



RetailEXPO

1+2 MAY 2019 OLYMPIA, LONDON

2019 Agenda at a Glance

Headline Stage <i>Transforming retail to engage the customer of tomorrow</i>	Marketing & Branding Stage <i>Connecting and engaging with your customers to drive awareness, generate sales, and build loyalty</i>	Store Design & Experience Stage <i>Harnessing the power of design and technology to create inspiring retail experiences</i>	Payments Stage <i>Diverse, Convenient, Frictionless - Shaping the future of retail payments</i>	Operations Stage <i>Creating a seamless customer experience through operational excellence</i>	
<p>The Headline Stage will be the hub of the conference, featuring high profile keynote presentations and covering strategic themes impacting the industry and the future of the high street.</p>	<p>The Marketing & Branding Stage will look at how retailers and brands reach and connect with their audience, and create engaging and authentic brand stories.</p>	<p>The Store Design & Experience Stage will examine how retailers need to adapt brick and motor stores to meet new consumer demands.</p>	<p>The Payments Stage will explore the latest in payment methods, in-store and online payment technologies, and innovations enabling convenient and frictionless transactions.</p>	<p>The Operations Stage will examine new technologies and solutions helping retailers to improve operational efficiency, reduce costs, increase profits, and enhance customer experience.</p>	
Day 1 Wednesday 1 May 2019					
<p>10:00-10:10 Chair's welcome</p>	<p>10:00-10:05 Chair's welcome</p>	<p>10:00-10:05 Chair's welcome</p>	<p>10:00-10:05 Chair's welcome Mark McMurtrie, Director, Payments Consultancy</p>	<p>10:00-10:05 Chair's welcome Catherine Erdly, Co-Founder, The Retail Collective</p>	
<p>10:20-11:10 Cutting through the hype – Is this really a retailpocalypse?</p>	<p>10:05-10:40 Shopper Roundup - Turning consumers into shoppers into buyers Joe Gosney, Director of Channel Operations, Britvic</p>	<p>10:05-10:35 Understanding the future role of stores for connecting with and engaging your customers David Dalziel, Creative Director, Dalziel & Pow</p>	<p>10:10-10:40 A critical analysis of payment methods Paul Rodgers, Chairman, Vendorcom</p>	<p>10:10-10:40 Omnichannel innovation at a global scale – Connecting retail, digital and customer care experiences in 20 markets Sezin Tumer, Principal Retail Innovation Manager, Vodafone</p>	
	<p>10:50-11:20 Dynamic Youth – The New Brand Strategies Katie Baron, Head of Retail, Trends intelligence service Stylus</p>	<p>10:45-11:15 Stores are Dead. What can we expect in the new age of retail? Howard Saunders, Retail Futurist, Twenty Second & Fifth</p>		<p>10:50-11:20 Creating the ultimate frictionless payment experience</p>	<p>10:50-11:20 IN THE NEWS Deal or no Deal – The impacts of Brexit on the UK retail industry</p>
	<p>11:30-12:00 A new App-roach to marketing – Improving experience and sales on mobile apps</p>	<p>11:25-12:35 POWER PANEL New store formats – Developing innovative formats to engage the customer</p>		<p>11:30-12:00 CASE STUDY Buy now, pay later – The ultimate try before you buy solution</p>	<p>11:30-12:00 Creating a customer-driven collection and returns service</p>
<p>11:20-11:50 CxO ADDRESS/INTERVIEW The future of retail to meet evolving customer expectations</p>	<p>11:30-12:00 A new App-roach to marketing – Improving experience and sales on mobile apps</p>	<p>11:25-12:35 POWER PANEL New store formats – Developing innovative formats to engage the customer</p>	<p>11:30-12:00 CASE STUDY Buy now, pay later – The ultimate try before you buy solution</p>	<p>11:30-12:00 Creating a customer-driven collection and returns service</p>	

	Jonathan Tilley, Mobile Lead, N Brown Group	Jason Lowdon, Head of Creative, Napapijri / VF Corporation Gemma Ruse, Co-Founder & Creative Director, StudioXAG Caroline Casey-Norbury, Head of Concept and Innovation, Co-op Ian McCutcheon, Head of Format Development, Co-op Caroline Philipson, Director, Hard Hat Projects Ltd (moderator)		
12:00-12:50 PANEL Building an effective omnichannel retail strategy to create seamless customer experiences across bricks and clicks Thomas Just Rasmussen, COO, INTERSPORT Group Denmark Lee Haslett, Vice President - Product & Distribution, Virgin Holidays Stephen Mader, Consulting Director – Global eCommerce Strategy, Kantar Consulting (moderator)	12:10-13:00 PANEL P-O-P Stars – Evolving in-store communications and displays to drive sales Chris Gilroy, Head of Retail Marketing, B&Q Nat Kingswell, Head of Shopper Marketing, Grocery, Britvic Martin Smith, Strategy Director, Communis Martin Kingdon, Director General, POP AI UK and Ireland (moderator)	12:45-13:15 Creating a strategy for fit outs, refits and refurbishments	12:10-13:00 PANEL PSD2 and SCA – Getting to grips with the new European payment regulations David Song, Principal, EU Personal Finance Policy, UK Finance Daniel Lee, Group Product Owner, Payments, Kingfisher Mark McMurtrie, Director, Payments Consultancy (moderator)	12:10-13:00 PANEL Store to Door – Innovations and alternative solutions for improving last-mile deliveries Chris Greenwood, Chief Information Officer, Mamas and Papas Caroline Baldwin, Editor, Essential Retail (moderator)
12:50-13:35 Lunch	13:05-13:30 POP AI Awards shortlist announcement	13:15-13:55 Lunch	13:00-13:35 Lunch	13:00-13:35 Lunch
13:35-14:05 CEO ADDRESS/INTERVIEW Survival of the fittest – Adaptations for a new era of retail	13:35-14:05 Channel Guidance – Where to spend your marketing budget to get the best ROI	13:55-14:25 CASE STUDY Consumer Journeys that create brand meaning and a sense of place Greg Klingaman, Global Reserve Retail Director, Diageo	13:35-14:05 Mobile wallets and NFC – Offering secure, fast, and convenient payments	13:35-14:05 CASE STUDY Making data driven decisions – Utilising big data and AI to give customers what they want, where they want it
14:15-14:45 Meet your new customer – Millennials, Gen Z and beyond	14:15-14:45 Creating consistent omnichannel creative experiences Kevin McArthur, Head of Design/Creative Director, SmythsToys	14:35-15:05 CASE STUDY Creating the Google Curiosity Rooms Amy Brown, Head of Creative Strategy, EMEA, Google	14:15-14:45 The use of bank payments in retail environments	14:15-14:45 CASE STUDY More than just counting stock – Adopting RFID technology to increase omnichannel inventory accuracy, streamline processes and improve customer experience Bilyana Georgieva, Principal Delivery Manager, River Island Martin Speed, Safety & Loss Program Manager, River Island
14:55-15:25 Is Customer Experience the key ingredient for retail success? Andy Murray, Chief Customer Officer, Asda	14:55-15:25 Comparing online and offline shopper behaviours to enhance your Shoppers’ path to purchase		14:55-15:25 Securing the future of payments	14:55-15:25 Embracing technology to increase sales – How to make the most of all the digital channels available Mr Dan Houghton, Co-CEO, Chilango

		15:15-15:45 Measuring customer journeys and engagement in store – Creating a quantifiable retail experience		Nick Hucker, CEO, Preoday Joel Burgess, Founder and CEO, Nutrifix
15:35-16:25 PANEL Reimagining Retail – The changing role and importance of physical experiences for engaging consumers Gareth Pope, GM EMEA, lululemon athletica Jamie Dunning, General Manager, M&M’s Retail Group, a division of Mars Simone Sweeney, Vice President, Global Retail Development, The LEGO Group Diego Baronchelli, Vice President Direct To Consumers EMEA, Vans, a VF Company Jennifer Fruehauf, Co-Founder, The Retail Collective (moderator)	15:35-16:25 PANEL Harnessing data to drive personalisation, increase loyalty, and influence buying behaviour Laura Rosenberger, COO, Naked Wines Matthew Curry, Head of eCommerce, Lovehoney	15:55-16:25 PANEL New spaces and experiences for retailers – the role of shopping centres in the future of retail Kathryn Malloch, Head of Customer Experience, Hammerson Jennifer Acevedo, Editor-in-Chief, VMSD magazine (moderator)	15:35-16:25 PANEL Payments and purchasing disruptors – Cashing in on emerging payments opportunities Mark Beresford, Director - Head of Retailer Payments Practice, Edgar, Dunn & Company (moderator) Craig Champagne, Vice President, Business Development, FreedomPay	15:35-16:25 RetailEXPO GREAT DEBATE Will robots replace humans in retail? Karen Harris, Managing Director, IntuDigital Catherine Erdly, Co-Founder, The Retail Collective (moderator)
16:25-16:30 Chair’s closing remarks and end of day 1	16:25-16:30 Chair’s closing remarks and end of day 1	16:25-16:30 Chair’s closing remarks and end of day 1	16:25-16:30 Chair’s closing remarks and end of day 1 Mark McMurtrie, Director, Payments Consultancy	16:25-16:30 Chair’s closing remarks and end of day 1 Catherine Erdly, Co-Founder, The Retail Collective
16:30 Big Party				

Headline Stage	Marketing & Branding Stage	Store Design & Experience Stage	Payments Stage	Operations Stage
Day 2 Thursday 2 May 2019				
10:00-10:05 Chair's welcome	10:00-10:05 Chair's welcome	10:00-10:05 Chair's welcome	10:00-10:05 Chair's welcome Mark McMurtrie, Director, Payments Consultancy	10:00-10:05 Chair's welcome
10:10-10:40 Making the big decisions on investing in the future of retail	10:10-10:40 Putting the emotion back into (e)commerce Jo McClintock, Brand Director, Moonpig	10:10-10:40 CASE STUDY Online to offline and back again – Seamlessly combining physical stores and digital	10:10-10:40 CASE STUDY Sainsbury's Scan and Go Daniel Hills, Product Manager, Sainsbury's Group Digital	10:10-10:40 Technology Trends – What really moves the needle? Alex Sbardella, SVP Global Innovation, GDR Creative Intelligence
10:50-11:20 Disrupt or be disrupted Nickyl Raithatha, Managing Director, Moonpig	10:50-11:20 That's the way I like it – Tapping into the power of the Consumer Voice to increase sales and build brand loyalty Adrian Valeriano, Vice President, EMEA, Open Table	10:50-11:20 CASE STUDY Using digital screens to improve the customer experience and boost footfall, conversion and engagement Stephanie Platts, Creative Design Manager, ASDA George Dan Outram, Head of Digital Signage, Linney	10:50-11:20 CASE STUDY Leveraging Mobile Order Ahead to drive sales and loyalty	10:50-11:20 The future of retail learning and development – New innovations for training staff in the digital era Anthony Williams, Global Learning Design Manager, Costa Coffee
11:30-12:00 CASE STUDY Shutdowns and Turnarounds	11:30-12:00 Maintaining brand visibility and experience in a crowded market Chris Booth, Associate Creative Director, Lego Agency	11:30-12:00 From the windows to the walls - Creating show-stopping Visual Merchandising displays to attract, engage, inspire and influence customers Roya Sullivan, National Director, Window Presentation, Macy's, Inc.	11:30-12:00 POS in the clouds – Adopting Cloud tech for payments to enhance omnichannel experience and customer engagement	11:30-12:00 CASE STUDY How Halfords transformed their store visit process to support their store network more effectively Louise O'Keefe, Head of Retail Support, Halfords
12:10-13:00 PANEL The future of the High Street – Shaping a strategy to tackle the challenges and create opportunities Helen Dickinson, Chief Executive, British Retail Consortium Eric Reynolds, Founding Director, Urban Space Management Nick Johnson, Co-founder, Market Operations Ltd James, Lowman, Chief Executive, Association of Convenience Stores	12:10-13:00 PANEL eCommerce innovations powering the future course of brand-to-consumer interaction	12:10-13:00 PANEL Who did it best? - Trends and priorities in store design Caio Camargo, Director-partner, GS&UP Brazil Rebecca Saunders, Managing Director, Saunders Retail (moderator)	12:10-13:00 PANEL The in-store POS of the future Jeremy Dunderdale, Head of Business Solutions, TGI Fridays UK Mark McMurtrie, Director, Payments Consultancy (moderator)	12:10-13:00 PANEL How is tech procurement evolving and what are retailers looking for from supplier partnerships? Nigel Roy, Head of Procurement, Primark

Matthew Valentine, Editor, Retail Design World (moderator)				
13:00-13:40 Lunch	13:00-13:40 Lunch	13:05-13:35 The International VM Awards	13:00-13:40 Lunch	13:00-13:40 Lunch
13:40-14:10 Innovate or die! – Embracing digital transformation and innovation for Next Generation Retail Martin Wild, Chief Innovation Officer, MediaMarktSaturn Retail Group	13:40-14:00 Are we seeing the death of brand loyalty? – How to engage the fickle consumer	13:40-14:00 CASE STUDY Innovation vs luxury – Finding the balance	13:40-14:00 CASE STUDY Asia payments – Harnessing the purchasing power of this demographic	13:40-14:00 eCommerce innovation in the cloud Carl Phillips, Group Director of IT, AO.com Toby Knight, Manager, Solutions Architecture (Retail), Amazon Web Services
14:20-14:40 A cut above the rest – Business strategies for retail success	14:10-14:40 Making products come alive with video online and in-store Ken Daly, CEO, JML	14:10-14:40 Brand design strategy for diverse regions Natalia Baldizzoni, Senior Design & Construction Manager, KFC CEE (Central and Eastern Europe)	14:10-14:40 Cross-border eCommerce – Challenges and opportunities for retailers	14:10-14:40 Transforming the store with mobile data capture technology Simon Faerch, Head of Digital Product Innovation, Coop Danmark Samuel Mueller, CEO, Scandit AG
14:50-15:30 PANEL Leading the way to creating a sustainable retail business Tom Berry, Global Director Sustainable Business, Farfetch Peter Andrews, Head of Sustainability Policy, British Retail Consortium Caroline, Laurie, Head of Sustainability, Kingfisher Giorgina, Waltier, Sustainability Manager, UK & Ireland, H&M group	14:50-15:30 PANEL Subscriptions Predictions – Seizing the potential of subscription models to build long-term customer loyalty Sally Scott, Managing Director, Birchbox Jon Hulme, Co-Founder and Managing Director, Craft Gin Club Chris Lambert, Founder/Managing Director, ScrawlrBox	14:50-15:30 PANEL Utilising technology to improve the in-store experience Lesley Crowther, Vice President Consumer Engagement & Retail, The Estée Lauder Companies UK & Ireland Bal Bansal, Associate Director, Business Process & Technology, Coca-Cola European Partners Karen Bendell, Co-Founder, The Retail Collective (moderator)	14:50-15:40 PANEL Omnichannel payments – Connecting payments across channels to increase consumer interaction Mark Beresford, Director - Head of Retailer Payments Practice, Edgar, Dunn & Company	14:50-15:40 PANEL Transforming the retail supply chain to meet the consumer demands of today and tomorrow Stuart Hill, VP, Logistics, Farfetch Simon Leigh, Group Supply Chain Director, Whitbread PLC Alex Sbardella, SVP Global Innovation, GDR Creative Intelligence Mirvette Russo, Operations Director, Best Dressed Group (moderator)
15:40-16:00 FUTURE FOCUSED How will we live, work, play and shop in 2030?	15:40 Chair's closing remarks and end of show	15:40-16:00 CASE STUDY Dare to be different – Making waves in the athleisure retail market Nick Paulson Ellis, Director, The Sports Edit Chris Baker, Director, Design4Retail	15:40 Chair's closing remarks and end of show Mark McMurtrie, Director, Payments Consultancy	15:40 Chair's closing remarks and end of show
16:00 Chair's closing remarks and end of show		16:00 Chair's closing remarks and end of show		