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ONLINE RETAILER

Everybody's Opportunity

20-21 July 2022 | ICC Sydney

Agenda At A Glance

onlineretailer.com

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Track 2: Loyalty & Engagement
Track 3: Data Driven Marketing
Track 4: Strategic Supply Chain Management
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Track 6: Bricks and Clicks - the Future Store



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Emma Lewisham

Co-Founder, Lewisham Skincare



Kate Bailey

Head of Retail Research, CBRE



Mark Staton

Head of Store Design, Kmart Group



Tennealle O'Shannessy

CEO, Adore Beauty



Ben Pronk

MD, Mettle (Former SAS) Commander



Michael Gillespie

Group Chief Digital and Experience Officer (CDXO), Domino's



Angus McDonald

CEO, Barbeques Galore



Rocky Scopelliti

Futurologist



Anna Forster

Co-Founder & Chief Sustainability Nerd, The Purpose Agent



Jeff McLean

Exec. Director, CTO, COO, Grays Online



Bridget Gray
VP Asia Pacific
Technology, Korn Ferry



Julie Mathers
Founder, Flora & Fauna



Tarra van Amerongen
Head of Design - Jira
Platform, Atlassian



Priscilla Koukoui
Co-Founder, Women
NFT



Malin Gaertig
Head of Marketing,
Hello Molly



David Lynch
CDO, Minor DKL Food
Group



Yasmin Grigaliunas
CEO & Co-Founder,
World's Biggest Garage
Sale



Ryan Gracie
CMO, MyDeal.com.au


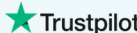


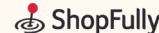







Damian Madden
Director of Consumer
Experience & Digital
Transformation



Samantha Law
Senior Digital Growth &
Innovation Manager, Aje

Speaker Profiles

MORNING PLENARY						
8:30am	Doors Open					
8:50 - 9:00am	Welcome from Event Director and Chairperson Matt Smith, Event Director, Online Retailer Matt Hopkins, Head of Editorial – Native and eCommerce, Pedestrian Group					
9:00 - 9:30am	From Growth to Loyalty Mariah Monaghan, Head of Marketing, Nespresso Australia Siannon Holloway, Owner, The Christmas Market Gary Starr, Executive General Manager, Customer and Commercial, Australia Post (Moderator)					
9:30 - 10:00am	CX-led Digital Transformation Michael Gillespie, Group Chief Digital and Experience Officer (CDXO), Domino's					
10:00- 10:30am	Afterpay Driving Innovation for Next-gen Retail Michael Saadat, VP, Global Regulatory Affairs, Afterpay					
10:30 - 11:00am	Morning Tea (Expo Floor)					
11:00 - 11:40am	CxO Retail Leader's Panel Julie Mathers, Founder, Flora & Fauna Rocky Scopelliti, Futurologist Ben Hare, COQ, Tinytyme		Sven Lindell, Chief Digital & Marketing Officer, Winning Group Tennealle O'Shannessy, CEO, Adore Beauty Paul Greenberg, Founder, NORA (Moderator)			
11:40 - 12:10pm	The Future of eCommerce Loni Stark, VP, Experience Manager and Commerce, Adobe (USA)					
12:10 - 12:55pm	Next-gen Retail Tech – Reimagining CX Gavin Watson, Industry Lead For Marketing & Creative, Monday.Com Nicholas Kirtley, Country Manager - Australia & New Zealand, Riskified Shane Lenton, Chief Information and Digital Officer, CUE		Kirsten Kore, Co-Founder, Designrnx Jo Baker, Director, RetailTech Capital Pty Ltd Matt Hopkins, Head of Editorial – Native and eCommerce, Pedestrian Group (Moderator)			
12:55 - 02:00pm	Lunch (Expo Floor)					
TRACKS	eCommerce Optimisation Track 1	Loyalty & Engagement Track 2	Data Driven Marketing Track 3	Strategic Supply Chain Management Track 4	CxO Connect Track 5	Bricks and Clicks – The Future Store Track 6
	Sponsored by: 	Sponsored by 	Sponsored by: 	Sponsored by: 		Sponsored by: 
2:00 - 2:30pm	Getting the Sale	Why Trust in Brand Matters	TransAct - How to Use Data and Technology to Double Your Online Retail Sales in Less than a Year	How to Make Shipping a Differentiator	Adapting to the New 'Normal'	Putting the Customer in the Driver's Seat
2:35 - 3:00pm	D2C and DN, Winning, and Keeping the Hearts of Their Customers	Building Customer Loyalty and Creating Lasting Bonds	What's in Your MarTech Stack	eCommerce Logistics in a Post-Covid World	Building Your Digital and Tech Capability - Winning the War for Talent in 2022	Retail 4.0: The Stores of the Future
3:05 - 3:30pm	Death of Cookies and What Every Marketer Needs to Know	When Shift Happens – Why Bonding is the New Branding	The Power of Personalisation in Driving Conversion and Engagement	Walk a Mile in the Customer Shoes	The Evolution of Best-in-class Digital Transformation	Creating a Social Experience
3:35 - 4:00pm	eCommerce Optimisation - Meet the Speakers	Loyalty & Engagement - Meet the Speakers	Data Driven Marketing - Meet the Speakers	Strategic Supply Chain Management - Meet the Speakers	CxO Connect - Leadership in a Digital Era - Meet the Speakers	Bricks and Clicks - The Future Store
4:00 - 4:20pm	Afternoon Tea (Expo Floor)					
AFTERNOON PLENARY						
4:20 - 5:00pm	Moving the Needle: Reimagining the Next Decade of Retail (Panel Discussion) Murdo Wallace, Director of Operations, APAC, Dotdigital Hannah Udina, Senior Partner Manager, Agency, ANZ, Shopify Athan Didaskalou, Co- Founder & Chief Brand Strategy Officer, July		Samantha Law, Senior Digital Growth & Innovation Manager, Aje Matt Hopkins, Head of Editorial - Native and eCommerce, Pedestrian Group (Moderator)			
5:00 - 5:30pm	Web 3.0 and the Metaverse – Hitching a Ride on the Next Big Thing Chris Smith, Founder and CEO, BIG Esports					
5:35pm	Day One Wrap-up And Close By Chair					

MORNING PLENARY					
8:50 - 8:55am	Welcome to Day Two Matt Smith, Event Director, Online Retailer Eugenie Kelly, Editor - Journalist - Creative Content Specialist, Former Editor in Chief Harper's Bazaar				
8:55 - 9:40am	Courage, Resilience and Finding Purpose Ben Pronk, Managing Partner, Mettle former SAS Commander and Author, Podcast Host and Adjunct Professor at UNSW Dr Jodie Lowinger, High Performance Mindset Coach and Author and Founder, The Anxiety Clinic, Mind Strength Method Sam Bloom, Author and 2 x World Para Surfing Champion Jeremy Meltzer, Founder & CEO, i=Change				
9:40 - 10:10am	Building an Australian Icon from the Boots Up Nathan Alexander, CTO, RM Williams Simone Busch, Customer Success & Strategy Director, Tryzens Marcella Larsen, Senior Director, Retail Advisor, Salesforce				
10:10- 10:40am	Retail Sector Outlook 2022 and Beyond Matthew Hassan, Senior Economist, Westpac				
10:40 - 11:10am	Morning Tea (Expo Floor)				
11:10 - 11:40am	Connecting to Customers with Uber Lucas Groeneveld, Regional GM (Retail) ANZ, Uber				
11:40 - 12:20pm	Rise of the Conscious Consumer – The Business Case for Sustainability Beth Glancey GM ANZ & Head of Partnerships, AirRobe Nik Robinson, Director, Good Citizens Yasmin Grigaliunas, CEO & Co-Founder, World's Biggest Garage Sale Emma Lewisham, Co-Founder, Lewisham Skincare (International New Zealand) Anna Forster, Co-founder and Chief Sustainability Nerd, The Purpose Agents (Moderator)				
12:20 - 12:50pm	Protecting Your Hard-earned Revenue Growth Tehani Legeay, General Manager - Identity, Fraud & AML, Equifax				
12:50-1:20pm	Marketplaces: For Today's Customer Centric, Growth Minded Brands Brad Austin, APAC VP, Marketplacer Mark Mansour, GM of Everyday Market, WooliesX Nimrod Ganon, Co-Founder and Head of Operations, KG Electronics				
1:20 - 2:00pm	Lunch (Expo Floor)				
2:00 - 2:40pm	The Rise, and Rise of Marketplaces Ryan Gracie, CMO, MyDeal.com.au Angus McDonald, CEO, Barbeques Galore Luke Amery, Co-Founder and CTO, Codisto Matt Wilkin, Head of Focus Category, eBay Dylan Bookless, CEO, MedCart (Moderator)				
TRACKS	Channel Optimisation Track 7	Best In-class CX Track 8	Business Transformation Track 9	Next-gen Retail Tech Track 10	Bricks and Clicks – The Future Store Track 11
	Sponsored by: 	Sponsored by: 	Sponsored by: 	Sponsored by: 	Sponsored by: 
2:50 - 3:20pm	Mastering the Omnichannel Customer Journey	Rewarding your Customers	Future-proofing Retail: How Businesses can Address Debtor and Cash Flow Issues and Drive Stronger Growth	Shopping Through a New Lens	Next-gen tech: Redefining In-store and Omnichannel Experiences
3:25 - 3:50pm	Why innovating CX should be Design-led	It's all about CEX!	Essential Components of a Business Turn Around: How to Scale with the Customer and Profit in Mind	NFTs and Digital Assets – Opportunities for Retailers	Creating Branded Experiences – Retail Design
3:50 - 4:25pm	Afternoon Tea (Expo Floor)				
4:25 - 4:50pm	Mapping the Roadmap to Phygital	Salvos Go Digital	Private Label – Why it's Crucial to Staving Off Amazon	Innovation by Design	Bricks and Clicks
4:50 - 5:15pm	Channel Optimisation - Meet the Speakers	Best In-Class CX - Meet the Speakers	Business Transformation - Meet the Speakers	Next-Gen Retail Tech - Meet the Speakers	Bricks and Clicks - The Future Store
AFTERNOON PLENARY					
5:15pm	Online Retailer 2022 End				
6:30pm - 11:00pm	Australia Post ORIAS 2022 Grand Ballroom				



Michael Gillespie

Group Chief Digital and Experience Officer (CDXO),
Domino's

DAY ONE: 9:30am - 10:00am

CX-led Digital Transformation

Domino's is one of Australia's most recognisable brands both locally and internationally. Domino's digital transformation is considered industry best-practice, and their response during the pandemic was driven by innovation, a focus on community and meeting the shifting needs of their customers during the pandemic. Hear from Michael Gillespie, Group Chief Digital and Experience Officer on their approach to customer service, as the benchmark for their transformation.

- Creating best in class CX the catalyst for innovation and tech adoption
- Putting people at the heart of digital transformation
- Meeting customer demand
- Championing CX focused solutions
- Customers at the core of Domino's innovation projects



Yasmin Grigaliunas

CEO & Co-Founder, World's Biggest Garage Sale,
Winner of the Australian Supply Chain & Logistics
Award 2022

DAY ONE: 3:05pm - 3:30pm

Walk a Mile in the Customer Shoes

Managing to attract customers is one thing for brands, but keeping them is another, what really sets brands apart is the ability to map the whole of the customer journey and deliver on the final and most important touch point, delivery. You can never beat

the customer, and success lies in meeting the challenges posed by the ever-increasing customer demands. What does 'Glocal innovation' mean? Real-time updates, lowering prices through using existing tech Uber, AirTasker, Door Dash, Deliveroo, robotisation, micro fulfilment, community, collaboration and more. Hear how circular economy retailer, The World's Biggest Garage Sale rose to the challenge of navigating what they call Surprise Chain™, and enabling a more circular Supply Chain, during the world's most challenging times. Learn how one small decision about the date of a retail rescue event, became a critical moment that mattered, which led ultimately to retail innovation with one of Australia's leading retailers, Officeworks.

- Forging last mile partnerships
- Insights into how WBGS overcame challenges posed by disruption of the last few years
- Building partnerships for supply chain management



Jeff McLean

Executive Director, CTO, COO,
Grays Online

DAY TWO: 3:05pm - 3:30pm

The Evolution of Best-in-class Digital Transformation

Grays eCommerce Group is Australia's largest specialist ecommerce company, Grays didn't have a grand plan from the outset. It grew organically and worked with some fairly rudimentary technology in the early days. Yet over time, it attributes keys to its success as staying very close to customers and their feedback but also, investing heavily in the warehousing, cataloguing and distribution elements of its supply chain both in-house and with strategic partners. Grays is a great example of an Australian success story that didn't spring from a driving vision of a digital future, nor a massive up-front investment but rather, an evolutionary path navigated by paying close attention to customers and having a cohesive board and management team that has been well advised by its shareholders and other key advisers and partners down the years.

- Getting all of business and board buy in
- Why a successful digital transformation starts with your customers
- Wins, feedback and lessons learnt



Priscilla Koukoui

Co-Founder, Power Women NFT

DAY TWO: 3:25pm-3:50pm

NFTs and Digital assets – Opportunities for Retailers

Will NFTs be the next-big think for retailers? NFTs has been around since 2014, however last year saw it become more mainstream and gained popularity. NFTs can be anything – art, memes, and even newspaper articles or tweets. NFTs cannot be exchanged with another digital asset – each NFT is entirely unique. Each NFT that is sold has no equivalent, and blockchain technology is used to establish sole ownership and digital provenance. These digital assets can be resold on specialised online marketplaces, making them a lucrative investment opportunity. In the world of NFTs, anything can be monetised and sold, which is wherein lies the opportunity for retailers. Brands like Adidas, Nike, Dolce & Gabbana are all creating NFT collections and getting in early on the lucrative market potential it avails.

- NFT growth from 2021 and into the future – forecasted to be \$240 billion industry
- NFTs for retailers could offer brands a lucrative opportunity
- A window into the world of collective NFTs
- NFTs for retailers is promising – it could prove to be a major retail innovation in the next five to ten years.



Mark Staton

Head of Store Design, Kmart Group

DAY TWO: 3:25pm-3:50pm

Creating Branded Experiences – Retail Design

Creating in-store experiences for customer engagement is crucial for brands – digital initiatives both online and off is key to ensuring customers can find what they want, where they want and how they want it.

- What's in a store? Curating in-store CX
- Creating meaningful experiences – design matters
- Communicating the brand – the role of graphics / visual merchandising
- Visual economics – how to measure impact
- Connecting the dots with Tech, design, and placement

Track 1: Ecommerce Optimisation

Chair To be Announced



2:00pm -
2:30pm

Getting the Sale

Harry Sanders, Founder and Director, StudioHawk

Studies have shown that over seventy percent of customers think they can get a better deal online. Online revenue for retailers completely broke records in the last two years, and the imperative for an optimised platform was shown to be crucial for retailers to ensure their conversion rate is achieved by optimising online experience and winning the customer. Hear from Studio Hawk's founder Harry Sanders how to best optimise your platform.

- SEO matters, here's why
- Rules for optimising your digital presence
- SEO = bottom line, measuring SEO spend and ROI

2:35pm -
3:00pm

D2C and DN, Winning, and Keeping the Hearts of Their Customers

Tim O'Neill, Co-Founder and CEO, Summon

Carina Anderson, Head of Strategic Partnerships & Optimisation, Naked Wines

Direct-2-customer and (D2C), and Digitally Native Vertical Brands (DNVB) commercialise their offering primarily via eCommerce. They combine high tech designs, hyper-personalisation, made easy online and delivered frictionlessly.

- Why a hyper focused approach wins customers
- What's in a brand? For us, everything
- End-to-end CX from start to finish begins and ends with the customer
- Out of the box marketing, why it's not just about product but a story, and a journey
- Measuring ecomm metrics and KPIs, to ensure increased user engagement business ethics.

3:05pm -
3:30pm

Death of Cookies and What Every Marketer Needs to Know

Malin Gaertig, Head of Marketing, Hello Molly

Mark Baartse, CMO Consultant (former CMO Showpo)

With Google dropping 3rd party cookies next year, Apple's iOS14.5 changes, and forthcoming Australia privacy legislation, the future of data driven marketing is undergoing some massive changes. We'll look at what we can do to prepare now and prepare for the future.

- Assessing your risk and exposure
- What current technologies are in the market to help brands transition?
- How do retailers adapt?
- What skills are needed in the post cookie world?

Track 2: Loyalty & Engagement

Chair To be Announced



2:00pm -
2:30pm

Why Trust in Brand Matters

Cameron Buckley, Regional Director APAC, Trustpilot

Ashley Doran, Marketing Manager, aussieBum

Stephanie Gillies, Head of Marketing & Communications, APAC, Trustpilot

Digital first customers have zero qualms in calling out bad experiences, as they are in applauding the good, and the great. At a time of heightened competition, and a mass shift to online shopping, retailers need an edge when trying to engage with customers and build trust. Retailers need to go back to basics and realise social proof is everything.

- Building your brand, one review at a time
- Why reviews are a crucial part of our VoC strategy
- How to harness reviews to convert more customers and build loyalty

2:35pm -
3:00pm

Building Customer Loyalty and Creating Lasting Bonds

John Barkle, former Head of Brand and Loyalty, MyDeal

MyDeal is one of the leading marketplaces in Australia, with thousands of customers shopping on MyDeal, what is the secret behind their ongoing success? Online marketplaces sell the same brands, without product differentiation the key to MyDeal leading the customer retention charge is their commitment to CX – creating CX loyalty, and an emotional bond – if prices and brand are the same then experience matters.

- How to create an emotional bond with the brands/creating brand resonance
- Why customer loyalty programs are only a segment – and ties into ultimate goal of customer retention
- Creating end to end experiences for the customer

3:05pm -
3:30pm

When Shift Happens - Why Bonding is the New Branding

Damian Madden, Director of Consumer Experience & Digital Transformation, Pernod Ricard

Moving away from being brand driven to CX-led and creating with customers rather than for them will soon become key for growth and success. Neuroscience tells us that we as humans are hardwired to connect, and bonding works with human psychology to attract higher quality customers more efficiently and powerfully than branding. Consumer experience must be a priority and a move away from branding to bonding, is needed to meet customer expectations and deliver an exceptional experience, an experience that can then be commercialised by your business.

- Finding your passion. The secret ingredient to customer bonding.
- Creating systems and processes that put the customer first, truly.
- Why revenue isn't the figure it used to be.

Track 3: Data Driven Marketing

Kate Gamble, Chief Customer Officer,
Resolution Digital



2:00pm -
2:30pm

TransAct - How to Use Data and Technology to Double Your Online Retail Sales in Less than a Year

Mo Heidari Far, Chief Product Officer, Resolution Digital
Gavin McColl, Head of Experience & eCommerce, Resolution Digital

- Key levers available to increase your online sales without reliance on advertising and media
- How to get your retail media (co-funded or self-funded) to work harder for you

2:35pm -
3:00pm

What's in Your MarTech Stack

Stephen Kyefulumya, GM Media, Growth and Innovation, carsales.com.au

In era of choice, noise and disruption brands using data purposefully are better positioned to circumnavigate disrupters, distracters and focus solely on their customer. Deep dive into the importance of investing in a powerful customer data platform for actionable insights, understand what's involved in choosing a marketing platform that works for you and getting your MarTech stack right.

- Why a unified CDP is key for creating next-gen CX
- Getting a single customer view right and here's what works
- Leveraging the right data for maximum impact
- CDP as crucial to brands being able to adapt to ever-changing privacy legislation

3:05pm -
3:30pm

The Power of Personalisation in Driving Conversion and Engagement

Tim Harrison, Brand Manager, RedBalloon

With a digital first strategy where mobile usage has never been more important this session will show the importance of combining personalisation, data, mobile and technology to build customer loyalty. Delivering a true omnichannel experience in a 'new normal environment' requires out of the box thinking to integrate and collaborate across social, media, personalisation all with a data-led approach.

- The power of personalisation in a world of clutter
- A powerful media content and data strategy to drive sales
- A real omni-channel experience creating profitable outcomes

Track 4: Strategic Supply Chain Management

David Boyer, Country Manager, ANZ,
ShipStation



2:00pm -
2:30pm

How to Make Shipping a Differentiator

David Boyer, Country Manager, ANZ, ShipStation
JP Tucker, Founder & Director, HelloDrinks Liquor Marketplace
Michelle Agudelo, Enterprise Account Executive, Shopify AU/NZ

Online shopping scaled heights during the pandemic with lockdowns and uncertainty driving millions of Australians to buy online. With a markable shift to from just a year prior drove retailers online, they had to adopt, rethink, and innovate across every single touch point with last mile being the crucial link, in the final customer touch point.

- Customer driven last-mile innovation
- Where we were, and where are we heading
- Is the future of delivery 15 minutes and under?

2:35pm -
3:00pm

eCommerce Logistics in a Post-covid World

Jethro Marks, Co-Founder and CEO, The Nile Group

As supply chains recover from the impact of COVID-19, a sudden acceleration of interest in digitalization and automation is expected, as firms increasingly look towards digital technologies as sources of innovation in the wake of an extreme disruption. Supply chain – what does efficient online fulfillment look like? Warehousing + challenges faced by those in the multi-channel space.

- IoT for supply chain optimisation
- Big data simplifying supply chain and logistics
- Why being digitally ready matters
- Building an intelligent supply chain

3:05pm -
3:30pm

Walk a Mile in the Customer Shoes

Yasmin Grigaliunas, CEO & Co-Founder, World's Biggest Garage Sale, Winner of the Australian Supply Chain & Logistics Award 2022

Managing to attract customers is one thing for brands, but keeping them is another, what really sets brands apart is the ability to map the whole of the customer journey and deliver on the final and most important touch point, delivery. You can never beat the customer, and success lies in meeting the challenges posed by the ever-increasing customer demands moment that mattered, which led ultimately to retail innovation with one of Australia's leading retailers, Officeworks.

- Forging last mile partnerships
- Insights into how WBGS overcame challenges posed by disruption of the last few years
- Building partnerships for supply chain management

Track 5: CXo Connect

Chair To be Announced

2:00pm -
2:30pm

Adapting to the New 'Normal'

Dan Ferguson, CMO, Adore Beauty

COVID-19 changed the game for retailers globally. The C-Suite had to step up and make high stake decisions, with the health crisis snapping at their heel's retailers had to pivot, invent, and innovate. From the pandemic boom to what retailers can now expect hear from Dan Ferguson as he navigates what's in store for online.

- Have customers fallen out of love with shopping online?
- Digital is everything online, offline how to remain relevant and be seen
- Agility matters, moving with changing consumer behaviours to grow and succeed

2:35pm -
3:00pm

Building Your Digital and Tech Capability - Winning the War for Talent in 2022

Bridget Gray, VP Asia Pacific Technology, Korn Ferry

Building your capability strategy in 2022 – unprecedented talent market conditions demand all leaders to think differently. The future of work is now, how do you navigate talent to build out capability. The world has shifted in the last few years, as a result we need to completely rethink we go to market for talent, their experience with you through the candidate process and employee onboarding and engagement.

- Finding the right talent, and how to engage, invest in and retain them
- Reward and balance, employers must walk the fine line
- How to build attachment with employees – Culture looks different but is still king!
- Creativity in the recruitment process – identifying purpose
- Future skills 2022 and beyond

3:05pm -
3:30pm

The Evolution of Best-in-class Digital Transformation

Jeff McLean, Executive Director, CTO, COO, Grays Online

Grays eCommerce Group is Australia's largest specialist ecommerce company, Grays didn't have a grand plan from the outset. Yet over time, it attributes keys to its success as staying very close to customers and their feedback but also, investing heavily in the warehousing, cataloguing and distribution elements of its supply chain both in-house and with strategic partners. Grays is a great example of an Australian success story that didn't spring from a driving vision of a digital future.

- Getting all of business and board buy in
- Why a successful digital transformation starts with your customers
- Wins, feedback and lessons learnt

Track 6: Bricks & Clicks - The Future Store

Chair To be Announced



2:00pm -
2:30pm

Reinventing Drive to Store Worldwide

Stefano Portu, CEO, ShopFully

Retail is one of the largest industries in the world and, despite e-commerce growth, retail remains largely an offline business. This is the reason why retail #1 priority should be Drive to Store.

In this keynote, ShopFully, the leading tech company in Drive to Store that connects millions of shoppers with the stores around them, will talk about the new digital Drive to Store ecosystem and which are the 3 key steps retailers should follow for a successful transition to this new ecosystem.

2:25pm -
2:55pm

Retail 4.0: The Stores of the Future

Kate Bailey, Director, Head of Retail Research, CBRE

Customers are driving the changes within the physical retail space – with the mass-scale adoption of online purchasing, retailers are now having to create in person experiences, no longer is 'just' being a store okay. The three overarching trends and predictions for retail in Australia is predicted to be:

- A focus on sustainability – green products, retailers, and practices
- Tech-led in-store CX
- Convenience, convenience, convenience – a demand for efficient retail operations for individualised customer needs

3:05pm -
3:30pm

Creating a Social Experience

Athan Didaskalou, Co- Founder & Chief Brand Strategy Officer, July
Peter Knock, Non- Executive Director and Specialist Advisor

Experiential stores give customers a chance to engage with the brand physically. Experiential retail allows for out-of-the-box customer engagement improving brand image and bridging the gap between the company and the customer. In unprecedented times for the retail market, the challenge is for brands to find the happy medium between online retail and traditional storefront retail.

- Retailtainment – finding the in the mid-point between online and offline
- Using digital technologies to wow your customers
- Steps to creating social media worthy content

3:35 - 4:00pm

Join the track's concluding session where all the speakers will discuss and comment on the key insights in a panel-based, interactive Q & A format. If you missed any of the earlier track presentations, this is an ideal opportunity to catch up through a concentrated deep dive into the heart of the topic.

Track 1: eCommerce Optimisation

Ecommerce excellence is crucial for ensuring a seamless customer experience. Simplify and democratise online experience to get maximise ROI and customer retention.

- SEO optimisation
- Segmentation works, deliver on online personalisation
- Measuring conversion
- Letting no basket go unchecked
- Leverage CDP (customer data platforms) get accurate customer data to pick the right channel/s to engage
- Data privacy law changes – will loyalty programs, enhanced subscriptions be the answer?

Track 2: Loyalty & Engagement

What's love got to do with it? Everything! How to get your customers to fall in love with your brand and keep them coming back for more.

- Word of mouth keeps brands honest
- Loyalty and retention strategies that work
- Loyalty and engagement done well is the key creating out-of-the-box CX

Track 3: Data Driven Marketing

How well do you know your customer? Data is the holy grail in getting to know them, and an integrated data strategy is crucial to achieving that.

- Real-time insights matter when you have an engaged customer, but what can get them to checkout?
- Data-led marketing, how to get it right
- Personalise and localise with behavioural data
- Creating a data-first culture

Track 4: Strategic Supply Chain Management

The elephant in the room, last mile delivery! It's crucial in a digital world it's the final frontier and it's the most important!

- From distribution to delivery – getting it right
- Why keeping the customer in the loop until final delivery is crucial for CX
- The Iconic effect and global trends what's next?

Track 5: CxO Connect - Leadership in a Digital Era

The mantra disrupt or be disrupted has never before been more relevant, in precarious and fragile times the best way for businesses to ensure continuity and resilience is through digital transformation. 2020, 2021 has seen unprecedented transformation in digital, with businesses accelerating and innovating their digital capabilities to navigate the black swan of this era.

- How has Covid 19 exposed business fragility, insights on those who fell and those who flew
- Accelerating digital transformation – what is the starting point
- Why building digital resilience matters
- Mindset the most crucial factor for delivering success
- The people factor for transformation, why it's the most important for success
- Is the role of the traditional CMO nearing its end? The growing importance of the Chief Customer Officer

Track 6 - Bricks & Clicks: The Future Store

Creating personalised engagement with your customers, online- offline and across channels is crucial to brand success. Brands, to thrive need a streamline, whole of business approach for engaging with customers. Online and stores have completely changed, it used to be stores were typically more experiential NOW it's online experience and store is more efficient. From browsing to purchase to delivery – it's all about experience. How can you create a seamless experience for the customer across personalised marketing, the physical store, the digital experience, and the payment options, all of it driven by a strong coherent brand.

- Key learnings from pandemic aftermath
- The imperative to adapt as customer expectations evolve
- Why store transformation is imperative for O2O
- The role of technology in taking retail 'phygital'
- How to inspire and influence your customers

Track 7: Channel Optimisation

Chair To be Announced



2:50pm -
3:20pm

Mastering the Omnichannel Customer Journey

Kiara Pecenko, Head of Marketing, Aquila
Stacey Young, GM of Digital and CX, Aquila
Kate Murphy, Head of Retail, Lexar

In today's retail landscape, with so many alternative brands to choose from, how can you make sure your customers choose yours time and time again? Your customers want flawless experiences. But fragmented data creates fragmented customer experiences.

Learn to:

- Gain a better understanding of omnichannel customer behavior
- Improve the end-to-end customer experience, from in-store to eCommerce and everything in between.
- Implement a best-in-class tech stack to gain insights that lead to personalisation and subsequently growth

3:25pm -
3:50pm

Why Innovating CX should be Design-led

Mike Fowler, Founder and Director, 1hour.com.au

Understanding brand awareness using a CX lens, why taking a design led approach to CX and curating the stages of the customer journey from awareness to engagement to purchase. Hear why taking a design-led approach to mapping the customer journey is crucial for creating the brand experiences.

- Creating greater brand resonance with a CX -led design approach
- CX = BX and its crucial to get it right
- Good design helps convey brand message – how to get it right
- Online experience from first click to shut down, how good design makes it memorable

Afternoon
Tea
3:50pm -
4:25pm

4:25pm -
4:50pm

Mapping the Roadmap to Phygital

David Lynch, Chief Digital Officer, Minor DKL Food Group

When the stalwarts of coffee royalty realised the writing on the wall in the wake of the Covid disruption they decided to shift gears and emerged with a fresh new future vision. Minor DKL Food Group (Coffee Club, Coffee Hit, Veneziano), accelerated their digital transformation. Hear from DLK CDO, David Lynch on how they are giving franchises choices for retailing instore, or online – powered by tech, with a focus on how to accelerate their omni-channels and create an out of the box experience for the brand with their customers.

- Revitalising the DKL website, brand and ecommerce, and create stronger presence
- The absolute necessity of channel investment
- Agile optimisation > innovation, adaption and building platforms for the future

Track 8: Best in-class CX

Chair To be Announced



2:50pm -
3:20pm

Rewarding your Customers

Laura Bell, Head of UX, Cashrewards
Damien Senanayake, Global E-commerce Manager, T2
Tyler Wilchek, Director of Marketing & CX, BoozeBud
Sally Marsden, Head of B2B Marketing, Cashrewards (Moderator)

Customers are savvier than ever before and demand value and bang for their buck. Riding the wave of consumer mega-trends: appetite for personalisation, and shift from spend to save, how is the opportunity for brands to reward, and give back to their customer, leading to growth and future sales.

- What brands are saying/seeing with customer behaviour
- Personalised interactions with incentivised cash rewards a win/win outcome
- CSR matters and brands need to care

3:25pm -
3:50pm

It's All About CEX!

Jason S. Bradshaw, Partner, Bradshaw, Koh & Co

A culture driven by cultivating employee experience (EX) and customer experience (CX) creates positive experiences for your customers and employees, win their loyalty, and maximise your profits in the process. Leading global expert, former Director CX & Marketing at Volkswagen and author of It's All About CEX presents on the toolkit needed for EX and CX excellence.

- Identifying and focusing on your customers stated and unstated desires
- Building trust amongst your stakeholders to drive shared, successful outcomes
- Understanding what convenience truly means to your customers and how you can effectively meet their needs
- Staying 1% ahead of the curve: discovering new opportunities for success

Afternoon
Tea
3:50pm -
4:25pm

4:25pm -
4:50pm

Salvos Go Digital

Lucas Ferrier, eCommerce Manager, The Salvation Army

Salvos Stores online growth continues with hundreds of op shops across Australia now selling thousands of items every week online, supporting their mission to create "change for tomorrow".

- CX at the core of online strategy giving customer the option to both buy and donate online
- Giving the national store network of 350-stores a branded platform to sell on
- Developing partnerships with marketplaces and retailers
- Getting clear on their brand and unique value proposition to provide a best-in-class experience across all touch points

Track 9: Business Transformation

Chair To be Announced



2:50pm -
3:20pm

Future-proofing Retail: How Businesses can Address Debtor and Cash Flow Issues and Drive Stronger Growth

Adrian Floate, Managing Director, Spenda

For any business that's processing hundreds of invoices every month, the resources required to manage payments grow quickly, especially when ageing receivables become a problem.

This presentation will discuss how business can:

- Reduce supply chain friction by transforming payment processes with digital technology
- Take advantage of automated solutions to simplify and streamline their invoice processes - and get paid faster
- Utilise integrated technologies to deliver a better online checkout experience
- Use flexible payment options across the retail supply chain to boost cash flow and

3:25pm -
3:50pm

Essential Components of a Business Turn Around: How to Scale with the Customer and Profit in Mind

Travis Wright, CEO, Tigerlily

Paul Waddy, Paul Waddy Advisory, Ecom Nation, and author of Shopify for Dummies

The last few years has seen a shift in Essential fortune and affected the bottom-line for retailers globally. A call to action for traditional retailers, meant that pure players not only had competition from their eCommerce counterparts but also had to circumnavigate a new strategy for growth or to rejig their scale strategies to make a profit, stay ahead of product marketing/innovation, and engagement trends.

- Scaling vs. growth understanding your market positioning
- The Essential Components of a Business Turn Around
- How to Focus Funding / Cash Flow without short-changing your brand/product value
- The North Star Strategy

Afternoon
Tea
3:50pm -
4:25pm

4:25pm -
4:50pm

Private Label – Why it's Crucial to Staving Off Amazon

Jay Bonaretti, CEO, Amino Z

High-quality private labels can gain devoted following and become a powerful driver of customer loyalty, it allows to differentiate brands from competitors, and the big power houses like Amazon. How to identify and create bespoke, quality offerings and gain a competitive advantage against other major marketplace brands.

- Brand vs. private label
- Profitability brand vs. private label
- Private label as a powerful driver of customer loyalty

Track 10: Next-gen Retail Tech

Chair To be Announced



2:50pm -
3:20pm

Shopping Through a New Lens

Daniel Kuziow, eCommerce Client Partner, Snap Inc

By 2025, nearly 75% of the global population and almost all people who use social/communication apps will be frequent augmented reality users. From discovery to advocacy, augmented reality can play a role across the customer shopping journey and can help brands tackle their business goals.

Join Snapchat to hear about the latest developments around how businesses have been using this technology to amplify their brand, increase purchase conversion and minimize returns.

3:25pm -
3:50pm

NFTs and Digital Assets – Opportunities for Retailers

Priscilla Koukoui, Co-Founder, Power Women NFT

Will NFTs be the next-big thing for retailers? NFTs has been around since 2014, however last year saw it become more mainstream and gained popularity. Each NFT that is sold has no equivalent, and blockchain technology is used to establish sole ownership and digital provenance. These digital assets can be resold on specialised online marketplaces, making them a lucrative investment opportunity. In the world of NFTs, anything can be monetised and sold, which is wherein lies the opportunity for retailers. Brands like Adidas, Nike, Dolce & Gabbana are all creating NFT collections and getting in early on the lucrative market potential it avails.

- NFT growth from 2021 and into the future – forecasted to be \$240 billion industry
- NFTs for retailers could offer brands a lucrative opportunity
- NFTs for retailers is promising - it could prove to be a major retail innovation in the next five to ten years.

Afternoon
Tea
3:50pm -
4:25pm

4:25pm -
4:50pm

Innovation by Design

Tarra van Amerongen, Lecturer, Innovation by Design, UTS Business School

Design-led thinking is critical for successful digital, technology and product project roll out. Innovation needs to have a design-led thinking approach to allow people, teams and organisations to have a human-centred perspective and driven by technology and science. Design and organisation leader Tarra delves into organisational design/how to do it; how do you get buy in; why is it important; how can it be done.

- CX-led design
- Innovation is everyone's job, creating agile ways of working
- Design thinking – to solve new problems

Track 11: Bricks & Clicks - The Future Store

Chair To be Announced

SCANDIT

2:50pm -
3:20pm

Next-gen Technology: Redefining In-store and Omnichannel Experiences

Brian Cook, Regional Manager ANZ, Scandit

Smart retail matters. In an age of customer-driven, technology-led change, understanding the various technologies, how they transform operations and in-store experiences, makes a difference.

Reboot retail by leveraging automation and smart data capture technology to enable blended omnichannel experiences, including click & collect, in-store order fulfillment and ship-from-store. Explore how to empower store associates to do it all with one smart device and elevate customer experiences and outcomes with augmented reality vouchers or cashierless checkouts.

- Learn about tech trends, from the new store experiences to the future of dark stores and rise in flexible fulfillment
- See use cases for new and emerging retail technology
- Hear real examples of technology in action
- Gain insights into digital transformation best practice

3:25pm -
3:50pm

Creating Branded Experiences – Retail Design

Mark Staton, Head of Store Design, Kmart Group

Creating in-store experiences for customer engagement is crucial for brands – digital initiatives both online and off is key to ensuring customers can find what they want, where they want and how they want it.

- What's in a store? Curating in-store CX
- Creating meaningful experiences – design matters
- Communicating the brand – the role of graphics / visual merchandising
- Visual economics – how to measure impact
- Connecting the dots with Tech, design, and placement

Afternoon
Tea

3:50pm -
4:25pm

Clicks and Bricks

James Patten, CEO, Crooze Electric

- Why online didn't kill bricks and mortar
- Your rent and your accusation model
- Sell to most of your addressable market

4:25pm -
4:50pm



“Good mix of established companies and developing startups means that businesses of all types and sizes, regardless of their target market, can engage with prospects.”

- First

4:50 - 5:15pm

Join the track's concluding session where all the speakers will discuss and comment on the key insights in a panel-based, interactive Q & A format. If you missed any of the earlier track presentations, this is an ideal opportunity to catch up through a concentrated deep dive into the heart of the topic.

Track 7: Channel Optimisation

Customers today are savvy, selective, social, well-informed, and interact with brands across multiple channels. There's an inherent expectation for brands to deliver on experience across all channels on price, service, and experience, brands who fail to deliver are called out swiftly and publicly.

- Improving consumer experience to drive high-value engagement
- Winning customer hearts and increase loyalty
- Measuring conversion
- Letting no basket go unchecked

Track 8: Best In-class CX

CX 3.0, the future is delivering experiences, brands need to cut through the noise, engage the customer and deliver. Brands need to evolve, and the evolution needs to solely place the customer in the centre.

- CX 3.0 what does the future of CX look like
- Measuring customer sentiment
- The CX roadmap 2022 and beyond

Track 9: Business Transformation

Business transformation is fundamental for retailers to stay relevant, connect and make profit. As seen by the lby the last two years, disruption can occur in any form, and disruption readiness is crucial for survival. How can businesses compete more effectively, efficiently and pivot when needed?

- Digitalisation of everything that's the answer
- Finding the right fit people, and culture to drive innovation
- Reinventing the wheel or perfecting it?

Track 10: Next-gen Retail Tech

Retail technology needs to meet the needs of retailers now and into the future, solutions need to be innovative, easy to integrate and be user centric. Brands need to consider the plethora of design and emerging tech tools needed to create UX, SD, DM, DS, PM to deliver hyper targeted, hyper personalised CX.

- It's not about technology for technologies sake
- Digital transformation – get the EX and CX in the driver's seat
- Creating digitalisation across all touch points = best in class UX

Track 11 - Bricks & Clicks: The Future Store

The changing face of in-store experience – traditional retailers are undergoing a transformation, rethinking the role of its stores and online in the delivery of an integrated omnichannel experience. The integration of these digital and physical environments is central to the creation of a rich customer experience for the brand.

- Evolving the in-store experience
- Integrating the online and offline experience
- Measuring in-store/online transformation outcomes

“We got leads, good quality attendees that were interested to research and engage our services.”

- Matter Design

B2B Leaders

Join us at our NEW B2B focused conference track this 20-21 July, dedicated to helping you navigate the unique challenge faced by B2B online retailers to embrace digital technology, and open up new online channels for growth and business transformation.



Brett Sinclair

Founder & Director, B2B
eCommerce Association

Brett is the founder and director of the B2B eCommerce Association and has been in the industry for over 12 years. He has worked across the entire ecosystem of digital commerce and owned every aspect of the eCommerce business operation. Brett is passionate about connecting, educating and enhancing the professional careers of the association members.



Darren Gunton

General Manager Marketing
& eCommerce, Total Tools

Darren Gunton is a passionate and successful retail marketer with over 30 years of marketing experience. He has worked for some of Australia's biggest brands in a variety of industries including homewares, beauty, pharmacy, gambling and hardware.

Passionate about turning customers into fans, by enhancing the customer value proposition of brands. Darren has successfully driven change in a number of organisations through agile marketing, innovation, an omni-channel approach, and a strong understanding of the customer.



FORRESTER®

Daryl Wright

Principal Analyst, Demand &
ABM Strategies, Forrester

Daryl has worked in regional and global B2B Marketing leadership roles across technology and professional and financial services organizations for the past 25 years. He has a broad range of marketing expertise across marketing strategy, demand generation, digital and eCommerce, portfolio marketing, and marketing operations. Daryl has a particular interest in the marketing of enterprise software, fintech, and professional and financial services products and businesses. His primary focus is demand and account-based marketing (ABM) research & advisory.

Prior to Forrester, Daryl worked at LexisNexis Pacific, leading marketing for the region, including eCommerce channels. Daryl also worked at Deloitte, supporting technology and financial services segment marketing, Deloitte Digital marketing, and client engagements. In the UK, Daryl was Head of Institutional Marketing at Legal & General Investment Management, successfully launching several offerings to market. At Thomson Reuters he led information and technology marketing for Investment Management markets.

Speaker Profiles

8:55am -
10:15am

Morning Plenary Keynotes

10:30am -
11:00am

Morning Tea

11:00am -
11:10am

B2B: Day One Opening Address

Chair: **David Campbell**, Commercial Sales Manager & Retail Marketing Consultant, Barbeques Galore

11:10am -
11:40am

Winning with Digital Transformation Strategies for B2B

Jeremy Carter, CEO and Founder, Rapport Leadership Australia

B2B customers are following retail customers in demanding an intuitive, flexible and enjoyable user experience. Learn how your B2B organisation can successfully deliver digital transformation by putting customer needs first. How can leadership get buy in to support a whole of organisation transformation.

- What is digital transformation anyway?
- Innovating at scale for B2B, purpose first
- Leadership's role in building a culture that embraces innovation
- Understanding mindsets and overcoming resistance
- Identifying your tech stack
- Developing a CX-first transformation strategy
- Alternative channels for engagement with your customers
- Building a roadmap and driving the transformation process

11:40am -
12:10pm

Legacy Digital Transformation - The Good, the Bad & the Ugly of an Organisation on the Journey of Change

Wayne Armstrong, Head of Digital Channels, PlaceMakers (New Zealand)

As organisations are committing to digital at scale, strategies and consultant fees abound. Yet, what distinguishes an organisation with good intentions from one that can successfully execute pivotal change?

You'll take away:

- Tangible metrics to measure the progress of change
- Key personal mindsets, organisational capabilities and customer experience principles to look out for as the enablers of change
- Recognise the differences between transformation strategy and execution
- Lessons and practical tips to help you accelerate your organisations' transformation journey

12:10pm -
12:50pm

CxO Panel: The Future is Digital

James Bates, Executive Director, NSW Department of Customer Service
Jason Levin, Chief Ergonomic Officer, JasonL
Claire Madden, Social Researcher, Hello Clarity
David Campbell, Commercial Sales Manager & Retail Marketing Consultant, Barbeques Galore (Moderator)

Selling and customer engagement in B2B demands a higher degree of personalisation, and engagement. In pre-pandemic times, enterprises struggled with leakage, with outdated sales engagement and channels – post-covid showed that digital is no longer an option however an absolute imperative. In an ever-changing world where should the CEO's attention be focused.

- Why CX centric marketing matters – a CEOs take
- Getting the talent right
- Covid recovery roadmap
- Digital innovation a necessity
- Using behavioural for product design and CX engagement

12:55pm -
2:00pm

Lunch

2:00pm -
2:30pm

Digital NSW – One customer experience

James Bates, Executive Director, NSW Department of Customer Service

A successful digital transformation puts people first and last. Customers and employees are the key to successful digital transformation. Equal if not more attention needs to be devoted to people and process then technology selection.

By putting people first digital transformations has more success. Every transformation project must begin by understanding customers' needs, and no transformation project can be completed until the challenges of employee learning, development and motivation are addressed. Success lies in achieving ever-increasing levels of customer-centricity, in which employees learn from customers every step of the way, and customers recognise that the company is increasingly attentive to their needs. Hear from James Bates, Acting Executive Director, on the talent roadmap taken to deliver on digital capabilities at Department of Customer Service.

- People first culture matters especially when undergoing an all of organisation digital transformation
- Taking the team on the journey to digital
- Insight into the whole-of-government CX survey to map-out omni-channel delivery transformation
- Speed of delivery – agility and talent = getting capability for digital transformation right

2:35pm -
3:00pm

Growing Your Digital Profile as B2B

Urvin Seeburuth, Head of Marketing, Pacvac

Pacvac's journey from being exclusively a manufacturer of commercial vacuum cleaners into becoming known as the market-leading brand of backpack vacuum cleaners was led by their move to deliver digital engagement to their end users, local and international distributors. By offering an eCommerce option allowed Pacvac to properly represent the brand by: - offering consistent availability of machines, accessories, and spare parts and create an increase in demand for the brand. From launching a new website, which caters to small business owners, retail and hospitality owners, and larger cleaning companies, transport services and building service contractors. The website also caters for a class of distributors who have their own pricing and product agreement. Launching the new online store enabled Pacvac to leverage new marketing strategies, collect customer reviews, and further cement their vision of becoming the leader in backpack vacuum cleaners. The growth experienced by the brand allowed Pacvac to increase sales for both the online store and distributors alike.

- Key steps on how map out the long-term digital journey
- Selecting the right platform that can help you grow
- CRM system to track both online to offline sales
- Providing a B2Cesque experience for B2B customers

3:05pm -
3:30pm

Opening the Aperture on B2B Commerce Experiences (Fireside Chat)

Loni Stark, VP, Experience Manager and Commerce, Adobe
Paul Meischke, Group General Manager, J.L.Lennard

Making B2B accessible to the digitally savvy customer is essential for growth. During the pandemic, providing both online and offline offerings was crucial. Retailers needed to pivot and innovate quickly to meet their customer needs amid the WFH shift and disruptions experienced by the traditional B2B sales model. Digital, in-store and personalised experience are paramount for B2B service companies aiming to grow in the post pandemic world.

- An experience-driven approach to innovation
- Taking a 360 approach to digital
- Trends seen in O2O

3:35pm -
4:00pm

AI-charged Personalisation for B2B

Suzie Young, Head of Digital and Direct Marketing, Signet

Traditionally, B2B organisations have been heavily reliant on relationship selling, however a B2C-led shift has created changing expectations for the B2B supplier to engage differently with the customer. With correct execution, personalisation speeds up sales cycles and nurture prospects into loyal customers.

Digital technology has reduced the time it takes to understand each individual customer and provide a personalised commerce experience.

- AI-powered, personalised customer experiences across website content, merchandising, on-site search and product recommendations
- Using data-driven insights to tailor B2B experiences and sales

- Reworking the sales funnel for E-commerce adoption
- Tips on technology selection, integration with your E-commerce platform and other third-party tech, and selecting the right partner through the process
- Insights gained from the company-wide digital transformation

4:00pm -
4:20pm

Afternoon Tea

4:20pm -
5:00pm

B2B Digital Transformation

Brett Sinclair, Founder & Director, B2B eCommerce Association
Zac Gray, Manager, Technical Director, Digital Product Owner, Motion Australia
Wayne Armstrong, Head of Digital Channels, PlaceMakers (New Zealand)
Chantelle Lane, GM Marketing, Bapcor Limited
David Campbell, Commercial Sales Manager & Retail Marketing Consultant, Barbeques Galore (Moderator)

Effective B2B engagement requires understanding buyers' requirements and troubleshooting any potential problems. B2B need to understand the complete customer buying journey and solve challenges at each stage of the buying process. The stages of the buying journey that B2B sellers need to be across include customer questions, explaining the price structure, or dealing with multiple buyers within the organisation.

B2B e-commerce industry has broad reach, encompassing everything from commerce infrastructure and payments technology to procurement and supply-chain solutions.

- Why transformation has to happen from the core of B2B businesses
- Why a cohesive view of B2B commerce experience matters?
- Deliver value to every customer, no matter where they are in their journey
- Taking a digital first approach to grow sales
- B2B eCommerce not competing with sales but enhancing it
- Moving beyond silos in B2B – a more integrated approach
- Digital tech for B2B – IoT, AI, Blockchain
- Global case studies, and some key takeaways from the B2C world, which may help with the race for growth in today's B2B marketplace.

5:00pm -
5:30pm

What it Takes to Build an Agile eCommerce Offering

Marc Levin, CEO, JasonL

JasonL, premium office furniture suppliers' journey to CX excellence started with a digital journey, with the end goal of wanting to empower their customers. At the heart of JasonL's culture, a daily iteration is driven by putting the customer first. This has led to an eCommerce platform, built out to a highly bespoke theme, with dozens of custom built addons, plugins and integrations.

- Why leading with the customer matters?
- Omnichannel innovation – mapping the online to offline conversion journey
- Lead gen – metrics on platform performance
- Tech integration 3D modelling, bespoke comparison engine, animations, JayPay
- Building B2C functionality for a B2B platform

5:35pm

End of B2B Day One

10:40am -
11:00am

B2B: Day Two Opening Address

Chair: **Brian Walker**, CEO and Founder, Retail Doctor Group

11:00am -
11:30am

Getting the Basics Right the Key for B2B CX

Tarra van Amerongen, Head of Design - Jira Platform, Atlassian

Atlassian, with millions of enterprise users and Australia's first unicorn is an Aussie success story. With a dedication to serve and deliver to their global users with an overarching ethos of meeting the needs of all the Jira customers. Hear from Tarra van Amerongen, Head of Design - Jira Platform on what it takes to get B2B CX right.

- Understanding the basics and getting it right
- Finding the right team – and then ensuring they are super charged and fully works. The changing nature of work (remote/working from home) how to get the BEST results and how really to make it work
- Staying relevant matters – here's how
- Tracking every step of the customer journey
- CX – number one goal for Atlassian

11:30am -
12:00nn

Taking a New Aim to Scale your eCommerce Business (Fireside chat)

Cecilia Chiu, Co-Founder and Chief Strategy Officer, New Aim

John Barkle, Head of Brand, New Aim

In a rare opportunity, go behind the scenes with Australia's largest and fastest-growing independent eCommerce company. Since starting with a single eBay store in 2005, New Aim today operates a business-to-many (B2M) model, creating an eCommerce ecosystem unlike any other in Australia. New Aim Co-founder and Chief Strategy Officer, Cecilia Chiu, will share her learnings from launching Dropshipzone, Australia's first and leading B2B retail marketplace. She will explore how the confluence of expectations between B2B and B2C is driving both closer to shared ecommerce experiences and offerings.

- Why B2B marketplaces are the fastest-growing digital sales channel
- Self-service B2B buying models, and why designing like a B2C matters
- Adopting an 'endless aisle' approach to B2B ecommerce
- Scaling a smarter wholesale selling and buying experience
- Using B2B marketplaces to simplify, streamline and scale the sales process
- Making it easy for B2Bs with turnkey ecommerce solutions and integrations
- The consumerisation of B2B retail – and why Aussie SMEs are the ultimate B2B 'power shoppers'

12:00nn -
12:30pm

A Pioneering Attitude and a Commitment to CX spotlight 2020 ORIAS winners

Nick Rose, Technical Sales Specialist and eCommerce Platform Manager, ICCONS Pty Ltd

The journey of making ICCONS the most progressive and sought-after brand in its space. ICCONS' pioneering attitude is leading change by coaching and empowering their customers to look toward the digital world, by providing online ordering and account management. The "world firsts" that ICCONS have developed through the B2B platform now allow their users to benefit through added value with our Brochure Builder, Promos module, Hot Fries upsell system and ICCONS loyalty programs.

- A 'how to' guide to building a bespoke B2B eCommerce platform
- Choosing your team carefully – digital agency selection can make or break your project
- Taking a whole-of-business approach and its impact on E2E journey optimisation
- Listening to your customer-base to help shape your B2B eCommerce platform
- Don't simply follow the crowd – allow your business personality shine through your eCommerce efforts

12:30pm -
1:00pm

Aligning Sales and Marketing – For Revenue Gen

Daryl Wright, Principal Analyst, Demand & ABM Strategies, Forrester

Aligning sales and marketing is proven to deliver on growth on revenue. Businesses that align the activities of the marketing and sales functions is one of the most impactful drivers of business success.

- Why sales + marketing = the ultimate power couple
- ABM works, here's why
- Putting the customer at the core
- How to get collaborating and moving beyond silos

1:00pm -
2:00pm

Lunch

2:00pm -
2:40pm

Reimagining Digital Tools for the B2B Platform

Kirat Khara, Head of eCommerce, Lenovo

Darren Gunton, General Manager Marketing & eCommerce, Total Tools

Alex Ji, CIO, New Aim

Brian Walker, CEO and Founder, Retail Doctor Group (Moderator)

The pandemic pushed every company to innovate – overnight, within the hour, and in the now. B2B enterprises moved quickly, developing digital tools, integrating technology, and orchestrating supply chain innovation, all in the name of streamlining customer engagement. Hear insights from leaders within the B2B space on how to:

- Build an eCommerce strategy
- The power of Unified Commerce
- B2B UI+UX+CX=BX

2:50pm -
3:20pm

Break the “Boring” Barrier of B2B branding - How We Can Use DTC Strategies to Grow a B2B Business

Anaita Sarkar, Co-Founder and CEO, Hero Packaging

- E2E CX/Journey mapping
- How to build trust into B2B eCommerce platforms
- Self-service buying models, and why designing like a B2C matters [EDIT]
- Tailoring experiences for Gen Z buyers
- Aligning sales and marketing – for revenue gen via eCommerce and beyond
- Leadership, and failure – why innovation happens at the end of the comfort zone
- Leveraging the power of B2B marketplaces and one-stop shops – understanding the growth opportunities for brands
- eCommerce technologies that help you diversify and grow your business
- 101 of building digital capabilities for B2B
- Marketing challenges for B2B
- The role of senior marketing and tech leaders coming together to drive change
- Making your brand distinctive in a saturated B2B market
- How to build an engaged community around your brand
- Using social media like a DTC brand to get more eyeballs
- Building creative confidence so you can target a new generation of B2B customers
- Key DTC digital marketing strategies you can use to cut through the noise in a B2B market

3:25pm -
3:50pm

Thinking like a B2C as a B2B as the Imperative for Success

Darren Gunton, General Manager Marketing & eCommerce, Total Tools

Total Tools has learned to operate like a B2C even though it's firmly sitting in the B2B world. Hear about their journey to realising their vision on building the ultimate tool shop, first-choice for trade quality tools, from a diverse customer base of individual tradespeople right through to multinational corporations such as BHP.

- Getting all of business buy in
- How to get the journey right as marketers
- eCommerce to scalability
- Optimising multichannel retail in B2B Commerce
- Empowering the sales team
- Fulfillment – lessons learnt on how to innovate the last mile for online/offline customers

3:50pm -
4:25pm

Afternoon Tea

4:25pm -
4:50pm

B2B Marketplaces – Reimagining B2B Commerce

Alice Fitch, Founder, wHOLA

Changing customer behaviour has changed the game for B2B interactions. B2B online platforms are gaining traction locally and internationally as B2B buyers are pivoting and purchasing online. B2B marketplaces act as a conduit between suppliers and buyers, the race to offer online options to customers in the wake of pandemic disruption has seen a steady growth in the number of new B2B marketplaces.

- Adapting to change
- Democratising B2B engagement
- Impact so far – onboarding, trade metrics
- What's next for wHOLA?

4:50pm -
5:15pm

101 of Creating Engaging B2B CX

Marnie Davey, Head of Marketing & Customer Experience, WesTrac, one of the world's largest Caterpillar dealers

WesTrac's vision to put their customers in the driving seat has seen a B2C style journey of personalisation. Gain insights on WesTrac's business transformation project, to meet their customers' expectation.

- The strategy driving the gateway customer portal
- VOC and advocacy – why it matters to the bottom line
- Measuring B2B CX success

5:15pm

End of B2B Day Two

The #1 meeting place for Australian Ecommerce Professionals.

#	
18th Digitech	A134
3D Photomation	B140
A	
AB Tasty Pte Ltd	A115
Abbe	C135
Adobe	B134
Afterpay Australia	D135
Aircall	C102
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Algolia	B130
Andolyn Pty Ltd	G119
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Aramex Australia	C109
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B dynamic Logistics Pty Ltd	A122
Bader Investments Pty Ltd	A116
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BigCommerce	D123
Blu Print	G114

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eBay Australia	C142
Ekata Inc., a Mastercard company	C103
Emarsys Pty Ltd	B125

Equifax Pty Limited	A126
ESC Operations Pty Ltd t/a Upstreet	FL05
ESTARONLINE AUSTRALIA PTY LTD	G134
eStore Logistics	E129
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Fishead Pty Ltd	F116
Flagship	B135
Forter Pte Ltd	A131
Fulfilment Australia	F124
G	
G Squared	G122
Gorgias	E111

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HERO PACKAGING PTY LTD	A141
Honey by PayPal	F114
Hostopia Australia	G115
HUBBED	G109
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Infobip	A143
Intelligent Reach	D110
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Klarna	C115



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MachShip	D104
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Megantic Pty Ltd	A112
Merkle ANZ	G118
Message4u Pty Ltd	A120
MessageBird B.V	G111
MI Academy	D108
MicroStrategy	B109
Mimeo Group Limited	A125
MIRAKL	D141
monday.com	C140
Moustache Republic	A102
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Nano Insurance	A113
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Payoneer	C104
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Refundid	C118
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Rendr	B122
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Zimble	F118
ZOHO CORPORATION PTY LTD	A123
Zoom Video Communications	D143

STANDARD TICKETING RATES	PRICE	+ GST	Total
Retailer - 2 Day Conference	\$ 1,599.00	\$ 159.90	\$ 1,758.90
Buy 2 Get 1 Free - Retailer 2 Day Conference	\$ 3,198.00	\$ 319.80	\$ 3,517.80
B2B Tracks	\$ 899.00	\$ 89.90	\$ 988.90
Non retailer - 2 Day Conference	\$ 2,249.00	\$ 224.90	\$ 2,473.90
Non retailer - Expo Morning & Keynotes	\$ 1,499.00	\$ 149.90	\$ 1,648.90
ORIAS - Single Seat	\$ 399.00	\$ 39.90	\$ 438.90
ORIAS - Table of 10	\$ 3,599.00	\$ 359.90	\$ 3,958.90
Retail Elevate	\$ 99.00	\$ 9.90	\$ 108.90

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