand distribution channels, and reduce costs by streamlining back office processes. Through a single-interface online payment platform, we offer access to an unrivalled portfolio of local and international payment methods in over 200 countries, including all major credit and debit cards, direct debits, bank transfers, real-time bank transfers, eWallets, cash at outlets, prepaid methods, checks, and invoices. www.globalcollect.com



Maxymiser enables any online business to turn every interaction into an experience with our cloud-based testing, personalisation and multichannel optimisation solutions.

Maxymiser serves billions of individual experiences across every digital channel that dramatically improves conversion rates and revenue based on real-time data. Combined with a team of industry experts, Maxymiser's Customer Experience Optimisation suite quickly delivers measurable results to every client with multivariate testing, segmentation, behavioural targeting and product recommendations for web, mobile, social and email. Maxymiser provides unique experiences for the world's most iconic brands, including ASDA, bwin.party, Charles Tyrwhitt, easyJet, HSBC and Virgin Media. Founded in 2006, Maxymiser has offices in New York, London, San Francisco, Edinburgh, Ukraine and Dusseldorf, as well as a global network of marketing and technology partners. To learn more about Maxymiser please visit www.maxymiser.com



Monetate empowers marketers to leverage Big Data to create more personalized and engaging online customer experiences.

By providing more relevant web interactions, leading brands are able to anticipate and react to consumer preferences to generate stronger customer relationships and significantly increase profits.



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



A leader in Personalisation software, **Peerius** enables some of the most successful multi-channel retailers maximise ecommerce sales by creating a personalised experience for their customers, through a suite of third-generation technology. Our clients include: French Connection, Miss Selfridge, Topshop, The Hut Group, and Wickes.

"It is a recommendations solution that is simply smarter than anything else on the market. The Peerius solution combined with our platform means that The Hut Group and Peerius can remain agile to the customer opportunity".

Andrew Booth, CMO, The Hut Group

"The Peerius engine doesn't look at 'a customer', it looks at our customers', to understand what they're interested in and connect them to the perfect products"

Dave Thomson, Head of Product Management, Not on the high street



Qubit provides the ultimate solution for the 21st century marketer. Our platform can tell whether your website visitors are confused, frustrated, looking for a discount or just not ready to buy yet.

After understanding the visitors' behavior, the Qubit platform lets you create and deliver personalized content to improve their experience and drive conversions. The Qubit platform enables all of this without changing a single line of code on the site or needing you to constantly bother your development team.

Qubit was founded in 2010 by four ex-Googleers, Graham Cooke, Ian McCaig, Daniel Shellard and Emre Baran. We have a rapidly expanding team of 60 software engineers, statisticians, data architects, seasoned analysts and forward thinking marketers. Our clients include John Lewis, Arcadia Group, BBC, Staples, Blackberry, The Telegraph and Low Cost Holidays.



RichRelevance powers personalised shopping experiences for the world's largest and most innovative retail brands, including Walmart, Sears,

Marks & Spencer, John Lewis, Dixons and others. Founded and led by the e-commerce expert who helped pioneer personalisation at Amazon.com, RichRelevance helps retailers increase sales and effectively monetise site traffic by providing the most relevant products, content and offers to shoppers regardless of the channel in which they are shopping. RichRelevance is headquartered in San Francisco, with offices in New York, Seattle, Boston and London. For more information, please visit www.richrelevance.co.uk.



Shutl solves the problem of delivery by letting shoppers get what they want, when they want. Customers can choose to have their orders shuttled to them either within minutes of purchase or at a time of their choice.

The service is available for a comparable price to standard delivery, meaning sometimes even free. Customers can also track their orders and watch them "shuttling" their way towards them in real time on a GPS enabled map.

Shutl gives multichannel retailers a sustainable competitive advantage over pure play competitors, leveraging stock located in local stores to offer a delivery proposition compelling enough to attract and retain customers. Retailers can cross-sell, up-sell and significantly increase online conversion and order value via a simple user interface.

The company claims to have the happiest customers of any UK based business. Clients include Argos, Maplin, Aurora Fashions and Karen Millen alongside a host of smaller retailers.



We're StrongMail. We cater to forward-thinking enterprises that are looking for more than just a "me-too" email marketing solution. As our name implies, we're all about

helping our clients create strong email marketing programs – ones that are impactful, effective and efficient. We believe that email provides the foundation for great interactive marketing, and that social media and mobile marketing serve to strengthen that foundation. While StrongMail was recently identified by a leading independent research firm as one of only six ESPs suited for enterprise marketers alongside vendors like ExactTarget, Responsys and CheatahMail, our solutions and approach are very different (which is why enterprises and high-volume senders like us). Talk to us. See how StrongMail is different, and how that difference can help your business grow. Learn more at www.strongmail.com or call us at (800) 971-0380.



Translations.com helps you reach target customers around the world with the industry's premier suite of global retail brand management and e-commerce solutions.

Our GlobalLink OneLink website localization technology helps you easily create, deploy, and maintain multilingual websites in as little as 30 days, and our total retail solution includes multilingual customer support, international SEO/SEM, cultural consulting, and call centre globalisation to ensure your customers are supported at every touch point in their experience. With offices in over 80 cities on 6 continents and 24/7 production and client service, Translations.com ensures that you can reach your potential customers anywhere. Be everywhere with Translations.com.



Usablenet is a global technology leader for mobile and multi-channel customer engagement. Usablenet's powerful platform enables leading companies in all sectors to create compelling experiences for their customers across multiple

channels, including mobile, tablet, social, and in-store kiosks. Usablenet customers include M&S, Asos, Selfridges, Tesco, John Lewis, Ritz Carlton, British Airways, Transport for London and FedEx. Founded in 2000, Usablenet is a private company headquartered in New York City with offices in Los Angeles, Italy and London. For more information, visit us at http://www.usablenet.com or on Twitter @Usablenet.

Sponsorship Opportunities

Are you interested in presenting your solution to the top senior-level eCommerce executives?

The eTail Europe team works very hard to reduce a sponsor's risk by delivering the right audience through our best marketing practices:

1. Unlike many conference companies that spend under 3 months to push a conference to market, we allocate 6 weeks to the creation and strategy of a multi-channel marketing plan and over 5 months – that's 22 weeks- for the execution. This means a larger marketing budget, more coverage and more market penetration for our sponsors to ensure a quality level turnout
2. We raise the response rates of our marketing campaign by accurately targeting prospects that have real decision making power
3. eTail Europe has a dedicated audience development team whose sole focus is to get the right market attendees to the conference and protect our buyer/seller ratio
4. Each sponsor is hand held through their contract and can take advantage of eTail Europe's dedicated marketing resource to ensure they meet their top prospects onsite

Benefits Of Sponsorship

The eTail Europe team is experienced at helping you meet your sales and marketing needs. Benefits of being a commercial partner include:

- **Exclusive access** to senior-level decision makers from leading retailers in the European eCommerce space
- **Customised branding** through our in-depth marketing campaign
- **Lead generation** to accelerate your sales cycle
- **Building loyalty** with your clients to consolidate your market position
- **Differentiating your company** from other vendors for competitive advantage
- **Raising awareness** and reminding the market that you are an essential partner to the industry
- **Demonstrating your strength** in uncertain times to grow your market share

Your next step is to contact our Business Development team to consult on the best way to achieve your specific business goals. We can then recommend a course of action for you to make an informed business decision.

Our Business Development team is waiting to take your call! Chet Silverman, Sponsorship / Exhibition Director, eTail Europe 2013
Tel: 646.200.7478 Email: csilverman@wbresearch.com



About Our Media Partners



ABI Research provides market-based intelligence across a range of technologies: mobile devices, networks, and services; wireless connectivity; the "digital home"; telematics and navigation, RFID, and "clean telecoms." Its teams of expert analysts and researchers combine long experience, deep understanding of technology and business, and a firm dedication to objectivity. ABI Research reports and services offer subscribers critical interpretation of market trends, backed by verifiable facts.

In addition to being relied upon for strategic insight by over 500 clients annually, our analysts' opinions appear in the major media sources of the world and hundreds of industry specific trade publications. www.abiresearch.com.



eCommerce Professionals UK aims to provide eCommerce Professionals of all levels with a platform for sharing industry news, updates and best practice as well as a place to share top job opportunities in the sector



E-commerce in Europe works with select European experts to provide online merchants with translation, logistics, payment, call centers, performance marketing solutions across Europe... This group aims to explore global opportunities for digital retail across Europe



E-Commerce Network on LinkedIn Join over 50,000 LinkedIn members in our Network to discuss:

- Strategy
- IT Governance
- Project & Program Management
- Resource Allocation & Roadmap Management
- E-Commerce & E-Marketing topics (SEO/SEM/Programming/Usability/Web)
- Analytics/Design/Functionalities/Web 2.0)
- Website Development
- KPI / Dashboard Definition
- Jobs / Open Positions



IMRG (Interactive Media In Retail Group) is the UK's industry association for e-retail. Formed in 1990, IMRG is setting and maintaining pragmatic and robust e-Retail Standards to enable fast-track industry growth, and facilitates its community of members with practical help, information, tools, guidance and networking. Consumers can be confident when dealing with IMRG Members because all have committed to operate using methods that are Honest, Decent, Legal, Truthful and Fair, and have undertaken to not bring the industry into disrepute. The strength of IMRG is the collective and co-operative power of its members. Visit <http://www.imrg.org> or email membership@imrg.org for further details.



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. These regular insights have recently been complemented by a range of carefully selected columnists, and regular slots such as Q&A's with leading e-commerce & multi-channel retailers and the 'Innovative Retailers' series.



Boost your business performance with **Planet Retail**. Access retail intelligence through our online portal, purchase reports and action bespoke research. Planet Retail can give your business a competitive advantage with crucial retail information. More than 20,000 retailers, suppliers and investors worldwide partner with us to get the retail analysis and data they need to succeed. Planet Retail can help you to understand market opportunities, identify risk and develop key relationships across the sector – all ahead of your competitors. Whether you're a retailer, supplier or investor, we'll give you the critical retail insights to create a real competitive advantage.



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 "BrainTrust" panel of industry experts, and the general RetailWire membership. The results are virtual round tables of industry opinion and advice covering key dynamics and issues affecting the retailing industry. RetailWire membership is free to all qualified retail industry professionals. Over two-thirds of members are in top executive or senior management positions, representing a broad cross section of retail channels and the companies that supply them. RetailWire is supported via sponsorships by leading retail suppliers and service organizations.



Since 2000, The **Web Host Industry Review** has made a name for itself as the foremost authority of the Web hosting industry providing reliable, insightful and comprehensive news, interviews and resources to the hosting community. TheWHIR Blogs provides a community of expert industry perspectives. The Web Host Industry Review Magazine also offers a business-minded, issue-driven perspective of interest to executives and decision-makers. WHIR TV offers on demand web hosting video interviews and web hosting video features of the key persons and events of the web hosting industry. WHIR Events brings together like-minded hosting industry professionals and decision-makers in local communities. TheWHIR is an iNET Interactive property. For more details about TheWHIR, visit <http://www.theWHIR.com> For more information on iNET Interactive, visit <http://www.iNETInteractive.com>

Interested in becoming an eTail Europe Media Partner?

Benefits of supporting eTail Europe as a media partner or association:

- **BRAND** your publication/association in front of the most senior level audience in the industry
- Position yourself as a thought leader through our **INTEGRATED MARKETING** campaign
- Increase your business contacts whom will directly **IMPACT YOUR BOTTOM LINE**
- Access business executives from a truly global **AUDIENCE**
- Acquire **EXCLUSIVE SUBJECT MATTER** for your products and services

Contact Amanda Aslan, Senior Marketing Manager, at +1-646-200-7528 or email Amanda.Aslan@wbresearch.com.



Registration Information

**BEST
PRICE:
£499**

RETAILERS:

**Limited Passes Available At
50% Off (Just £499)**
First Come, First Served Basis!

Check www.etaileurope.com or call +44 (0) 207 368 9465 for more details and to reserve your seat.

eTail Europe Venue Information:



**The Queen Elizabeth II
Conference Centre**
Broad Sanctuary, Westminster,
London SW1P 3EE
T: +44 (0)20 7798 4426
F: +44 (0)20 7798 4200

In the very heart of Westminster, The Queen Elizabeth II Conference Centre is ideally located to take advantage of everything London has to offer. Uniquely situated in the shadow of Big Ben, Westminster Abbey and the London Eye, our award-winning, purpose-built events venue is perfectly placed to experience London's many cultural attractions.

While the QEII does not have accommodations, you can follow this link to find out about hotel information:
www.4cityhotels.com/etail2013.html

eTail Europe 2013 Pricing

Retailer Pricing	Limited Passes Available At 50% Off	Full Price
3 Day (June 24-26)	£499.00	£998.00
2 Day (June 25-26)	£399.50	£799.00
Summit Day (June 24)	£99.50	£199.00
Other*	Full Price	
3 Day (June 24-26)	£2,499.00	
2 Day (June 25-26)	£1,999.00	

*Please Note:

- All Prices Are Subject To 20% UK VAT
- *Others includes any service provider to retail organizations or affiliates - Including software vendors, internet developers, technology vendors, solution providers, consultants or companies with primary revenues resulting from commissions, subscriptions and/or advertising. Worldwide Business Research reserves the right to enforce the rate for non-retailers and all decisions are final. Payment is due in full at the time of registration. Your registration will not be confirmed until payment is received and may be subject to cancellation.
- Discounts are taken from the Standard rate, no two discounts or offers can be combined.

Need Help? Call Saima Qureshi at +44 (0) 20.7368.9507 or email her at Saima@wbr.co.uk

WBR CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY:

You may substitute delegates at any time. WBR does not provide refunds for cancellations. Any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another WBR conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by WBR for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference. In the event that WBR cancels an event, delegate payments at the date of cancellation will be credited to a future WBR event.

This credit will be available for up to one year from the date of issuance. In the event that WBR postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future WBR event. This credit will be available for up to one year from the date of issuance. No refunds will be available for cancellations or postponements.

WBR is not responsible for any loss or damage as a result of a substitution, alteration, cancellation, or postponement of an event. WBR shall assume no liability whatsoever if this event is altered, rescheduled, postponed or cancelled due to a fortuitous event, unforeseen occurrence or any other event that renders performance of this conference inadvisable, illegal, impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but shall not be limited to: an Act of God; governmental restrictions and/or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance, and/or riots; curtailment, suspension, and/or restriction on transportation facilities/means of transportation; or any other emergency.

The Value of Attending eTail Europe The Premier Multi-Channel Retail Conference in Europe

	eTail Europe	Demo Led, Vendor Presentation Conferences	Tradeshows	Other Multi-Channel Retail Conferences
3 Full Days (vs. 2 Days)	✓	✗	✗	✗
50 sessions+	✓	✓	✗	✗
80+ eCommerce Retailer Speakers	✓	✗	✗	✗
200+ actionable takeaways from the sessions	✓	✗	✗	✗
84% of Speakers are at a Head of eCommerce Level or above	✓	✗	✗	✗
Made for the industry, by the industry with a leading advisory board	✓	✗	✗	✗
3+ months worth of industry research (vs. 4 weeks)	✓	✗	✗	✗
More senior retail executives attending (client side) than solutions providers	✓	✗	✗	✗
Ability to set up one on one meetings with speakers	✓	✓	✗	✗
Live demos	✓	✓	✓	✗
Designed for your teams including Mobile, eBusiness, Marketing, Social Media & more	✓	✗	✗	✗
Roundtable discussions, presentations and panels to maximize interactivity and networking	✓	✗	✗	✓