



The Event For eCommerce & Multi-Channel Retail Innovators

22-24 June 2015 * QEII Conference Centre, Westminster, London

2015 Speakers so far include (100+ expected):

- Steve Robinson, CEO, ACHICA *NEW!*
- Cyril Lamblard, Head of eBusiness & Digital Marketing, Nestle Nespresso *NEW!*
- Tony Rivenell, Head of OmniChannel, Waitrose
- Jamey Maki, VP, Direct to Consumer, GolfSmith *NEW!*
- Natalie Burrows, Director, Multichannel Development, Tesco Direct *NEW!*
- David Lindsay, SVP Technology, Farfetch.com *NEW!*
- Robin Phillips, Director of Multi-Channel, Boots *NEW!*
- Rob Jones, Head of eCommerce, Anthropologie Europe
- Dave Elston, Head of eCommerce, Europe, C&J Clarks
- Thilo Bandler, VP, Otto Group (Germany)
- Nick Lansley, Head of Open Innovation, Tesco

-Nick Lansley, Head of Innovation, **Tesco**

-Violaine Muras, Head of Digital Commerce, Avenue 32

- Jason Nathan, Global Multi Channel Director, **Dunnhumby**

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

-Neil Sansom, eCommerce Director, **Moss Bros**

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

Monday 22nd June

Re-imagining Retail Day

07.45 Breakfast & Registration (Benjamin Britton Lounge)		
08.50 Chairperson's Opening Remarks (Whittle Room) Gareth Bray, Head of Solutions Engineering, Moxie		
Innovation & Disruption General Keynotes		
09:00 Outside-In Vs. Inside-Out: Putting The Customer Journey Before Device Type To Deliver A Greater Customer Experience Your gut is already telling you that customer experience is the key to business success. Now you can prove it by tapping into the transformative power of managing from the outside in. An organisation like Homebase- or any retailer- must master the many disciplines of customer experience including strategy, customer understanding, design, measurement, governance, and culture in order to create a sustainable source of competitive advantage. <i>Siobhan Fitzpatrick, Director of Multi Channel, Homebase</i>		
09:20 Be Disrupted Or Be The Disruptor: Transform Your Entire Retail Journey To Be Personal, Digital & Highly Profitable Becoming a digital business is no longer simply about how we incorporate technology into our organisations; it's about how we use technology to reinvent those organisations to get out in front of the dramatic changes that technology is creating. For large enterprises especially, the opportunity to shift from disrupted to disruptor cannot be overstated. How will organisations use the next three years to redefine their places in this new world? Learn to apply tactics based on John Straw's groundbreaking new role. <i>John Straw, Chairman, Digital Advisory Board, Thomas Cook</i>		
09:40 Is The Innovator's Dilemma Affecting Your Customers? <i>David Hsieh, VP of Marketing, Instart Logic</i>		
10:00 Enhancing Product Discovery & Designing A Best In Class Checkout Process To Explode Your eCommerce Conversion Rate The most forward-thinking online retailers are incorporating "guided discovery" processes that target specific items for a consumer based on user suggestions, to narrow down the purchase decision. Ticketmaster are seeing great success by creating this custom guidance, helping shoppers spend less time browsing and more time locating exactly what they need. Beth is responsible for this cutting-edge discovery, as well as creating a checkout process that maximises conversion. <i>Beth James, Head of eCommerce Product, Ticketmaster</i>		
10:20 Marketing in a World of Mobile Commerce <i>Jon Buss, Managing Director, UK & Northern Europe, Criteo</i>		
10:40 Morning Networking Break (Benjamin Britton Lounge)		
Track A: Innovation & Disruption Summit (Whittle Room)	Track B: Data & Personalisation Summit (Westminster Suite)	Track C: Multi-Device Summit (St. James Suite)
11:20 Chairperson's Opening Remarks <i>Kerry Wright, Director of Marketing and Alliances, Purple Wifi</i>	11:20 Chairperson's Opening Remarks <i>Phil Haslehurst, Head of Marketing, Decibel Group</i>	11:20 Chairperson's Opening Remarks
11:25 Embedding Multichannel Into A Complex Enterprise Technology	11:25 Don't Trust Data! <i>Elliott Pritchard, Chief Marketing</i>	11:25 Future-Proofing The Design Of Digital To Manage The Constant

Estate <i>Sarah Venning, Director IT Strategy and Planning, John Lewis</i>	Officer, Travel Republic	Stream Of New Devices Coming Onto The Market <i>Becky Moffat, Head of Digital Experience, Boots UK</i>
11:45 Digital Success Story: Rewriting The Rules Of Revenue Collection Through Acceptance Of Contactless Payments At The Gate <i>Matthew Hudson, Head of Business Development, Transport For London</i>	11:45 Leveraging Tools & Technology That Enable Customers To Personalise Their Own Shopping Experience <i>Steve Robinson, CEO, ACHICA</i>	11:45 Site Speed Demystified: It's Not As Hard As You Think To Speed Up Your Website <i>Stuart McMillan, Deputy Head of eCommerce, Schuh</i>
12:05 eCom at the Edge: The Disaggregation of eCommerce <i>Brendan Lowry, Marketing Director, Curalate</i>	12:05 The Data Difference: Next Generation Strategies From The Front-Lines Of The Omnichannel Revolution <i>Maya Moufarek, CMO, Chemist Direct</i>	12:05 Identifying User Trends That Will Improve The Experience And Drive Usage Of Your Mobile Experience <i>Carin Van Vuuren, CMO, Usablenet</i>
12:25 Multichannel ROI PANEL: Measuring Success Across Devices And Time <ul style="list-style-type: none"> • 'Defend the spend' allocated to each channel and device • Quantify mobile's indirect impact & contribution to store & desktop purchases • Create an organisational culture where digital makes the executive decisions vs. the traditional offline model • Keep pace amidst threats from Amazon, Alibaba and other non- traditional competitors <i>Regan Andrew, Head of eCommerce, Cineworld Cinemas</i> <i>Peter Williams, Chairman, boohoo.com & Mister Spex</i> <i>Rob Garf, VP, Industry Strategy & Insights, Demandware</i>	12:25 Personalisation PANEL: Make A Broad Site More Relevant To A Large Group Of Customers <ul style="list-style-type: none"> • Build dynamic context through location and real-time to deliver relevant content across web, social, mobile and more • Scale 1-to-1 personalisation towards millions of customers, using data analytics that provide behavioral patterns for each customer • Embrace the use of technology and automation in determining what is best for which customers and when <i>Daniel Bobroff, Investment Director, ASOS.com</i> <i>Marco Merckx, Global Head of eCommerce, Non Food, Metro Group (Germany)</i> <i>Steve Webster, Head of eCommerce, Steinhoff UK</i> <i>Andy McNab, UK Managing Director, Rocket Fuel</i>	12:25 PANEL: Product Roadmap; Day To Day Vs. Future Innovation <ul style="list-style-type: none"> • Which projects and technologies are front of mind/immediate in 2015? And which are on the back-burner but still of importance? • How can the customer be brought into the planning process for new products? • What is the role of innovation labs/centers of excellence and how can they help companies focus on bigger ticket items 3-5 years down the road? <i>Jo Hickson, Group Head of Innovation & Strategic Development, Home Retail Group</i> <i>Xavier de Lecaros-Aquise, COO & Co-Founder, Girl Meets Dress</i> <i>Robin Phillips, Director of Multi-Channel, Boots</i> <i>Francis Nicholas, Group Head of eCommerce, Iglo Group</i> <i>Neil Roberts, Head of Digital, Eurostar</i>
1:05 Networking Lunch (Benjamin Britton Lounge)		

Track A: Innovation & Disruption Summit Continued... (Whittle Room)	Track B: Data & Personalisation Summit Continued... (Westminster Suite)	Track C: Multi-Device Summit Continued... (St. James Suite)
2:05 Serving The Connected Customer; Planning For The Future On-Board The Heathrow Express <i>Justin Stenner, Head of Technology, Heathrow Express</i>	2:05 How Digital Properties Act As The Tie-That-Binds Direct & Retail Into A Cohesive, Activated Shopping Experience <i>Mike Pitone, Sr. Manager, Product Management / UX, Urban Outfitters</i>	2:05 Don't Shrink, Rethink; Designing Mobile UX For 2016 And Beyond <i>Nathalie Gaveau, CEO & Founder, Shopcade.com</i>
2:25 Case Study With Retail Client <i>Avi Rabinovich, Co-Founder and CEO, Mabaya</i>	2:25 Using Evidence To Drive Experimentation At Scale <i>Sam Barton, Head of User Experience, ShopDirect</i>	2:25 Delivering A Global eCommerce Strategy By Understanding The Relationship Between Consumers, Devices and Channels <i>Elliott Jacobs, Head of Global eCommerce, Vertu</i>
2:45 Case Study From Maxymiser <i>Ollie Sheers, Head of eCommerce, notonthehighstreet.com</i> <i>Daniel Martin, Head of Retail EMEA, Maxymiser</i>	2:45 The Power of Personalisation: Getting Started, Top Tips and Best Practice with Monetate <i>Alex Henry, Client Solutions Director, EMEA, Monetate</i>	2:45 Case Study From Adyen <i>An Executive from Adyen</i>
3:05 Great People Doing Great Things: How To Establish A High Performing Digital Team To Foster An Innovative Culture <i>Natalie Burrows, Director, Multichannel Development, Tesco</i>	3:05 Digital Success Story: Personalisation & On Open Customisation Without CRM <i>Kate Smyth, Director of eCommerce, The Dune Group</i>	3:05 Unlocking The Potential Of Second Screen Multi-Channel Merchandising: Providing A Seamless Customer Experience <i>Eddie Woffinden, Head of Digital Merchandising, QVC</i>
3.25 Afternoon Networking Break (Benjamin Britton Lounge)		
Track A: Innovation & Disruption Summit Continued... (Whittle Room)	Track B: Data & Personalisation Summit Continued... (Westminster Suite)	Track C: Multi-Device Summit Continued... (St. James Suite)
4:00 Conversion Rate Optimisation: Turning Mobile Browsers Into Mobile Buyers <i>Niklas Adalberth, Deputy CEO and Co-founder, Klarna</i>	4:00 The Science of Commerce Marketing <i>Georges Berzgal, Managing Director Europe, Bronto</i>	4:00 Omni-Channel ROI: Delivering An Experience That Pays <i>Eric Fergusson, Head of Retail Services, eCommerra</i>

4:20 Exploring The Latest Development In Key Areas Of Digital Marketing To Engage Customers & Drive Traffic <i>Jose Nino, Director of eCommerce, Marketing & Customer Acquisition, Perry Ellis International</i>	4:20 Escaping Data Paralysis and Implementing An Action-Driven Data Strategy <i>Maximilian Rofagha, Co-Founder & VP Strategy/Business Development, DeinDeal</i>	4:20 Increasing Acquisition Through The Mobile Channel <i>Jack Smith, Group Digital Director, New Look</i>
4:40 Solutions Provider Spotlight <i>Andrew Fairbank, Optimisation Consultant, Optimizely</i>	Track Closed	4.40 Solutions Provider Spotlight <i>Jose de Cabo, Co-Founder & GM EMEA, Olapic</i>
5.00 Omni-Channel or Omni-Shambles? <i>Dan Orteu, Operations & IT Director, Anya Hindmarch</i>	Track Closed	5.00 Don't Obsess About The Last Mile And Profitability Will Follow <i>Brian Kean, CIO, Ulmart (Russia)</i>
5.20 eTail Europe Reimagining Retail Party		
6:20 Close Of eTail Europe Day One		

Tuesday 23rd June

Multi-Channel Day One

07.40 Breakfast & Registration (Benjamin Britton Lounge)
08.30 Chairperson's Opening Remarks (Whittle Room) <i>Cristina Constandache, Chief Revenue Officer, MobPartner</i>
Multi-Channel Keynotes
08:40 Building The Virtual Relationship: Reworking & Replatforming Your Systems & Processes To Fully Connect With Customers In A Digital World <p>A recent Google survey reveals that 52% of consumers are less likely to engage with a business after a single bad digital experience. If a customer has to wait longer than a split second for a webpage to load, or if that site cannot deliver a rich multichannel experience, that customer could be lost forever. Already, many retailers are realising that their current platforms are no longer suited to their demanding digital customers' needs. Here Michael offers valuable insights into building B&Q's digital proposition and which critical factors need to be considered to ensure success.</p> <i>Michael Durbridge, Director of Omni Channel, B&Q</i>
09:00 Big Wins With Big Data: Building The Right Models To Create More Targeted Marketing Messages & Remain Relevant To Your Customer Base <p>The holy grail of Single Customer View continues to evolve and big data and visualisation provide two new hot topics</p>

of how to integrate. As an experienced data, insight and CRM professional, Ed's role is to develop Asda's SCV and maximise marketing ROI.

Ed Child, Head of Customer Data & Media Effectiveness, Asda

09:20 Leveraging Big Data for Optimal Omnichannel Investment

Michael Schirrmacher, Director UK, BloomReach

9:40 PANEL: Monetise Multi-Channel By Laser-Focusing The Experience On Revenue Generation

Where Is The ROI in Multi-Channel Investment?

- With the decline in in-store footfall, how do brick and mortars make up for lost revenue opportunities?
- Should attribution be measured in direct, last action or multichannel terms?
- How much credit should be attributed to each consumer interaction across channels, and on what basis?
- How can businesses accurately measure and interpret their 'raw' customer data?

Jon Asbury, Multichannel Director, GO Outdoors

Alison Conway, VP, Client & Omni-channel, Belstaff

Kate Holt, Group Director of E-Commerce, Jigsaw

Dave Jennings, Head of eCommerce Development, JD Williams

Claire Davenport, General Manager, VoucherCodes.co.uk

10:20 Morning Networking Break (Benjamin Britton Lounge)

11:00 Polar Bear Pirates And Their Quest To Engage The Sleepwalkers

Adrian Webster, International Best-Selling Author & Motivational Speaker

11:20 Using Data To Put Your Customer At The Heart Of Your Omnichannel Strategy

Laura Riches, Senior Strategist, Qubit

Lesley Gregory, Head of eCommerce, Ryman Stationery

11:40 PANEL: A Fork In The Digital Road; Restructure Your Organisation To Be More Efficient, Agile & Customer Centric

Where Does Digital Fit In Your Company Structure? How Do IT, Marketing & Data Fit Together?

- Ride the storm of digital forces affecting your business model
- Piece together the jigsaw of eCommerce growth, the promise of big data, the rise of mobile, the influence of social media and the new reality of cyber security
- Find internal agreement on priorities and plans
- Make decisions by looking through the eyes of the business, channel and customer
- Overcome legacy challenges
- Boost efficiency by automating formerly manual processes

Moderator: Martin Newman, CEO, Practicology

Julian Baker, Cross Channel Marketing Director, White Stuff

Jerome Hiquet, CMO, Tough Mudder

David Williams, Director of Online, DECKERS EMEA

Mark Pybus, Director, Strategic Services - EMEA, Ensignten

12:20 Driving Digital Commerce Growth by Targeting the Tech-Savvy Consumer

Rob Garf, VP, Industry Strategy & Insights, Demandware

12:40 Delivery- What's Next? Creating New Mechanisms To Meet Ever-Changing Customer Expectations

Maxim Romain, General Manager, Europe, Wayfair

1:00 The Power Of Personal: Creating One View Of The Customer

Oded Benyo, President, Conversant Europe

1:20 Networking Lunch (Benjamin Britton Lounge)		
Track A: Blurring Online & Offline (Whittle Room)	Track B: International Expansion (Westminster Suite)	Track C: eCommerce 2.0 (St. James Suite)
2:25 Chairperson's Opening Remarks	2:25 Chairperson's Opening Remarks <i>Dan O'Sullivan – Vice President, Sales EMEA, Translations.com</i>	2:25 Chairperson's Opening Remarks
2:30 What's In-store? Disrupting The Brick & Mortar Experience With Technology <i>What Are The Pitfalls & What Really Matters?</i> <i>Ward Van Duffel, VP, Direct to Consumer EMEA, LEGO (Germany)</i>	2:30 The 10 International eCommerce Commandments of Farfetch <i>David Lindsay, SVP Technology, Farfetch.com</i> <i>Kelly Kowal, Global Growth Director, Farfetch.com</i>	2:30 Top Tips For Successful Digital Transformation <i>Arif Harbott, Chief Digital Officer, Booker Group</i>
2:50 Putting The Customer At The Center Of The Product Development Process <i>Kate Parkinson, Sr. Manager, Customer Experience & E-Commerce Development, Debenhams</i>	2:50 European Expansion: Successfully Aligning Infrastructure With Strategy & Logistics <i>Dave Elston, Head of eCommerce – Europe, C&J Clarks</i>	2:50 From Concept To Creation: Developing A Seamless Customer Experience <i>Cathy McCabe, CIO, Jaeger</i>
3:10 Strong Digital Presence is the Key to Getting Found <i>Paul O'Donoghue, Vice President, UK Enterprise Sales & Services, Yext</i>	3:10 Success Stories: International eCommerce Lessons Learned <i>Sharon Lowrie, eCommerce Director, Hobbs</i> <i>Helen Colclough, E-commerce Development Manager, River Island</i> <i>Jack Smith, Group Digital Director, New Look</i> <i>Benjamin Field, SVP, New Market Strategy, MotionPoint</i>	3:10 Is it Omnichannel Or Just Business As Usual? How To Succeed, Whatever You Call It <i>Vijayanta Gupta, Director of Industry Strategy and Marketing, Adobe</i>
3:30 How Bookatable Inspires Diners Across The Globe To Discover Restaurants They Can Book Anytime, On Any Device <i>Tim Jung, Sr. Product Analyst, Bookatable</i>	3:30 International Expansion – How It Can Be Painless <i>Mahbobeh Sabetnia, Program Lead – Europe, McDonald's</i>	3:30 Identifying Customers At Different Stages Of Their Shopping Journey Using The Retail Sales Monitor <i>Richard Lim, Head of Retail Insight and Analytics, The British Retail Consortium</i>
3:50 Complicated Production/Areas Of Interaction	3:50 The Next Frontier: Analysing Asia's True Potential And Its' Online	3:50 The eircom Story: Rethinking Digital Within The Telecom

<i>David Hathiramani, CEO & Co-Founder, A Suit That Fits</i>	Market Challenges <i>Marcelo Wesseler, SVP, eCommerce, Singapore Post</i>	Environment <i>Richard George, Director of Online, eircom Group</i>
4:10 Keeping Visitors In The Journey: Targeted, Contextual Engagements Anticipate & Meet Your Customers' Needs. <i>Gareth Bray, Head of Solutions Engineering, Moxie</i>	4:10 wnCollect – Introducing A Global PUDO Network, Giving Your Customers Control & Convenience <i>Chloe Harris, Head of Innovation, wnDirect</i>	4:10 Customer Experience Optimisation: Simple Strategies, Big Returns <i>Mark Pybus, Director, Strategic Services - EMEA, Ensignen</i>
<i>Track Closed</i>	4:30 How Mobile Behaviour Changes Outside The UK And What This Means For Your Growth Plans <i>David McQueen Johnston, VP of eCommerce, Tempur Sealy International</i>	4:30 Space Reserved for Paula Watson, Account Director, LUX FIX
4.50 eTail Europe Reception		
5:50 Close Of eTail Europe Multi-Channel Day One		

Wednesday 24th June

Multi-Channel Day Two

08.00 Breakfast & Registration (Benjamin Britton Lounge)
08.50 Chairperson's Opening Remarks (Whittle Room) <i>Kerry Wright, Director of Marketing and Alliances, Purple Wifi</i>
Multi-Channel Keynotes
09:00 It's Not The Tech You Use, It's The Way You Use It: This Is The Real Mobile Lesson Spreadshirt's customers can choose from several channels to design and purchase customized or predefined apparel products. In 2014, Spreadshirt made the mobile channel a top priority and was able to double CVR from smartphones. This session targets organizations that use their own resources to develop and maintain their eCommerce systems and covers the technological and organizational best practices and pitfalls in sales channel optimization initiatives. <i>Guido Laures, CTO, Spreadshirt</i>
9:20 Digital Success Story: Disrupting One Of The Last Remaining Traditional Retail Categories- Prescription Glasses The online market for prescription eyewear is underdeveloped throughout Europe, despite having substantial growth potential. In this talk, Kevin explores how MyOptique is revolutionising online spectacle sales through investment in in-house laboratories and innovations such as the first ever virtual mirror. <i>Kevin Cornils, CEO, MyOptique Group</i>
09:40 Go Global , Stay Local: Achieving Effective International Expansion <i>Amir Schlachet, CEO, Global-e</i> <i>Mark Sear, Managing Director, Swim Direct</i>

10:00 Major Turnaround Story: Electrifying The Brand Of A 163-Year-Old Retailer Luxury Buyers are digital savvy- on average they own 3.1 connected devices. For Bally, this stat meant a complete branding rethink for the 21 st Century to redefine, recreate and implement a completely new customer shopping experience. Hear the inside track on each challenge faced and overcome along the way. <i>Kirsty Garrish, Global eCommerce Director, Bally Group</i>	
10:20 Apptus Digital Success Story: Online Merchandising - A Smarter Approach <i>Jon Asbury, Multichannel Director, GO Outdoors</i>	
10:40 Morning Networking Break (Benjamin Britton Lounge)	
Track A: Blurring Online & Offline Continued... (Whittle Room)	Track B: Digital Marketing 2.0 (Westminster Suite)
11:05 Chairperson's Opening Remarks <i>Kerry Wright, Director of Marketing and Alliances, Purple Wifi</i>	11:05 Chairperson's Opening Remarks <i>Tina Wild, Head of Account Strategy, Quantcast</i>
11:10 PANEL: Should Marketers Shift Offline Budgets To Digital Marketing? <ul style="list-style-type: none"> • Answer on a case by case basis rather than the blanket statement of 'go more digital' • Take a data driven approach to budget vs. a cost cutting approach • Integrate online/offline with personalisation techniques and measure the outcome <i>Jonathon Brown, CEO, M & M Direct</i> <i>Marieke Flament, Senior Director EMEA, Hotels.com</i> <i>Xavier de Lecaros-Aquise, COO & Co-Founder, Girl Meets Dress</i> <i>Steve Wind Mozley, SVP eCommerce, BBC Worldwide</i> <i>S��verine Philardeau, VP, Business Development & Partnerships, Vouchercodes.co.uk</i>	11:10 PANEL: The Marketing Of Tomorrow, Today: What You Need To Know About Programmatic Buying <ul style="list-style-type: none"> • Changing the way you think about buying media • Cutting out complex ad-operation tasks to ensure more efficient transactions • Capitalising on "now moments" through real time advertising • Capturing the right elements from a big data set and making them work together <i>Aaron Gilboe, Head of Online Marketing, Tesco</i> <i>Owen Hewitson, Accounts Director, Sociomantic</i> <i>Andy Murray, EMEA Digital Marketing Manager, Lenovo</i> <i>Jose Nino, Director of E-Commerce, Marketing & Customer Acquisition, Perry Ellis International</i>
11:50 Don't Replicate The In-Store Experience Online- Make It Better <i>David Kohn, Multichannel Director, Snow+Rock</i>	11:50 The Rise Of Social Commerce And Its Role In The Online Journey <i>Antony Welfare, Fmr. eCommerce Director, InnovationGiftShop.com</i>
12:10 The Rise Of The Multi-Device, Multi-Touchpoint Super Shopper <i>Michelle Beeson, Analyst, eBusiness & Channel Strategy, Forrester Research</i>	12:10 Topic TBC <i>Mark Donnelly, Operations Director, NutriCentre at Tesco</i>
12:30 Networking Lunch (Benjamin Britton Lounge)	
1:45 Behind The Numbers: Embracing Customer Centricity In A World Of Big Data <i>David Schwarz, SVP eCommerce & Multichannel, Non Food, Carrefour (France)</i>	
2:05 Culture Change PANEL: Developing A Strong Digital Identity To Build Lasting Customer Relationships It takes time to develop a digital corporate culture; the sooner a company acts, the quicker it will be in a position to compete in this fast-paced, digitized world. Many companies are taking practical steps to embed a new way of thinking and new behaviors into business operations, even at the scale of a large retail chain. Our panelists are	

embracing this digitization path and will share their ideas of how best to tackle the transition process from analog to digital.

Thilo Bendler, VP, Otto Group (Germany)

Helen Colclough, E-commerce Development Manager, River Island

Matt Henton, Head of eCommerce, Moss Bros

2:45 Location Is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One

David Bell, eCommerce Professor, Wharton School, University of Pennsylvania & Best-Selling Author of Location Is (Still) Everything

3:05 15 Takeaways In 15 Minutes: What Key Lessons From eTail Europe Can You Immediately Apply In The Office?

3.20 Close Of eTail Europe 2015

Reimagining Retail Roundtables

Join our 'open mic' interactive roundtable discussion throughout Monday June 22 for the best conversations you'll have all year! Every 30 minutes, we'll tackle a new topic with a new host.

AM Sessions

- **9:40-10:10 Meaning More To Customers By Activating Technology Enabled Communities**
Michael Paulson, CTO, The Co-operative Group
Richard Pennycook, CEO, The Co-operative Group
Sophie Fenwick-Paul, Digital Strategy Advisor to The Co-operative Group
- **10:10-10:40 European eCommerce Returns: Best Practice In Logistics, Policy & Service Level**
Lisa Schuyler, Sr. Manager Global eCommerce & Colleague, Overstock.com
- **11:20-11:50 Winning The Board's Buy-in For IT Investments**
Kelly Hussey, Head of eCommerce, Beyond Retro
- **11:50-12:20 HQ/Local Branch Communication Challenges Within A Multinational Organisation**
Alberto Billato, Group eCommerce Marketing Manager, DeLonghi Group
- **12:20-12:50 Measuring Success Across Multi-channel Retail By Rethinking Traditional KPIs**
Gordon Newman, eCommerce Manager, Life Style Sports

PM Sessions

- **2:05-2:35 Balancing The Day To Day Vs. Focussing On Future Innovation**
Sophie Litvinoff, eCommerce Manager, Temperley London
- **2:35-3:05 Tackling Customer Leaps Of Expectation Around Convenience, Reliability And Speed**
Stephen Green, Head of Analytics and Optimisation, Majestic Wine
- **4:00-4:30 The Wickes Way: The Need To Knows For Your Website Relaunch**
Lee Faetz, eCommerce Director, Wickes
- **4:30-5:00 Crafting A Unified Cross Channel Customer Experience For 2016 And Beyond**
Amea Chande, Fmr. Managing Director, NutriCentre, Tesco
Zia Zareem-Slade, Customer Experience Director, Fortnum & Mason
- **5:00-5:30 Creating Unified Apps Optimised For Device Type**
Andrew Towers, Head of Mobile, eBay UK
Rachel Sinton, Digital Intelligence Manager, Argos