



Est. 1999. Often Imitated, Never Duplicated.

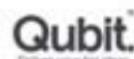
QEII Conference Centre | Westminster, London | 21st - 23rd June, 2016



Transforming Retail. Together

The Event For eCommerce & Multichannel Innovators

Lead Sponsors



“ eTail Europe is an unmissable opportunity.

– Nick Lansley, Former Head of Open Innovation, **Tesco**

“ Very Inspiring.

– Emilie Maunoury Thoraval, Head of International Digital Marketing, **Clarins**

“ Anyone who is anyone in eCommerce is here.

– Jonathan Wall, Group eCommerce Director, **ShopDirect**



“ Always a must attend event for me.

– Niel Sansom, eCommerce Director, **Moss Bros**



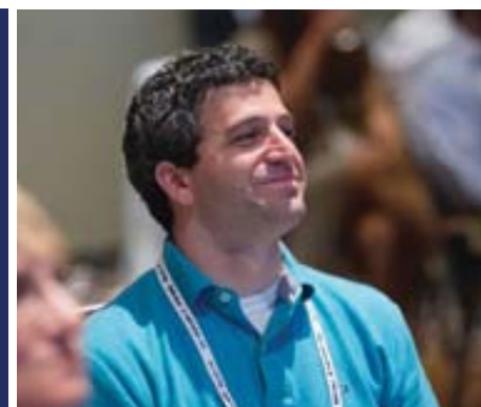
“ A conference worth attending year on year.

– Violaine Muras, Head of Digital Commerce, **Avenue 32**



“ Would unreservedly recommend.

– Jason Nathan, Global Multi Channel Director, **Dunnhummy**



Felipe Garcia
Head of Clothing,
Amazon Fashion
UK



Doug
Gardner,
CIO, River
Island



Julian
Burnett
CIO
House of
Fraser



Alexandra
Bell,
CEO,
Belcurves



Your Keynotes & Retail Leaders

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

“ eTail Europe is a must-attend event for anyone in eCommerce. The openness amongst peers regarding techniques, data and knowledge is invaluable. ”

Glen Richardson, CMO, Fruugo

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



Matt Poole,
Head of
Omnichannel
Product,
Boots



Lysa Hardy
Chief
Commercial
Officer
Holland
& Barrett
International



Graham
Cook,
Group Head
of Digital
Operations,
Thomas Cook



Stephen
Langford
Sr. Director,
eCommerce
ASDA



Simon
Rogers
Head of
Performance
Marketing
Tesco



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



James
McClure
GM, UK &
Ireland
Airbnb



Your Keynotes & Retail Leaders

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

“ The vendors, speakers and attendees at eTail provide a fantastic opportunity to discover the vast array of ideas and technologies available at any given moment to greatly influence our future strategies for online marketing. ”

Colby Hanks, Online Marketing Director, Estee Lauder

Alex Watson
Head of Global
Transport
SuperDry



Dana
Zingher
Co-Founder
Enclothed



Julie Snape,
Marketing &
eCommerce
Director,
HSS Hire



Lynn Ritson
Global
eCommerce
Director
Cath Kidston



Table of Contents

Click on each section to get there faster!



03
YOUR KEYNOTES
Be Inspired

06
IMAGINATION. INNOVATION. THAT'S ETAIL.
Why Attend



07
TRANSFORMING RETAIL.
The Content

10
THE FUN STUFF
Prizes & Giveaways
Our Infamous Evening Receptions
The Exhibition Hall
TheTechnology



13
THE CONFERENCE APP
Get Your Mobile On

14
YOUR RETAIL SPEAKERS
Full Speaker List



25
FULL AGENDA
Engagement & Agility Summit
Customer Journey & Personalisation Summit
Conversion Optimisation & Testing Summit
Blurring Instore & Online
Data, Analytics, Security & IT
Delivery, Fulfillment Logistics Summit
Main Conference Day One
Main Conference Day Two
Main Conference Day Three



48
**FIND YOUR INSPIRATION
IN LONDON**
Queen Elizabeth II
Conference Centre

16

AGENDA HIGHLIGHTS

Engagement & Agility Summit
Customer Journey & Personalisation Summit
Conversion Optimisation & Testing Summit
Blurring Instore & Online
Data, Analytics, Security & IT
Delivery, Fulfillment Logistics Summit
Main Conference Day One
Main Conference Day Two
Main Conference Day Three



44

OUR PARTNERS

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Media Partners



49

REGISTRATION
Pricing and Information



Imagination. Innovation. That's eTail.

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

INSPIRATION MEETS INNOVATION

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

GUEST SPEAKERS

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



“

eTail Europe is always the pinnacle of eCommerce conferences in the UK and this years was no exception. It is the place to network within eCommerce and over the period of the show pretty much anyone who is anyone in eCommerce is there and a great place to meet new faces as well

”

Jonathan Wall, Group eCommerce Director ShopDirect

Transforming Retail

Whatever your pain point, we've definitely got you covered.

Our topics cover every area impacting your business – personalisation, content marketing, mobile engagement, delivery, data, omnichannel and a lot more – check the agenda to see all that eTail has to offer. Our speakers focus on what they did and how they executed with detailed results. You'll hear real-life examples of what works (and what doesn't) from those who have been through the trenches. Our mission is to give you the strategies to grow your bottom line, faster.



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

Jason Nathan, Global Multi Channel Capability Director Dunnhumby

RETAILER-ONLY DISCUSSIONS

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



CASE STUDY REVOLUTIONS

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

Together

HERE'S HOW WE DO IT AT ETAIL:

Where else can you network like you can at eTail? Nowhere. There is a new chance to make a valuable business contact, connect one-on-one with other retailers and catch up with old friends – every single day.

RETAILER SPEED DATING

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



EXHIBIT HALL MEET-UPS

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



The Fun Stuff

eTail brings together retail pioneers for three days of idea sharing. But don't forget the fun stuff! Win instant cash prizes by playing Deal Or No Deal during AM and PM breaks, put your fellow eTailers to shame in the QuizUp Head-to-Heads and kick back in style at the EURO 2016 party & welcome reception. We always guarantee a good time at eTail!





Prizes And Giveaways Throughout Day One And Day Two

Tuesday June 21st, 1040am-1125am & 310pm-350pm

Wednesday June 22nd, 1100am-1145am & 350pm-430pm

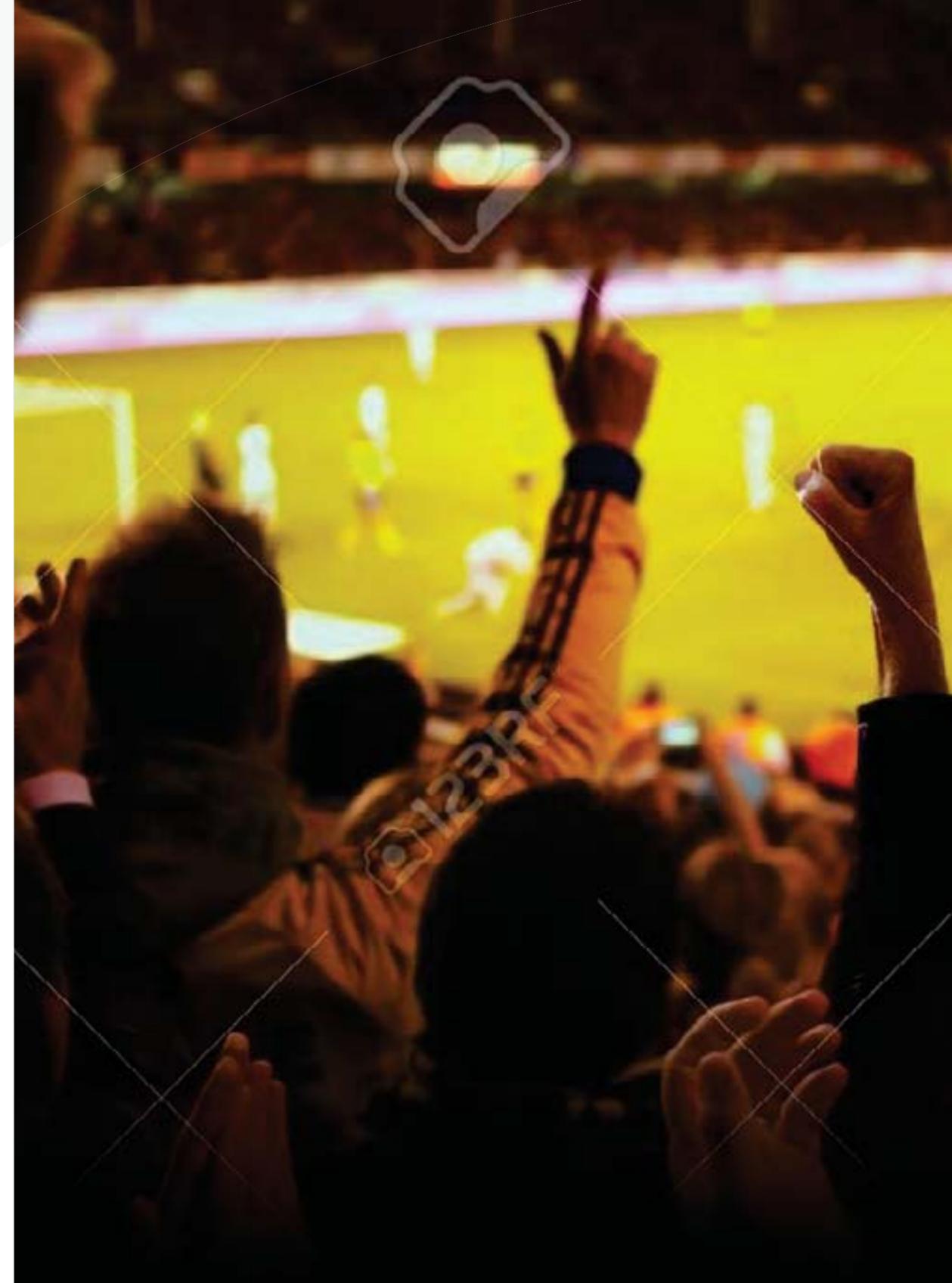
Everyone loves free money, and eTail loves to give it away! Head into the Exhibit Hall to play Deal Or No Deal and QuizUp during each morning and afternoon break, with an espresso or Pimm's in hand. You'll go head-to-head with other attendees, and win instant cash prizes. Our Exhibit Hall vendors have cool stuff for you to take home, and some of our retail speakers have a few surprise giveaways too!



eTail EURO 2016 Party

Tuesday June 21st, 450pm-550pm

We're kicking off eTail in style at the EURO 2016 party. You'll taste amazing food from across the continent, sample wines and beers from Italy, France & Germany and unwind in front of this evening's EURO 2016 match. There's no better time to meet new friends than at our legendary evening receptions, and we'll also be giving away the grand prize from today's Exhibit Hall games.



The Official eTail App - Stay Connected On The Go

Start socialising and mingling before you get to the show. Set up meetings, check out speakers, set reminders for must attend sessions... it's all available on the App.

WE'RE SAVING TREES!

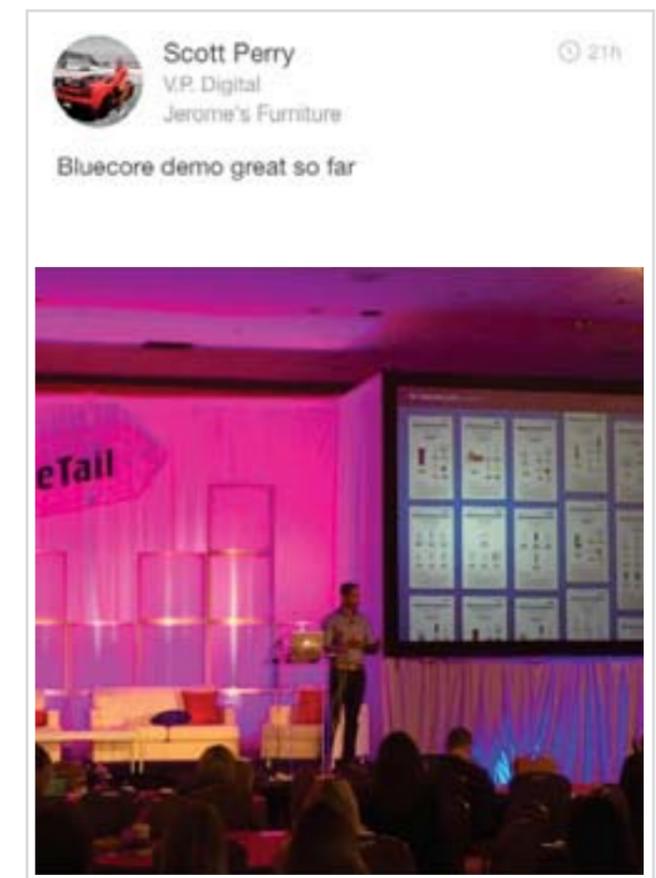
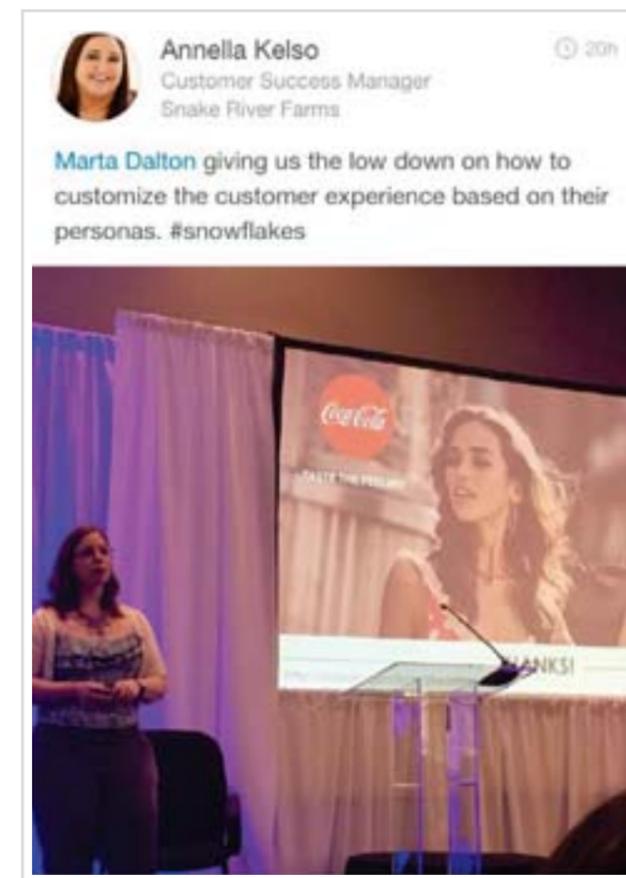
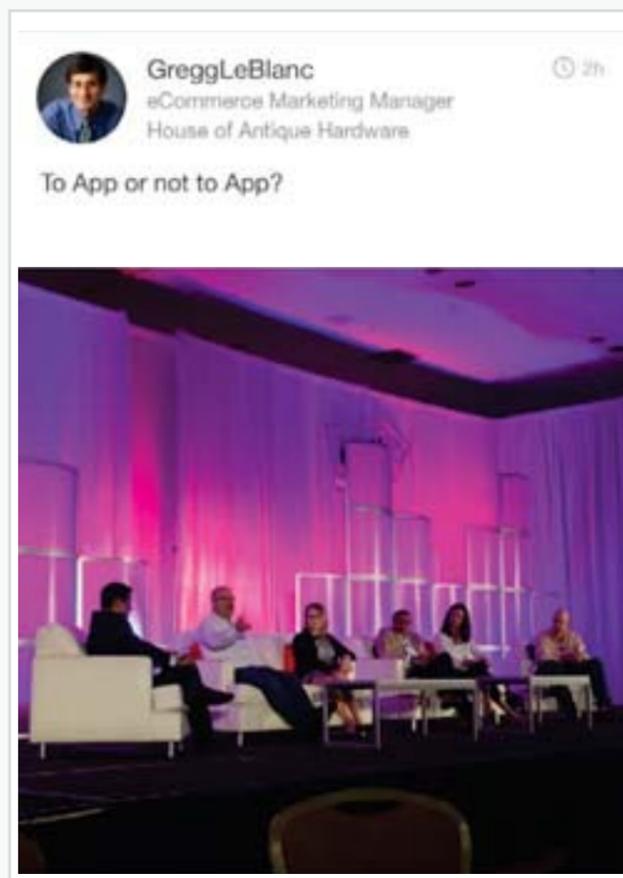
We've gone digital. The entire conference agenda is on the mobile app. You'll learn about speakers, sponsors, get session information, and find exhibits easily. It's all right there, at your fingertips.

NEVER MISS OUT

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

HAVE SOME FUN

First check out the app timeline. You can post updates, take selfies, organize your calendar, link to Twitter, and get notifications when you need to. Our app takes the conference experience to the next level.



Your Retail Speakers & Table Hosts

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



Felipe Garcia
Head of Clothing
Amazon Fashion UK
NEW!



Julian Burnett
CIO
House of Fraser



Joel Palix
CEO
Feelunique.com **NEW!**



Thilo Bendler
VP
Otto Group



Patrick Osborne
Head of Customer Insights
& Analytics
QVC **NEW!**



James McClure
GM, UK & Ireland
Airbnb **NEW!**



Simon Rogers
Head of Performance
Marketing
Tesco **NEW!**



Steve Robinson
Fmr. CEO
ACHICA



Neil Roberts
Head of Digital
Eurostar



Francis Nicholas
Group Head of
eCommerce
Iglo Group



Stephen Langford
Sr. Director, eCommerce
ASDA **NEW!**



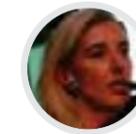
Helen Colclough
eCommerce Development
Manager
River Island



Michael Durbridge
Director of Omni-Channel
B&Q



Martin Gill
VP, eCommerce
Forrester Research
NEW!



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



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



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



Mark Sear
Managing Director
Swim Direct



Alison Conway
VP, Client & Omnichannel
Belstaff



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



Joel Robinson
Lead Product Owner -
Retail
Sainsbury's **NEW!**



Graham Cook
Group Head of Digital
Operations
Thomas Cook **NEW!**



David Lindsay
Fmr. SVP Technology
Farfetch.com



David Hathiramani
CEO & Co-Founder
A Suit That Fits



Seb Villien
Head of eCommerce
Joe Browns **NEW!**



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



Neil McGowan
Technology Director
Maplin **NEW!**



Dave Elston
Head of eCommerce -
Europe
C&J Clarks



Matt Henton
Head of eCommerce
Moss Bros



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



Lysa Hardy
Chief Commercial Officer
Holland & Barrett
International **NEW!**



Jon Asbury
Multichannel Director
GO Outdoors



Chiara Bello
Creative Director & Chief
Happiness Officer
DeinDeal **NEW!**



Stuart McMillan
Deputy Head of
eCommerce
Schuh

Your Retail Speakers & Table Hosts



Ward Van Duffel
VP, Direct to Consumer
EMEA
LEGO



Neil Insdorf
Head of eCommerce
CEWE France NEW!



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



Arif Harbott
CDO
UK Ministry of Justice



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



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



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



Paul Sanderson
Head of eCommerce
Bonmarche NEW!



Jonny Wooldridge
CTO
**The Cambridge Satchel
Company NEW!**



Lee Faetz
eCommerce Director
Wickes



Russell Harte
Group Technology
Director
DFS NEW!



Thierry Bedos
CTO
Hotels.com NEW!



Kieran Clinton-Tarestad
Global Head of
eCommerce
Gant NEW!



Mirko Caspar
Managing Director
Mister Spex NEW!



Manlio Sanna
Global Marketing Director
Carlsberg Group NEW!



Lynn Ritson
Global eCommerce
Director
Cath Kidston NEW!



Sam Barton
Head of User Experience
Shop Direct Group



Neil Sansom
CEO
Wool Overs NEW!



Barry Wyse
Director of Commerce
Telegraph Media Group



Jon Lane
COO
Surfdome NEW!



Louise Aldred
Special Projects Director
Fred Perry NEW!



Jamie Finer
Head of Omnichannel
Experience
Karen Millen NEW!



Matt Pollington
Global Digital Director
SurfStitch Group NEW!



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



Alex Watson
Head of Global Transport
SuperDry NEW!



Damian Otwinowski
Retail Director
**Watches of Switzerland
NEW!**



Levi Young
Co-Founder
Enclothed NEW!



Dana Zingher
Co-Founder
Enclothed NEW!



Arthur Kay
CEO
bio-bean NEW!



Anthony Fletcher
CEO
Graze NEW!



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



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



Alice Hastings-Bass
Co-Founder
LUX FIX NEW!



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



Julie Snape
Marketing & eCommerce
Director
HSS Hire NEW!



Kai Li
VP, International
REVOLVE NEW!



Maxime Taieb
Director, eCommerce
Carrefour NEW!



Caroline Rolfe
Global Director of Digital
GHD

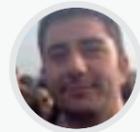
Your Retail Speakers & Table Hosts



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



Faye Roth
Head of Customer &
Digital IT Delivery
River Island



Matt Poole
Head of Omnichannel
Product
Boots



Dan O'Sullivan
Head of eCommerce
Ocado



Donna North
Co-Founder
Dressipi



Hanna Landeros-Downs
Senior Technical SEO
Manager
House of Fraser



Alexandra Bell
CEO
Belcurves



Zoe Ashford
Head of Online Marketing
John Lewis

A Special Thanks To Our Advisory Board



Jonathon Brown
CEO
M & M Direct



Sean McKee
Head of eCommerce
and Customer Services
Schuh



Michael Durbridge
Director of Omni-
Channel
B&Q



Robin Phillips
Director of Multi-
Channel
Boots



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



Gareth Rees-John
Global Digital Director
TOPMAN
TOPSHOP TOPMAN



Jonathan Wall
Group eCommerce
Director
Shop Direct Group



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



Peter Williams
Chairman, Boohoo.com
**Rightmove & Mister
Spex**

Agenda Highlights: Main Conference Day One:

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



Keynote: Will The Internet Destroy The High Street?



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

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

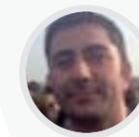
Keynote: Digital Disruption And The Sharing Economy: How To Apply AirBnB's Customer-Centric Mindset In Your Company



James McClure
GM, UK & Ireland
Airbnb

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

Keynote: What Was, What Is & What Will Be- How To Plan For Your Digital Future



Matt Poole
Head of Omnichannel Product
Boots

Old Realities Persist While New Realities Are Still Half-Baked

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

Agenda Highlights:

DAY ONE, TRACK A

Engagement & Agility

eCommerce moves fast. But eTail moves faster.

Learn how like-minded retailers are getting ahead of the game as they look to implement new technologies for the digital age. We've handpicked the fastest moving companies and leanest startups to outline their processes & methods of innovation.



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



Dave Elston
Head of eCommerce
- Europe
C&J Clarks

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

How Agile Are You?



Matt Henton
Head of eCommerce
Moss Bros

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

Start-Up Success: Born Lean, Stay Lean



Alice Hastings-Bass
Co-Founder
LUX FIX

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

Agenda Highlights:

DAY ONE, TRACK B

Customer Journey & Personalisation

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

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



Making It Personal: Tapping Into People & Their Passions



Donna North
Co-Founder
Dressipi

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

At What Point Does Personalisation Become Invasive?



Carine Moitier
COO & Co-Founder
Bivolino

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

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



Thierry Bedos
CTO
Hotels.com

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

Agenda Highlights:

DAY ONE, TRACK C

Conversion Optimisation & Testing

Test, Learn, Update, Repeat.

This summit marries hands-on testing and usability sessions, site redesign examples that have moved the needle for retailers and tactics to future proof your digital design. And did we mention you'll get expert advice on how to adjust your P&L statement for a multichannel world? Too good to be true? Not at eTail.



Success Story: A Travel Perspective On Omnichannel Retailing



Graham Cook
Group Head of Digital Operations
Thomas Cook

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

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



Sam Barton
Head of User Experience
Shop Direct Group

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

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



Kieran Clinton-Tarestad
Global Head of eCommerce
Gant

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

Agenda Highlights:

Main Conference Day Two:

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



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



Michael Durbridge
Director of Omni Channel
B&Q

Do You Have The Appetite For Change?

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

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



Jamie Bartlett
Author
The Dark Net: Inside the Digital Underworld

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

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



Neil McGowan
Technology Director
Maplin

Developing A Consistent Brand Both Offline & Online

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

Agenda Highlights:

DAY TWO, TRACK A

Blurring Instore & Online

The Store Is Alive & Well!

Instead of getting mad about digital disruption in-store, many retailers are getting even. For these trailblazers, this is creating a better connection between the brand and customer. So listen to their latest approaches and take their lessons back to your workplace.



Success Story: Getting Offline Data Visible In Online Tools



Russell Harte
Group Technology
Director
DFS

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

Mobile Payments: Fact Or Fiction?



Martin Gill
VP, eCommerce
Forrester Research

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

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



Ward Van Duffel
VP, Direct to Consumer EMEA
LEGO

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

Agenda Highlights:

DAY TWO, TRACK B

Data, Analytics, Security & IT

Update Or Replace?

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



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



Jonny Wooldridge
CTO
The Cambridge Satchel Company

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

Update Or Replace? Tackling Prehistoric Legacy Systems



Anthony Fletcher
CEO
Graze

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

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



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

What if we told you that reducing cart abandonment and increasing impulse buys is possible by tapping into unconscious customer needs? You may think this is science fiction, but it's completely true. In his groundbreaking new role as AI scientist, Ashish finds that deeper human engagement allows brands to know their customers and respond with the right experience at just the right moment. And overall, cognitive processes and operations will soon help companies move beyond responsiveness to a synchronised, predictive value chain that mitigates risk and reveals hidden opportunity—on a global scale. Don't miss this eye-opening talk.

Agenda Highlights:

DAY TWO, TRACK C

Delivery, Fulfillment & Logistics:

Is Next Day Delivery The Next Big Thing?"

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

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



Steve Robinson
Fmr. CEO
ACHICA

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



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



David Hathiramani
CEO & Co-Founder
A Suit That Fits

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

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



Lysa Hardy
Chief Commercial Officer
Holland & Barrett International

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

Agenda Highlights:

Main Conference Day Three (Retailer-Only):

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



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



Joel Robinson
Lead Product Owner - Retail
Sainsbury's

How your stores can make a comeback

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



Patrick Osborne
Head of Customer Insights & Analytics
QVC

Satisfying expectations of millennials vs. baby boomer

Understand Each Customer & Their Unique Journey



Julie Snape
Marketing & eCommerce Director
HSS Hire

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

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



Jason Van Der Westhuizen
Head of Online Europe
Lands' End

Turning raw data into actionable information

Creating The Customer Centric Company



Ed Whatmore
Head of Online and Direct Marketing
Mountain Warehouse

Are You Customer Obsessed?

Enhancing Your Marketing Mix



Zoe Ashford
Head of Online Marketing
John Lewis

Key cost & customer base considerations

Main Conference Day One:

Transforming Your Business Through Customer Obsession

TUESDAY 21ST JUNE 2016

08:00 **Breakfast & Registration
(Britten and Fleming)**

08.50 **Chairperson's Opening Remarks
(Whittle Room)**

09:00 **Keynote: Will The Internet
Destroy The High Street?**

Are You Customer Obsessed?

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



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

09:20 **Keynote: Digital Disruption And
The Sharing Economy: How To
Apply AirBnB's Customer-Centric
Mindset In Your Company**

Airbnb's dramatic disruption of the hospitality industry was made possible by the company's singular focus on becoming

a community-led superbrand. The customers – both hosts and guests – are at the very heart of the brand, meaning Airbnb doesn't just talk about customer centricity, they live and breathe it. With insight into one of the fastest-growing digital brands, James will take you on the Airbnb journey and offer valuable lessons that can be applied in the retail environment.

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



James McClure
GM, UK & Ireland
Airbnb

09:40 **The Epidemic
Of Web Page Obesity**

*It's No Longer About Disruption, It's
About Enhancement*

Learn how web performance impacts your business and brand experience as you innovate to meet your customers demands.

Everything you don't know about mobile performance might be slowing you down. It's possible to have your 'heavy' website and still be fast.



David Hsieh
VP, Marketing
Instart Logic

10:00 **Keynote: What Was, What Is &
What Will Be- How To Plan For
Your Digital Future**

*Old Realities Persist While New Realities Are
Still Half-Baked*

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



Matt Poole
Head of Omnichannel Product
Boots

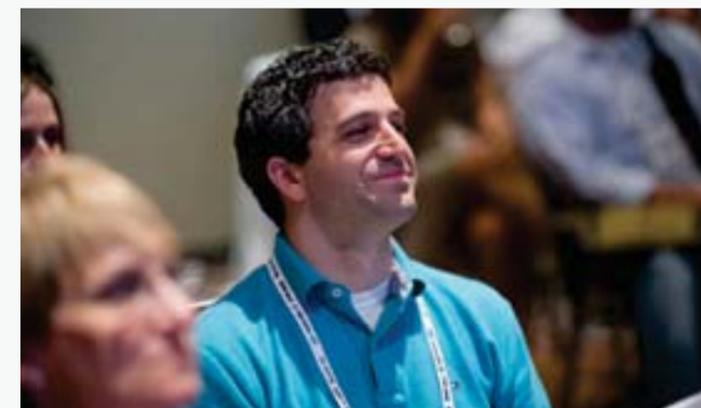
10:20 **The Power To Personalise Is
Now Yours**



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

10:40 **Morning Espresso Break (Britten
and Fleming)**

Head into the Exhibit Hall to play an exciting game of QuizUp. You'll go head-to-head with other attendees, and win instant cash prizes.



	Track A: Engagement & Agility Summit (Whittle Room)	Track B: Customer Journey & Personalisation Summit (Westminster)	Track C: Conversion Optimisation & Testing Summit (St. James)
11:25	<p>Chairperson's Opening Remarks</p>	<p>Chairperson's Opening Remarks</p>	<p>Chairperson's Opening Remarks</p>  <p>Luke Griffiths UK Country Manager Klarna</p>
11:30	<p>eCommerce Agility- What Is It & Why Does It Matter?</p> <p>No matter what kind of platform you're running and no matter how you're hosting it, you know that digital commerce often moves too fast. As Head of eCommerce at a Top 20 UK retailer, Dave finds that 'agility' is just another part of his job description. Here he reveals his secrets on how to:</p> <ul style="list-style-type: none"> · Quickly adopt innovative site features & capabilities · Gain expedited access to new customers and new geographies · Continually engage customers with relevant and timely content  <p>Dave Elston Head of eCommerce – Europe C&J Clarks</p>	<p>Making It Personal: Tapping Into People & Their Passions</p> <p>All of us have access to more data now than any other retailers in history. Our sites track millions of page views, add-to-carts and store look-ups. Every day we receive automated reports about opens, click-throughs, conversions and dozens of other KPIs. But despite access to this rich data, we often lose focus on the humans whose individual actions are summarised in the numbers. In this talk, a Top 20 retailer explains:</p> <ul style="list-style-type: none"> · How to find the right balance of analysis and emotion to design best-in-class customer experiences · The difference between manual customer segmentation vs. rocket science automated algorithms  <p>Donna North Co-Founder Dressipi</p>	<p>Success Story: A Travel Perspective On Omnichannel Retailing</p> <p>The holiday booking experience is complex with a lot of data and information, and having an omnichannel presence further increases the complexity of any service offering to the customer. As Head of Thomas Cook's Digital Delivery team, Graham role is to reduce this complexity, while bringing differentiation to the digital road map. Here he shares his viewpoint on:</p> <ul style="list-style-type: none"> · The potential of the travel and tourism industry to embrace the currently underutilised opportunities of the evolving technological landscape · Embedding a 'high tech, high touch' culture to create sustainable growth  <p>Graham Cook Group Head of Digital Operations Thomas Cook</p>



Track A: Engagement & Agility Summit (Whittle Room)

Track B: Customer Journey & Personalisation Summit (Westminster)

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

11:50

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

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



David Bessis
Founder & CEO
Tinyclues

Creating Customer Segments For Website Optimisation



Graham Cooke
CEO and Founder
Qubit + Retail Client

Eliminating The “Creepy Factor” In Online Engagement

How Semantic Knowledge Of User Interactions Can Build Meaningful Relationships



Richard Sharp
CTO
Yieldify

12:10

Internal Hiring PANEL The Changing Face of The eTailer

Skillset, Mindset, Culture Fit

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

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



Lynn Ritson
Global eCommerce Director
Cath Kidston



Barry Wyse
Director of Commerce
Telegraph Media Group



Matt Pollington
Global Digital Director
SurfStitch Group

Restructuring PANEL: Creating The Customer Centric Company

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

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



Julian Burnett
CIO
House of Fraser



Alison Conway
VP, Client & Omnichannel
Belstaff



Stuart McMillan
Deputy Head of eCommerce
Schuh



Kate Simon
Managing Director, New Business Venture
Majestic Wine

The Evolution Of Attribution PANEL: Answering The Billion Dollar Question

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

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



Andy McNab
UK Managing Director
Rocketfuel



Simon Rogers
Head of Performance Marketing
Tesco



Manlio Sanna
Global Marketing Director
Carlsberg Group



David Nefs
Head of Marketing Revenue Management & Analytics
Secret Escapes

12:50

Networking Lunch (Britten) & Private Lunch Hosted By myThings and Appsflyer

Track A: Engagement & Agility Summit (Whittle Room)

Track B: Customer Journey & Personalisation Summit (Westminster)

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

1:50

START-UP PANEL: The Innovation Mentality- How To Think Differently & Problem Solve In A Fast Paced, Agile Company

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

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



Arthur Kay
CEO
bio-bean



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



Alexandra Bell
CEO
Belcurves

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

According to a recent study from BloomReach, 31% of consumers said they would be more likely to make purchases if they were offered personalised experiences such as product recommendations or tailored content. And as these Elite and Leading UK retailers will attest, the digital footprint left behind by shoppers gives online players a significant lead in this personalisation process. Here the panel share actionable takeaways on how to:

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

Felipe Garcia
Head of Clothing,
Amazon Fashion UK

Barry Wyse
Director of Commerce
Telegraph Media Group

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



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

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

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



Kieran Clinton-Tarestad
Global Head of Ecommerce
Gant



Helen Colclough
eCommerce Development Manager
River Island



David Lindsay
Fmr. SVP Technology
Farfetch.com



Neil Roberts
Head of Digital
Eurostar

Track A: Engagement & Agility Summit (Whittle Room)

Track B: Customer Journey & Personalisation Summit (Westminster)

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

2:30

Amplify The Customer Experience: The Use of Cognitive Content to Inspire Consumers to Act

What if there were a way to inspire action from your consumers from every digital impression, every time? Advances in cognitive technologies are giving marketers the ability to leverage cognitively generated content, infused with behavioral preference data, to consistently create engaging messages. Hear how Persado's Cognitive Content Platform is empowering digital marketing teams to generate the most effective communications, at scale, for any audience.



Lawrence Whittle
Chief Revenue Officer
Persado

Solution Provider Showcase From Dynamic Yield

Hear about an exciting new technology from this solution provider



Liad Agmon
Co-Founder, Director and CEO
Dynamic Yield
& Retail Client

Solution Provider Showcase: How Customers Want To Use Mobile For Shopping

E-commerce isn't growing, but M-commerce is. And rapidly. With 50% of the traffic originating from mobile devices, the revolution is having an immense impact on e-retailers' businesses. In the past, many believed that consumers mainly used mobile simply as a channel for marketing or research, and that consumers would carry out actual purchases at their desktop or in physical stores. We now know that this is wrong. People will buy with mobile – if we let them. It is only a matter of providing a great user experience on all devices. Come listen to the keys to increased growth, how to simplify buying.



Luke Griffiths
UK Country Manager
Klarna

2:50

How Agile Are You?

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

- A short and long-term roadmap for platform developments/builds
- A wish list of things you want in the future
- A responsive action plan of how to get there



Matt Henton
Head of eCommerce
Moss Bros

At What Point Does Personalisation Become Invasive?

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

- Creating high-impact, channel agnostic, personalised offers
- Balancing the desire to sell vs. the responsibility to protect customer privacy



Carine Moitier
COO & Co-Founder
Bivolino

Success Story: Setting Up An eCommerce Centre Of Excellence To Become An Innovation-Led Company

Many eTailers are looking to digital COEs to give their marketing a boost. They are gaining efficiency by scaling programs and successes across multiple brands. Mark's COE has spent significant time on moving brands to a consumer focused strategy, providing solutions content vs. always leading with a product's features and benefits story. Based on experiences from the past year, here he gives his take on:

- Account engagement focused on partnering to improve the customers online experience and shopping journey
- Sharing global best practices and accelerating adoption for consolidated enterprise technology solutions to drive the brand message more consistently



Mark Sear
Managing Director
Swim Direct

3:10

Afternoon Networking Break (Britten and Fleming)

Head into the Exhibit Hall to play an exciting game of QuizUp. You'll go head-to-head with other attendees, and win instant cash prizes.

3:50

The Omnichannel Story At Virgin Media

One of the strengths of Virgin is the consistency of its brand and its storytelling across the entire portfolio. As Head of Multichannel Sales & Development, Chris' stories are delivered via paid media, smart marketing and owned and earned content. But which are helping the brand to grow? Chris explains the Virgin Media approach to:

- Developing clear knowledge of who your customer is, and how to interact with them
- Targeting customers who look beyond price and buy based on the relationship they have with your brand
- Changing a one-time transaction into lifetime subscription through relevant, consistent communication



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

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

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

- Understanding what customers like, rather than just tracking what they do
- Creating a seamless multichannel journey using data trends & learning more as this data grows
- Providing information about how other customers are looking at the same webpage to reaffirm/socially proof original choices



Thierry Bedos
CTO
Hotels.com

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

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

- Successes and failures so far
- Gaining CTO/CMO buy-in for redesign & testing, assigning dedicated staff to carry it out and demonstrating the ROI of technology used
- Creating a culture of Test, Learn, Update, Repeat



Sam Barton
Head of User Experience
Shop Direct

4:10

2x Solution Provider Showcase

Hear about exciting new technology from our event sponsors. Contact Chet today!

CSilverman@wbresearch.com +1-646-200-7478

Predicting Your Customer's Next Move

Customer Journey Analysis is a game of chess – data gives you the power to predict the future.



Matthew Kelleher
Chief Commercial Officer
RedEye



Roisin Campbell
Head of Strategy
RedEye

Audience Share: The Need For Data Collaboration

- What is a cookie worth and what is the value of data?
- Where and how can data be sourced?
- What can be done to enrich data?



Charlie Ashe
Head of Digital Strategy
VE Interactive & Retail Client

4:30

Start-Up Success: Born Lean, Stay Lean

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

- Outlining the methodology & process of innovation
- Responding to failures in a positive way
- Building a team that is comfortable with being uncomfortable



Alice Hastings-Bass
Co-Founder
LUX FIX

A Step-By-Step Guide To Pragmatic Customer Segmentation

In general, a combination of too much complexity and lack of organisational buy-in drives customer segmentation failures. Mister Spex has successfully hurdled these problems by using a pragmatic segmentation approach. In this talk, Mirko outlines a segmentation strategy that focuses on improving customer retention, loyalty and lifetime value across all levels of the customer base:

- Surveying customers on share and size of wallet
- Integrating share of wallet into segmentation approaches and customer databases
- Building on segmentations with more granular analysis that looks at segment motivations



Mirko Caspar
Managing Director
Mister Spex

Fireside Chat: Using New Models Of Open Innovation & Localisation To Succeed In Global Business

Based on an in depth study of the 1,000 member strong GRIN network, successful global digital retailers share two qualities; (1) they have developed a clear process around understanding the consumer journey in countries they do business (localization) and (2) they have a culture of open innovation / collaboration. Join GRIN network founder Carl Miller as he shares findings from this study and leads a fireside chat with Kai Li, the VP of International from Revolve Clothing. They will discuss how leading global retailers use new models of open innovation and localization to succeed in their global business.



Kai Li
VP, International
REVOLVE



Carl Miller
Founder & MD
Global Retail Insights Network

4:50

eTail EURO 2016 Party

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

5:50

Close Of Customer Obsession Day

Main Conference Day Two:

Retail Reinvention

WEDNESDAY 22ND JUNE

8:00 **Breakfast & Registration
(Britten and Fleming)**

08.50 **Chairperson's Opening
Remarks (Whittle Room)**

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

Plan, Predict, Prosper

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

Faye Roth
Head of Customer &
Digital IT Delivery
River Island



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

Do You Have The Appetite For Change?

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



Michael Durbridge
Director of Omni Channel,
B&Q

09:40 **Keynote From BloomReach**

An Executive From **Bloomreach** &
Retail Client

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

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

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

- How much will it cost & does incremental loyalty increase ROI from a same-day delivery program?
- How can you make the delivery experience come to life in a way that is commercially sustainable?
- Do you have the demographic and customer base to support next day delivery?
- Is there a magic fix for predictive management of stock?



Jon Asbury
Multichannel Director
GO Outdoors



Felipe Garcia
Head of Clothing
Amazon Fashion UK



Jon Lane
COO
Surfdome



Neil Sansom
CEO
Wool Overs



Alex Watson
Head of Global Transport
SuperDry

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



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

11:00 **Morning Espresso Break
(Britten and Fleming)**

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

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

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



Jamie Bartlett
Author
**The Dark Net: Inside
the Digital Underworld**

12:10 **Keynote: Go Global – Be Local:
How To Achieve Effective
International Expansion**



12:30 **PANEL Marrying Bricks &
Clicks: How To Bring Instore &
Digital Together Holistically**

*Developing A Consistent Brand Both
Offline & Online*

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

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



1:05 **Keynote from Bluecore**



1:25 **Networking Lunch (Britten)
& Private Lunch Hosted By
TinyClues**



	Track A: Blurring Instore & Online (Whittle Room)	Track B: Data, Analytics, Security & IT (Westminster)	Track C: Delivery, Fulfillment & Logistics Summit (St. James)
2:25	Chairperson's Opening Remarks	Chairperson's Opening Remarks	Chairperson's Opening Remarks
2:30	<p>Success Story: Getting Offline Data Visible In Online Tools</p> <p>Since so few brands are investing in the instore digital space, you'll find great opportunity in simply following the leader. As Group Technology Director at DFS, Russell is making this huge effort to coordinate the online campaign with an offline digital component, and is already getting ahead of the competition. Follow Russell's example to:</p> <ul style="list-style-type: none"> · Connect your instore customer experience with the online experience, thereby creating a seamless brand relationship · Provide customers with more interesting content and follow-up offers based on their past interest and purchasing behaviour · Gain actionable data to guide future investments as instore digital becomes embedded deeper into the retail experience. <p> Russell Harte Group Technology Director DFS</p>	<p>Restructuring & Transforming A Traditional Retailer Around The Customer</p> <ul style="list-style-type: none"> · Should We Recognize The Customer At Every Touchpoint? <p> Stephen Langford eCommerce Director ASDA</p>	<p>How To Maintain An Accurate Stock Inventory Instore & Gain Buy-In From Store Staff</p> <p>When is a store more than just a store? A Suit That Fits are now using their stores as fulfillment centers to ship a small portion to upwards of 20% of the product they sell online. Besides significantly improving inventory availability to fulfill online orders, David's ship-from-store program has boosted margins through exposing clearance inventory to both retail and online customers, spreading markdown risks. Other focus areas of this talk include:</p> <ul style="list-style-type: none"> · The reduced need to reallocate inventories · The challenges of using store associates as pickers · The promise of a ship-from-store program to speed shipments to nearby customers <p> David Hathiramani CEO & Co-Founder A Suit That Fits</p>
2:50	<p>Solution Provider Showcase From SDL</p> <p>Hear about an exciting new technology from this solution provider</p> <p>An Executive from SDL &</p> <p> Ben Hart eCommerce Director Evans Cycles</p>	<p>Solution Provider Showcase From TagCommander</p> <p>Hear about an exciting new technology from this solution provider</p> <p>An Executive from TagCommander & Retail Client</p>	<p>Solution Provider Showcase from Pitney Bowes</p> <p> Gregg Zegras SVP, Global eCommerce Pitney Bowes</p>

Track A: Blurring Instore & Online (Whittle Room)

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

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

3:10

Mobile Payments: Fact Or Fiction?

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

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



Martin Gill
VP, eCommerce
Forrester Research

Update Or Replace? Tackling Prehistoric Legacy Systems

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



Anthony Fletcher
CEO
Graze

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

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

- Keeping the brand strong with older customers while responding to expectations of the younger generation
- Developing a product roadmap to deliver sustainable long-term change
- Delivering key projects with the customer front of mind



Lysa Hardy
Chief Commercial Officer
Holland & Barrett International

3:30

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An Executive from **Smartling**

2x Solution Provider Showcase

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3:50

Afternoon Pimm's Break (Britten and Fleming)- Your Last Chance To Meet The Exhibitors!

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

Track A: Blurring Instore & Online (Whittle Room)

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

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

4:30

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

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

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



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

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

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

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



Jonny Wooldridge
CTO
The Cambridge Satchel Company

Delivery Expectation Vs. Reality

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



Maxime Taieb
Director, eCommerce
Carrefour

4:50

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

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

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



Ward Van Duffel
VP, Direct to Consumer EMEA
LEGO

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

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

Top takeaways include:

- Use your store as an engagement tool, rather than a 'hard-sell' space
- Use your store as a testing ground, rather than a full showroom
- Make the most of instore POS to convert the sale on the spot



Damian Otwinowski
Retail Director
Watches of Switzerland

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

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

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



Steve Robinson
CEO
ACHICA

5:10

Close Of Retail Reinvention Day

Main Conference Day Three (Retailer-Only)

Multichannel Growth

THURSDAY JUNE 23RD

08:20 **Breakfast & Registration
(Britten)**

09:10 **Chairperson's Opening
Remarks (Whittle Room)**

09:20 **Conquering The Eastern
Frontier: Creating A Clear
Marketing, Localisation,
Payment & Fulfillment
Battleplan In China**

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

enable multi-currency conversion and settlement, and more.

Space Reserved for C-Level Executive

9:40 **Catching Cats: Trends &
Opportunities in Cross Border
Commerce**

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

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

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

Charles Whiteman
Senior Vice President
MotionPoint

10:00 **Keynote: Focus On The
Customer Rather Than The
Product Line To Rapidly Build
An Engaged, Loyal Customer
Base**

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

Levi Young & Dana Zingher
Co-Founders
Enclothed



10:20 **SEO Evangelisation: Setting
The Right Budget For A
Sustainable, Renewable &
Resilient SEO Strategy**

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



Hanna Landeros-Downs
Senior Technical SEO
Manager
House of Fraser

10:40 **Morning Networking Break
(Britten)**

Concurrent Small Group Roundtables (Whittle Room)

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

11:10

RT 1: Scaling For Global Growth: Lessons Learned In International eCommerce

The how-to of building an online presence in new markets



Seb Villien
Head of eCommerce
Joe Browns

RT 2: How Do You Make Your Online Business Work For The Older Customer?

Satisfying expectations of millennials vs. baby boomers



Patrick Osborne
Head of Customer Insights & Analytics
QVC

RT 3: How To Engage Instore Teams To Use Mobile Devices To Enhance Customer Experience

How your stores can make a comeback



Joel Robinson
Lead Product Owner - Retail
Sainsbury's

RT 4: The Benefits Of Digital Transformation At A Fast-Moving German Multichannel Retailer

Bringing a traditional business into the 21st Century



Thilo Bendler
VP
Otto Group

RT 5: Setting Up An eCommerce Innovation Lab To Keep Customers Coming Back For More

Why a Centre of Excellence is a sound long-term investment



Chiara Bello
Creative Director & Chief Happiness Officer
DeinDeal

RT 6: How To Find & Track Customer Acquisition Channels That Work For You

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



Zoe Ashford
Head of Online Marketing
John Lewis

RT 7: Organisational Change & Refocus: Now That Digital Has Our Attention, How Do We Take It Forward?

Understanding which projects to implement immediately, and which to keep on the back burner



Lee Faetz
eCommerce Director
Wickes

RT 8: Getting The Most From Your Customer Data And Marketing Spend To Create Long Term Revenue

Turning raw data into actionable information



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

RT 9: Unleashing The Power Of Personal To Get The Most Out Of Your Customer Data

Turning raw data into actionable information



Jason Van Der Westhuizen
Head of Online Europe
Lands' End

RT 10: The CDO Viewpoint-Top Tips For Successful Digital Transformation

Earning company wide commitment to digital strategy



Ed Whatmore
Head of Online and Direct Marketing
Mountain Warehouse

RT 11: International Success Part 1: Finding the Right Markets

Combine your data with global benchmarks to create your most profitable international roll-out plan.



Charles Whiteman
Senior Vice President
MotionPoint

RT 12: Turning Data Points Into Actionable Information

Big Wins With Big Data



Ed Whatmore
Head of Online and Direct Marketing
Mountain Warehouse

12:30 Networking Lunch (Britten)

Concurrent Small Group Roundtables (2 x 40 mins)(Whittle Room)

1:30

RT 1: Does Your Company Already Have International Awareness & How Do You Find Out?

Towards a new, digitally driven view of international supply and demand



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

RT 2: Using Content In Different Forms & Managing It Wisely To Gain Loyal Customers

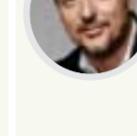
From great branding comes high conversio



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

RT 3: Feelunique's Global Growth: The Learning Curve in France & China

Tracking efficiency of all offline and online investments



Joel Palix
CEO
Feelunique.com

RT 4: The Benefits Of Designing Responsive, Mobile First Experiences

Don't Shrink, Rethink



Finn Christo
Manager, eCommerce Conversion Rate Optimisation
JD Williams

RT 5: Data Management Platforms- What Are They & What Do They Mean For Your Business?

A layman's guide to the latest data storage craze



Caroline Rolfe
Global Director of Digital
GHD

RT 6: How To Get Offline Data Visible In Online Tools

Tracking efficiency of all offline and online investments



Neil Insdorf
Head of eCommerce
CEWE France

RT 7: Understand Each Customer & Their Unique Journey

Who They Are, Where They Are and How To Make Them Multichannel



Julie Snape
Marketing & eCommerce Director
HSS Hire

RT 8: Is Next Day Delivery The Next Big Thing?

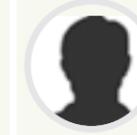
Key cost & customer base considerations



Rachel Sinton
Multichannel Analytics Manager
Homebase

RT 9: Building an eReceipt Platform To Improve Mobile Instore Experience

Special Projects Director



Louise Aldred
Special Projects Director
Fred Perry

RT 10: Cross Device Verification & Tracking- How To Remain Accurate At Scale

Creating A modeling tool capable of holistic, cross-channel, cross-device attribution



Maxime Taieb
Director, eCommerce
Carrefour

RT 11: International Success Part 2: Minimise Risk While Maximising Your Profit

There's no such thing as "one size fits all". This framework will ensure you use the right tactic at the right time.



Andrew Hackett
Director - EMEA
MotionPoint

RT 12: Customer Story: Getting The Most From Your Customer Data And Marketing Spend To Create Long Term Revenue

Regional Sales Director, UK, Nordics and BENELUX



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

2:50

Closing Keynote: Conversion Optimisation Through Data Driven Persuasion Psychology

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



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

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

3:10

End Of eTail Europe 2016



The Exhibit Hall

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



EXHIBIT HALL HOURS

Mark these dates and times in your calendar so you don't miss any of the fun!

EXHIBITOR SET-UP: Monday 20th June 12pm-5pm

OPEN: DAY ONE: Tuesday 21st June 8am-5pm
DAY TWO: Wednesday 22nd June 8am-4:20pm

CLOSEDOWN : Wednesday 22nd June, 4:20pm-6pm

The Technology

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

TRY BEFORE YOU BUY

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

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

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

 At **Bluecore** we are transforming the way **BLUECORE** eCommerce marketers use data and automation to communicate with customers. Bluecore's marketing automation software is designed to simplify the process of ingesting

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

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

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

 **fastly** Founded in 2011, **Fastly** is the only content delivery network that gives businesses complete control over how they serve content, unprecedented access to real-time performance analytics, and the ability to cache frequently changing content at the edge. Our secure, global network allows enterprises to increase revenue and improve customer experiences across their websites and mobile applications while maintaining fast, consistent, and reliable performance. Fastly is funded by Amplify Partners, August Capital, Battery Ventures, Iconiq Capital, IDG Ventures, and O'Reilly AlphaTech Ventures. With offices in San Francisco, New York, Denver, London, and Tokyo, Fastly powers popular online destinations including Twitter, the Guardian, GOV.UK, Imgur, Fast Company, GitHub, Wayfair, Pinterest, and Shazam. Learn more at Fastly.com and follow us at @fastly.

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

 **instartlogic** **Instart Logic** makes application delivery fast, secure & easy. Our end-to-end platform combines machine learning for performance and security, with a CDN for delivery, and is designed for DevOps and mobile-first applications.

 **Klarna** **Klarna** was founded in Stockholm in 2005 with the idea to simplify buying. Today, we are one of Europe's fastest growing companies. In 2014 we joined forces with SOFORT and formed Klarna Group, the leading European payment provider. Klarna Group has more than 1200 employees and is active on 18 markets. We serve 35 million consumers and work with 50 000 merchants. Our goal is to become the world's favourite way to buy.



About Our Lead Sponsors

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

motionpoint **MotionPoint** is a global technology solutions company that powers new market growth for world-class brands. MotionPoint's platform combines intelligent applications, big data, and expert services to localise, translate and optimise websites for strategic markets, driving success on thousands of global websites for the past 15 years.

NEXCESS **Nexcess** is a Southfield, Michigan-based managed Magento hosting company founded in 2000, with data centers distributed throughout the United States, Europe, and Australia. Nexcess offers a variety of Magento hosting services ranging from entry-level

packages to custom clustered/complex hosting configurations, with an emphasis on achieving maximum performance for high-profile stores. For more information, visit www.nexcess.co.uk/

OSF Commerce **OSF Commerce** is an OSF Company Brand. For over a decade, **OSF Commerce**, a division of OSF Global Services, has established itself as a trusted cloud technology consultant and commerce technology integrator, enabling companies to succeed over the greatest challenges in the world's rapidly changing retail environment. With expertise in cloud and mobile application development, enterprise CRM solutions, leading ecommerce platforms and integrated content management solutions, we work closely with your staff to understand your business requirements, develop customized technologies and seamlessly integrate them with your core applications. For more information about our services and expertise, or to speak with a solutions specialist, please visit www.osf-commerce.com.

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

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

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

RedEye **RedEye** is a multi-channel personalisation company that helps our clients deliver the right message, at the right time, to the right customer on the right device. We cut through the hype and buzzwords that surround marketing automation and personalised marketing. We want to help our clients quickly see the maximum value from a solution that could transform their CRM strategy. RedEye's family of Contour products are driven by a unique Customer Data Platform that combines all customer data, online and offline, from in-store purchases to last products browsed online and makes this vast depth and breadth of data



available to our clients through sophisticated and intuitive tools and interfaces. We're hands-on people who'll spend time with our customers planning their programmes and supporting them through their journey. We're interested in building long-term relationships, not selling and shipping off. RedEye has 3 UK offices and clients include Interflora, Buyagift, Haven Holidays, Monarch, Snow+Rock and Hotel Chocolat.

rocketfuel **Rocket Fuel** provides is the leading programmatic marketing platform provider that offers agencies and enterprises Marketing That Learns by applying its unrivaled Artificial Intelligence at Big Data scale to optimise performance, awareness, and lift across channels. Rocket Fuel's Moment Scoring, a real-time calculation of every moment of influence, uses the company's SaaS-based DMP and DSP to optimise

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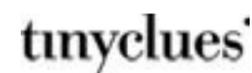
programmatic campaigns and improve subsequent decisions over the life of campaigns. The company is defining the next wave of data-driven marketing as programmatic extends everywhere. Customers trust Rocket Fuel's Marketing That Learns to achieve brand and direct-response objectives in diverse industries across North America, Latin America, Europe, and APAC. Rocket Fuel operates in more than 20 offices worldwide and trades on the NASDAQ Global Select Market under the ticker symbol "FUEL."

 **SDL** Market-leading Cloud Solution to manage digital merchandising strategies & brand experiences on a global scale. Fredhopper is the most flexible and agile solution for delivering relevant and optimized digital shopping experiences through personalised onsite search, navigation and merchandising. Enable your customers to discover, click and buy across multiple channels through a relevant experience that adapts to their behaviour with Fredhopper. Over 350 global retailers drive more than \$16 billion in online sales with SDL Fredhopper every year

 **TagCommander** Founded in 2010, **TagCommander** is a European pioneer and leader in the growing market for Enterprise Tag Management Systems. The TagCommander online platform allows marketers to manage the digital tags of over 400 marketing solutions providers with point-and-click simplicity. Leveraging the insight they gain exploring visitor data captured by all tags on their site, marketers can distribute real-time data streams back to their point marketing solutions, so their engagement with customers becomes ever more targeted and

personalized. The company's digital attribution capabilities in turn help marketers assess the true contribution of each marketing solution to their marketing goals. In sixteen countries, over 250 customers rely on TagCommander to manage their e-marketing tags; and enable their digital marketing solutions to perform more effectively together.

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

 **Tinyclues**, a SaaS predictive marketing solutions platform, allows e-commerce websites and retail marketers to detect in a few clicks the most relevant audience for a specific marketing message. Tinyclues' clients send around 1,000 targeted campaigns each month, representing more than 300 million emails, mobile notifications and Facebook Custom Audience ads which result in an increase of around 30% in their campaigns' revenue. Based on unsupervised machine learning technologies, Tinyclues' solutions take advantage of all available data in order to

pick up implicit signals (itiny clues), making it possible to reach unparalleled targeting and engagement levels in the customer relationship. Used by 3Suisses, Cdiscount, Fnac, France Billet, La Redoute, PriceMinister, Rue du Commerce, vente-privee.com, Sarenza, Vestiaire Collective, VeryChic and more, the Tinyclues solutions are a breeze to install and use. For more information, visit www.tinyclues.com, Twitter: @tinyclues

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

 **Ve Interactive** is a multi award-winning technology company that offers a suite of apps across its VePlatform. These apps help retail eCommerce businesses successfully reduce bounce rate, increase customer engagement, minimise website abandonment and drive conversions. Tracking £billions of transactions daily, Ve's comprehensive data set provides unparalleled insights into customer activity, whilst driving each app to deliver highly-targeted content to customers based on their purchasing activity and profile. "Rarely do you find a piece of technology that delivers such value." Sir John

Hegarty, Founder-Creative, BBH Recently named number 1 in the Sunday Times Tech Track 100, Ve Interactive were also the recipient of a Ruban d'Honneur in the 2014-15 European Business Awards, won a Data Strategy Award 2014 for Real-Time Marketing and a Gold Medal in the International Business Stevie Awards 2014 for the company's VePlatform, Ve works across 18 languages and has 31 offices worldwide, working within 43 territories. It supports over 10,000 domestic and multi-national online businesses and retailers in the delivery of real-time marketing communications at key points within their customers' journeys. Ve Interactive. Ve and the Ve logo are registered trademarks of Ve Interactive Limited, registered in the UK. VePlatform; VeApps;

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



About Our Media Partners

Official Research Partner



eMarketer is the first place to look for research about marketing in a digital world. More than 200,000 professionals at thousands of companies worldwide rely on eMarketer research because of our rigorous approach of aggregating and analyzing information from more than 3,000 global sources. The result is eMarketer data, reports and insights that enable professionals to understand marketing trends, consumer behavior and get the data needed to develop winning strategies.

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



About Payments is the source that provides news and insights on online payments and simplifies the selection process for ecommerce merchants to find the right payment provider for their business.

Our free-of-charge Marketplace specifically enables local and internationally trading e-commerce merchants to find the best credit card rates for their online credit card acceptance.

Our mission is to create transparency in the world of online payments by educating merchants and helping them to find, compare and select the payment methods and payment service providers that serve their needs.



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



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

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



DAN Global is a digital agency network which focuses on collaboration, knowledge-sharing, business support and exploration.

DAN Global's mission is to provide platforms and various tools to support member agencies' businesses and enhance the intelligence, expertise, reach and effectiveness of the members through knowledge sharing and collaboration.

Today, there are 150+ DAN member agencies operating in 15 cities worldwide.



East-West Digital News, the leading international resource on digital industries in Russia, provides news, business analysis and industry reports pertaining to the Internet,

e-commerce and mobile markets, software and hardware innovation as well as the related investment activity, legal environment and public policies. A consulting branch, East-West Digital Consulting, provides market players with assistance for their business development in Russia. www.ewdn.com.



eco, with more than 800 member organizations, is the largest Internet industry association in Europe. Since 1995, the eco Association has been instrumental in the development of the Internet in Germany, fostering new technologies, infrastructures and markets, and forming framework conditions. In the Competence Groups, all important specialists and decision makers of the Internet industry are represented, and current and future Internet themes are driven forward.

As an association, one of eco's most important tasks is to represent the interests of its members in politics, and in national and international committees. As well as having headquarters in Cologne, eco has an office in the German capital Berlin, and is represented at all relevant political decision-making processes in Brussels.

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



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



Ecommerce News is a website dedicated to European ecommerce news. Every weekday we bring our readers the most interesting ecommerce news, whether it's about an online retailer expanding to other countries, fresh funding for a local online store or just some interesting or even mind blowing facts about the ecommerce industry of an European country. Ecommerce News brings you all the ecommerce news about Europe you'll ever need!



eMarketer is the first place to look for research about marketing in a digital world. More than 200,000 professionals at thousands of companies worldwide rely on eMarketer research because of our rigorous approach of aggregating and analyzing information from more than 3,000 global sources. The result is eMarketer data, reports and insights that enable professionals to understand marketing trends, consumer behavior and get the data needed to develop winning strategies.



eStrategy Magazine is a free online magazine, which provides a broad scope of useful articles to all people that are interested in E-Commerce, online marketing, webdevelopment, projectmanagement and mobile. The magazine was founded in 2009 by the Web Agency TechDivision and has been published quarterly since then. In the meantime the eStrategy Magazine is a required reading for shop- and website owners as well as decision-makers of companies and online agencies in German-speaking countries.

For downloading the eStrategy-Magazine just go to www.estrategy-magazin.de and open a free user account.

About Our Media Partners



The Global Retail Insights Network (GRIN)

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



Infinity Magazine and the associated blogging and social media

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

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Internet Retailer is the world's largest publisher in the field of e-commerce. Through multiple print, digital and web-based publications and database services, we provide strategic and practical business information and original competitive

research on e-retailing to more than 200,000+ retail executives and direct marketers every month. IR is the publisher of the Europe 500, which details metrics of the 500 largest web merchants in Europe.



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

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

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

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



Mobile Marketer is the most read publication on mobile marketing, media, and commerce. Their content is focused on how marketers use the mobile channel for branding, customer acquisition, and customer retention. Their target audience is advertisers, agencies, mobile service providers, publishers, and wireless carriers. Sign up for the daily newsletters at www.mobilemarketer.com and www.mobilecomercedaily.com



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



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Retailinsider.com is a free-to-subscribe blog/website that aims to adhere to its strap-line of 'Taking a look behind the obvious on the high street, online and in the City'. It's not just another news site but instead offers up a cocktail of opinions and insights on the retail industry along with the occasional leisure sector content to spice up the mix. The regular insights are complemented by a range of carefully selected columnists, and regular slots such as Q&As with leading e-commerce & multi-channel retailers and the ënnovative

Retailersí series. Retail Insider also produces the annual Digital Movers & Shakers Top 100, and Digital Retail Innovations Top 50 reports as well as hosting round-table events.



RetailWire 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 iBrainTrustí 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.



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

Our History

From our beginnings in 1999, to running 9 eTail conferences worldwide in 2015, it's fair to say we, like the retail industry, have come a long way. We started before the dot.com bubble burst, we were there when Amazon first recorded profits, when Facebook was launched, when Apple released it's first iPhone, when Alibaba issued the biggest IPO in history... the list goes on. None of this would've happened without the support of our retailer and solution provider communities. Together, we'll transform retail.

2007

When Toys R' Us and Amazon severed their partnership, we featured Jerry Storch, CEO at Toys R Us as a keynote speaker. Ian McCaig, CEO, lastminute.com, Brendan Hoffman, President & CEO, Neiman Marcus and Mirko Behnert, Head of Marketing, Expedia made up another fantastic speaking lineup.



2010

Once again, the biggest names in digital spoke at the conference, including Heads of eCommerce from John Lewis, Walmart International and Argos. By now we had established eTail as Europe's premier multichannel forum, where leaders meet to discuss & solve their most pressing challenges.



2000:

The dot.com bubble bursts. The global stock market crashes.

2003:

Amazon.com posts first yearly profit. Less than 1% of cell phones are "smart", the technology hasn't been developed yet.

2004:

Facebook is founded by Mark Zuckerberg and fellow college students.

2006:

eTail Europe is born! Google acquires YouTube for £1Bn in Stock. Twitter is founded.

2007:

Retailers begin using instore touch screen technologies, online video and customer reviews. Gilt Groupe is also launched, paving the way for the flash-sale/group buying phenomenon.

2009:

The Great Recession officially ends. Pinterest is founded and launches a year later.

2010:

Apple releases its first generation iPad. Groupon reportedly rejects a £4 billion offer from Google. Instead, the group buying website went ahead with an IPO. It is the largest IPO since Google.

2012:

eCommerce accounts for over 10% of total UK retail sales. Facebook issues their IPO, the biggest in technology and one of the biggest in Internet history.

2014:

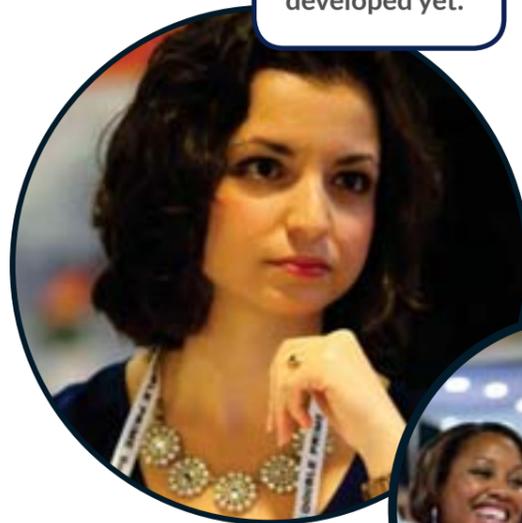
Alibaba issues its IPO, the largest in history. Annual UK online retail sales exceed £100bn pounds for the first time ever.

2015:

900 attendees discussed their personalisation plans, international expansion strategy and more, while same-day delivery became a key topic for the first time.

2009

eTail held its 4th annual conference in London. The energy was palpable on-site - the feeling during the recession of "we're in this together" carried through until the very end of the conference.



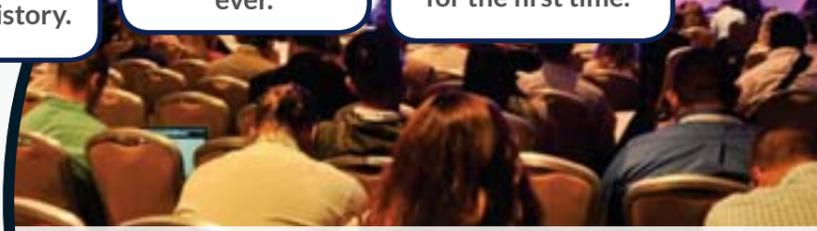
2012

House of Fraser, Shop Direct, Debenhams, schuh and many more joined the speaker faculty & Advisory Board for one of the largest gatherings in London to date. Our content once again expanded to focus on content management, mobile commerce and social media.



2016

20+ from the Top 50 retailers are speaking at the event, including Amazon on the program for the very first time. And we've committed to bring you 70% new speakers compared to 2015, plus a whole day dedicated to interactive roundtable discussions. We wouldn't have got here without the support of our retail community. Thank you for helping us to transform retail, together.



Photos by Rob Parris



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

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

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The Centre's imaginative yet uncomplicated style of food has seen them win the gold award at the Meetings and Incentive Travel Awards (M&IT) for the past three years.

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ACCOMMODATION

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

St. James' Court Hotel

54 Buckingham Gate, London SW1E 6AF
Rates: £182.50 + VAT, room only
Phone: +44 (0)207 769 7887

Quote group reference WBR when booking.
Please book as early as possible. All rates are subject to availability.

Park Plaza Westminster Bridge

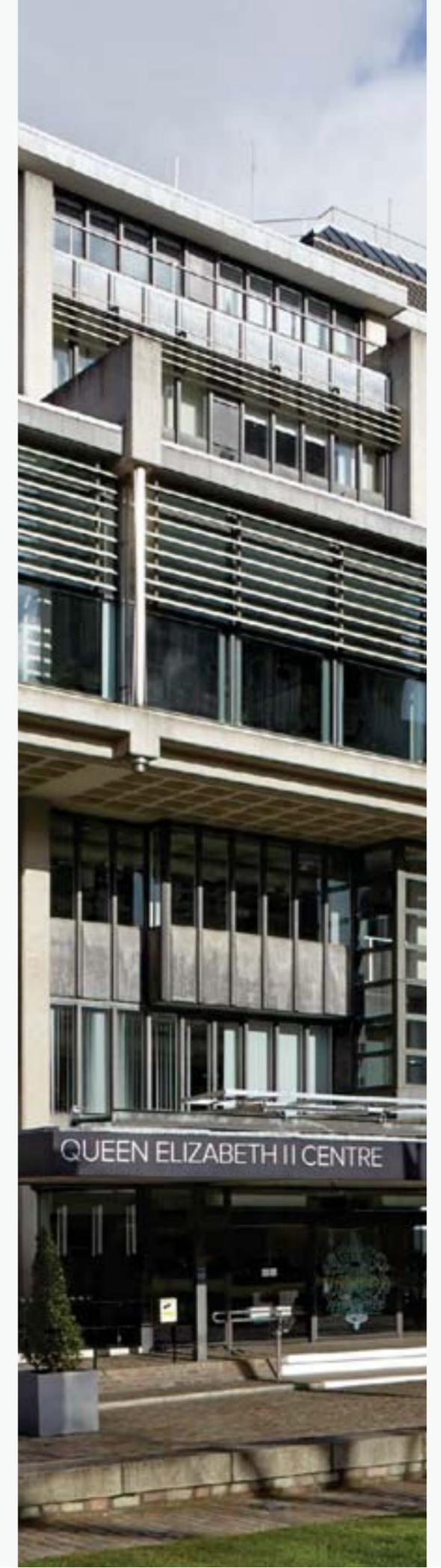
200 Westminster Bridge Road
London, SE1 7UT
Rates: £199 + VAT including breakfast, single occupancy
Phone: +44 (0) 844 415 6784

Quote booking reference 200616GAWB when booking. Please book before 23 May 2016

Park Plaza Victoria,

239 Vauxhall Bridge Road
London, SW1V 1EQ
Rates: £199 + VAT including breakfast, single occupancy (£239 inc VAT)
Phone: +44 (0)207 769 9930

Quote booking reference 200616GA1W when booking. Please book before 6 May 2016



Registration Information

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

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Access to top retailer decision-makers

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Groups of 5-7 **30%** off current discounted price

Groups of 8-12 (corporate rate) **£1599** flat rate



***To qualify for the discounted rate**, you must currently work for a retailer. If you work for a company that provides a solution or service to retailers, you do not qualify for this rate.

• **20% VAT will be charged to all registration fees.**

• **Cancellation Policy:** Any cancellations received in writing not less than twenty two (22) days prior to the conference, you will receive a 90% credit to be used at another WBR conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by

WBR for all permitted cancellations. No credit will be issued for any cancellations occurring within twenty one (21) days (inclusive) of the conference.

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



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