



• retail summit
australia

30 April – 2 May 2025

Day 1

Wednesday 30 April 2025



2025
Agenda

Day 1 • Wednesday 30 April 2025

09:00am - 12:00pm • Hotel Lobby

Delegate Registration Delegates arrive at the hotel to register and check in ahead of the afternoon formalities.

09:00am - 12:00pm • Pearls Bar

Welcome Lounge

Join us in the Pearls Bar for some refreshments before a big day of networking.



12:15pm - 02:00pm • Horizon Room

Retailers-Only Lunch | Vinomofo's Playbook for Disrupting Retail & Building a Brand That Lasts

Retail isn't just about selling—it's about creating a movement. Vinomofo has never played by the traditional rules, and that's exactly why they've built one of the most passionate wine communities in the world. From their fearless approach to branding to their relentless focus on delivering incredible customer experiences, Vinomofo is a masterclass in owning the disruption and shaping the future of online retail.

In this session, we sit down with Vinomofo to explore:

- How they built a brand that goes beyond transactions to create real customer loyalty
- The challenges of scaling a bold, community-driven business in a rapidly evolving market
- The role of technology in keeping up with customer expectations without losing the human touch
- Lessons learned from navigating disruption and staying true to their brand values

This is more than just a success story—it's a deep dive into what it takes to break the mould, adapt, and thrive in modern retail. If you want to own the disruption and lead the future, you won't want to miss this conversation.



Balki Raman
CTO
Vinomofo



Ben Chambers
Senior Enterprise Account Director
BigCommerce



Kamila Chandler
Head of Partnerships ANZ
Algolia



12:30pm - 02:00pm • Pandanus Room

Networkers Briefing Light Lunch

Light lunch is provided for all networkers. Learn how to make the most of your time at iMedia. Plus, ensure all meetings are scheduled for Business Connect.



02:00pm - 02:10pm • Ballroom

Retailers Business Connect Check-in

Retailers make their way to the Ballroom to check-in and find their tables for Business Connect.

02:10pm - 02:20pm • Ballroom

Networkers Business Connect Check-in

Networkers make their way to the Ballroom to check-in and find their tables for their first Business Connect meeting.

02:20pm - 02:30pm • Ballroom

Welcome & Opening Remarks Presented by Helena Stylman, Managing Director ANZ, iMedia

02:30pm - 05:00pm • Ballroom

Business Connect

Hailed as one of the most rewarding parts of the summit, business connect involves 10 x 10 minute meetings designed to float topline objectives and explore synergies. Delegates are required to request and confirm these meetings prior to the summit.



05:00pm - 06:45pm

Free Time Delegates can use this time to refresh, check-in with work and explore the surroundings.

06:45pm - 07:00pm • Ballroom Foyer

Pre Dinner Drinks



07:00pm - 10:00pm • Ballroom

Welcome Dinner | Brought to you by Twilio

The official Welcome Dinner & networking reception held on the first night is the perfect avenue to build relationships with key conference delegates, speakers, and sponsors in a more relaxed atmosphere.

Dinner Keynote | Exceptional: Leading, Living, and Learning in the Decade of Disruption

Are You Ready for What's Next in a World That Won't Stop Changing?

In this era of relentless disruption, success isn't just about staying afloat. It's about thriving amidst change, breaking through limitations, and rising above the noise. It's about becoming *exceptional*.

Dr. Paige Williams - leadership powerhouse, rule-breaker, and expert on thriving through complexity - will show you how to lead smarter, live better, and learn faster in this fast-forward world. This keynote will empower you to rise above the chaos, step into uncertainty with confidence and transform disruption into opportunity to create something truly remarkable.



Dr. Paige Williams
Speaker, Author & PhD in Organisational Behaviour
dr. paige





• retail summit
australia

30 April – 2 May 2025

Day 2

Thursday 01 May 2025



klaviyo™

Q&A
Driving Growth
Through Data

Kim Zorn, VP, Growth & Performance, Princess Polly
Vicky Skipp, Director Mid Market and Enterprise, Klaviyo



klaviyo™

Q&A
Driving Growth
Through Data

Kim Zorn, VP, Growth & Performance, Princess Polly
Vicky Skipp, Director Mid Market and Enterprise, Klaviyo

2025
Agenda

● Day 2 • Thursday 01 May 2025

● 06:30am - 08:25am • Terraces Restaurant

Breakfast | Brought to you by Castles Technology

Day 2 begins with breakfast and barista coffee!



● 08:25am - 08:30am • Ballroom

MC Opening Remarks



Yvonne Adele
Event Host and Official MC
iMedia



● 08:30am - 09:05am • Ballroom

The Disrupted & Decentralised Future of Commerce

Commerce is quickly being disrupted from all sides and in order to stay competitive and relevant businesses must redesign their value creation engine — from product ideation and manufacturing to supply chain, marketing, sales and the consumer experience. We will explore the shift towards a more decentralised approach to business, embracing creators and communities, and leveraging technology as brands and retailers evolve towards a more adaptable, consumer-centric, and data-infused commerce engine that priorities speed and personalisation.



Greg Merrill
Former Global Head of Digital
Transformation
Nike



● 09:05am - 09:30am • Ballroom

Supercharging Commerce Innovation with AI & Automation

Dive into the future of commerce with Shopify's Enterprise Leader, James Johnson, where he explores the innovative strides powering retail AI and automation. Gain insights into the latest AI trends, the evolution of AI-powered commerce software, and practical strategies for organisational success.

Key takeaways:

- Delve into the latest AI trends reshaping commerce and enhancing customer experience
- Discover Shopify's evolution in AI commerce software —from intelligent commerce assistants to hyper-efficient creative and content work flows
- Learn practical strategies to cultivate an AI-enabled culture, fostering seamless collaboration and groundbreaking business innovation.



James Johnson
Head of Enterprise & Commercial ANZ
Shopify



● 09:30am - 09:40am • Ballroom

Driving Growth Through Data

Join us for an engaging fireside chat where Vicky Skipp sits down with Princess Polly's Kim Zorn to explore how data and automation have transformed their marketing strategy. Learn firsthand how personalising customer experiences and streamlining processes has driven growth, with practical insights you can apply to your own business.

This is a unique opportunity to hear a real-world success story, focused on actionable takeaways to help you leverage the power of data in your marketing efforts.



Kim Zorn
Global Performance Director
Princess Polly



Vicky Skipp
Director Mid Market and Enterprise
Klaviyo



● 09:40am - 09:50am • Ballroom

Driving retail success: 4 insights from the payments world to help you unlock untapped potential

The way people pay is evolving—quickly. In this session, we'll explore five key insights shaping the future of payments in Australia, and what they mean for retailers on the ground.

From the growing use of QR codes and next-gen payment hardware to smarter loyalty solutions and AI tools that lighten the load for your team—we'll break down what's new, what's next, and how you can stay ahead.



Jamie Collings
SVP Sales, AUNZ
Adyen



● 09:50am - 10:20am • Ballroom Foyer

Coffee Break | Brought to you by Castles Technology

Take a break and refuel with morning tea.



10:20am - 10:40am

Breakout Sessions

Ballroom Reimagining Performance Marketing: The expanding role of partnerships as a driver for profitable growth

Is your performance marketing strategy struggling to perform? You're not alone. With an overreliance on the duopoly (who shall remain nameless), brands are at the mercy of rising costs and increased competition. Partnership marketing offers brands the ability to take back control and diversify their avenues for incremental revenue expansion. In this session, learn from leading brands about the evolving role of partnerships in their performance marketing strategy. From creators to traditional affiliates, discover how partnerships unlock a full-funnel engine for profitable growth.



Johan Nyberg
Chief Digital & eCommerce Officer
Elite Supplements

elite
SUPPLEMENTS



Eva Fong
Senior Manager, Performance
Marketing
Sheet Society

SHEET
SOCIETY



EJ Owens
RVP of Sales
impact.com

impact
.com

impact
.com

Horizon Room Love After Purchase: Turning First-time Buyers into Lifelong Fans

Your performance marketing is bringing in new customers—great! But in a crowded market with endless choices, how do you turn a one-time buyer into a loyal repeat shopper? The post-purchase experience is where trust is built, from seamless order updates to hassle-free returns. Join us for an insightful fireside chat with women's fashion brand Meshki as we explore strategies to delight customers after checkout and drive long-term retention.



Larissa McGovern Chan
Logistics Manager
MESHKI

MESHKI



Alex Dale
Partner Manager
loop

loop

loop

Lagoon Room Experimentation: How Penfolds Elevates Online Journeys for Wine Lovers

What happens when a heritage wine brand leans into digital experimentation? Join Amanda Green from Treasury Wine Estates and Julia Simon VP of AB Tasty, as they uncork the bold strategies behind their online evolution. From surprising A/B test revelations to reshaping the user journey, discover how Penfolds blends data, creativity, and premium brand storytelling. You'll get a behind-the-scenes look at how they're engaging new audiences, refining conversion tactics, and pushing the boundaries of what digital can do for ever-expanding luxury.



Amanda Green
GM Digital & Innovation
Treasury Wine Estates

TREASURY
WINE ESTATES



Julia Simon
VP APAC
AB Tasty

ABTasty

ABTasty

10:45am - 11:05am

Breakout Sessions

Ballroom Navigating the Future of Retail: Insights on Technology, Personalisation, and Customer Loyalty

Join Daniel Keegan, RVP Sales APAC at Insider, and Suhaib Anwar, Head of Martech at MyDeal, for an engaging fireside chat on the key trends shaping the retail industry. In this session, they will discuss the evolving landscape of technology adoption, personalization, and customer loyalty. Daniel and Suhaib will answer critical questions on evaluating technology, building exceptional customer experiences, and seizing emerging opportunities in FY26. This discussion offers a unique perspective from two industry leaders—without sales pitches or case studies—providing practical insights for anyone interested in the future of digital retail.

Key Insights:

- Evaluating Technology for Large-Scale Impact: Suhaib will share his approach to selecting technologies for one of Australia's largest e-commerce players.
- Great Personalisation: Daniel will offer his thoughts on what sets great personalisation apart in a digital-first world.
- Industry Shifts in FY26: Insight into the biggest changes expected in the retail and martech landscape in FY26.
- Retail Opportunities for FY26: Understanding the top opportunities for retailers in the upcoming year.
- Building Customer Loyalty: Strategies and tactics for fostering deeper customer relationships in an increasingly competitive environment.



Suhaib Anwar
Head of Martech
MyDeal.com.au

MyDeal



Daniel Keegan
RVP of Sales, APAC
Insider

Insider

Insider

Horizon Room The Future of Retail: The AI Blueprint for Success

While the retail environment remains tough, retailers with the AI blueprint for success are harnessing AI to create unprecedented competitive advantages. This session explores the AI strategies that have transformed global retailers into market leaders. Learn from leading brand R.M. Williams on how they are refining customer interactions, streamlining operations, and improving loyalty. Join us for the jam packed session where we will be sharing a practical roadmap to drive your organisation's AI transformation. Takeaway frameworks include:

- AI Strategy
- Consumer Experience Map
- Data & Technology deep dive

Whether you're a digital native or just beginning your AI journey, this session delivers actionable insights & frameworks to help you not just survive but thrive in retail's new AI-powered reality.



Angie McAlindon
CX & Marketing Consultant
Salesforce



Anita Parapunova
CRM Communications Lead
R.M. Williams

R.M. WILLIAMS
EST. 1922 AUSTRALIA



Lagoon Room Fulfillment Done Right: Modern Order Management That Drives Results

Retailers and brands are under more pressure than ever. Rising delivery costs, tighter margins, and growing customer expectations are making it harder to deliver on promises. With the cost to serve increasing and the need to drive profitability, getting fulfillment right is no longer a nice-to-have; it's a must-have.

This panel brings together retail and digital transformation leaders to share how they've modernised their fulfillment operations to not only meet customer expectations but do so faster, more efficiently, while preserving margins. We'll dive into what drove their decision to implement OMS, the measurable outcomes they've achieved, and how they continue to optimise in a rapidly-changing market.

What you'll learn from our speakers:

- What drove their investment and the challenges they aimed to solve
- Measurable outcomes they've achieved across fulfillment, inventory, and customer experience
- Key lessons learned—what worked and what they'd do differently
- Where to next—The next phase of optimisation in their fulfillment strategies

Expect candid insights, lessons learned, and practical tips you can take back to your business.

fluentcommerce
order management. accelerated.



Paula Mitchell
Digital General Manager
Freedom Australia

FREEDOM



Cameron Jackson
Head of Digital
T2

T2



Imran Kamal
Head of Sales APAC
Fluent Commerce

fluentcommerce



Stephanie Byrne
CEO
Amblique

amblique

11:10am - 11:30am

Breakout Sessions

Ballroom SEO Uncovered: What's Changing, What Matters, and How to Stay Ahead

The world of SEO is evolving faster than ever, and staying ahead of Google's constant changes is no longer an option - it's a necessity. In this high-impact 20-minute session, we'll dive into the future of SEO, the latest API leaks revealing Google's inner workings, and must-know tips and tricks that will keep your strategy ahead of the curve.

What You'll Learn:

1. What's Next for SEO? - The future of AI-driven search, E-E-A-T evolution, and algorithm shifts shaping rankings in 2025 and beyond.
2. Google API Leaks: What They Reveal - Unpacking the latest insider data leaks, how Google really ranks content, and what SEOs need to rethink immediately.
3. SEO Tips & Tricks That Work Now - The hacks, strategies, and optimizations you need to outperform competitors, rank faster, and future-proof your search visibility.

This isn't just another SEO talk- it's a glimpse into the future of search and how you can dominate it. Are you ready?



Safwan Chowdhury
Chief Growth Officer
Online Marketing Gurus



ONLINE MARKETING GURUS

Horizon Room Redefining Instant: Elevating eCommerce with Real-Time Engagement

Customers expect fast, seamless experiences—but how do you deliver without losing the personal touch? In this session, we'll dive into real-world examples of how real-time engagement can reduce friction, boost trust, and increase sales. From instant checkout to live customer support, learn how to transform key moments into lasting connections that keep your customers coming back. Expect practical takeaways and actionable tips to elevate your eCommerce game in a world that never slows down.



Liz Oh
Associate Director Of Digital, Global
Frankie4

FRANKIE4



Liam Millward
CEO
Instant

instant

instant

Lagoon Room **Scaling Your Brand Globally: Why a Localisation Strategy is Fundamental to Success**

Ready to take your brand beyond borders? This session dives into the critical aspects of expanding internationally, from ensuring your brand identity resonates globally to tackling the cultural nuances that drive success. Learn about the fastest-growing markets, how localisation strategies—from digital marketing to customer support—fuel scalable growth, and the key role of AI and technology in smoothing your path. With practical insights and real-world examples, you'll leave equipped with the tools to optimise your global reach and drive impactful results.



RODD & GUNN
NEW ZEALAND

Angela Ward
Group GM of Digital and Ecommerce
Rodd & Gunn



TRANSPerfect

Sunaina Howells
Director Strategic Alliances, APAC
TransPerfect



11:30am - 11:45am

Short Transition Break

11:45am - 12:20pm • Ballroom

Retail Innovation Roundtables

Join us for a series of dynamic roundtable discussions where collaboration leads to innovation. In these 30-minute sessions, you'll connect with industry peers to tackle common challenges, exchange success stories and explore cutting-edge strategies shaping the future of retail. Forge meaningful connections, explore best practices, and become an integral part of the retail community's evolution.

Retail Innovation Roundtables

Navigating Global eCommerce to Maximise Profitable Growth



AI Agents in Action: How JB Hi-Fi & David Jones Are Shaping the Future of Customer Engagement



Optimising Payments for Growth: Global Insights, Local Strategies



Leveraging Visual Discovery AI for Hyper-Personalised Shopping Experiences



Beyond the Hype. How brands are using AI, and how you could too



Beyond the Transaction: Using Smarter Payments to Elevate Customer Experience



The AI Revolution in Search and Personalization: How brands are increasing conversion by 50%



Future-Proofing Retail Strategies with Data-Led Insights & Personalisation



From Data to Delight: How to Turn First-Party Data into Profitable Personalisation at Scale



Scaling Without the Squeeze: Smarter FX Strategies for Global Retail Growth



AI & Automation in Retail: What's Worth the Investment, What's Just Noise?



Loyalty Beyond Transactions – Designing the Experience Model



The Rise of Conversational Commerce



How can retailers leverage AI to make supply chains more resilient and cost-efficient?



What's changing in generational shopping behavior, and how should retailers adapt?



What strategies can retailers adopt to compete with ultra-fast fashion brands without racing to the bottom on price?



Marketplaces vs. DTC—where should retailers focus their eCommerce strategy for long-term success?



What's the most effective way for retailers to automate inventory management without losing control?



Day 2 • Thursday 01 May 2025

How can rethinking return policies improve profitability while keeping customers happy?

COUNTRY ROAD GROUP
COUNTRY ROAD MEMCO POLITIX TRENER WITCHERY

Should retailers start thinking like content creators to drive deeper engagement and sales?



How can retailers integrate social commerce into their sales strategy without overcomplicating the customer journey?

Mocka.

Voice commerce, AI chatbots, and virtual shopping assistants—what's hype, and what's worth investing in?



With rising customer acquisition costs, what are the best tactics for turning one-time buyers into repeat customers?



How can retailers ensure AI and automation enhance the customer experience rather than create friction?



What's next for BNPL, and how can retailers future-proof their payment strategy?



Sustainability is a consumer expectation—how can retailers turn it into a brand differentiator?



How can retailers use AI-driven personalisation to increase basket size and customer lifetime value?

FREEDOM

12:20pm – 12:30pm • Ballroom

Retail Media Reinvented: Where we are & What's next

Retail media has undergone a transformative shift over the years, evolving from humble banner ads and in-store promotion to AI-powered digital ecosystems that drive engagement and revenue. Join us in conversation with iconic Australian Retailer, David Jones, as we explore the evolution of retail media, how we got here and what the innovation looks like that will define the industry in 2025 and beyond.



DAVID JONES

Melissa Polglase

Head of Category Marketing and Retail Media
David Jones



ROKT

Michael Dunlop

Head of Commercial APAC
Rokt

ROKT

12:30am – 12:55pm • Ballroom

How GenAI is Reshaping Retail Experiences

In this session, we'll explore how leading commerce enterprises are harnessing GenAI to go beyond personalization and deliver true one-to-one shopping experiences. Discover how AI-driven strategies are transforming product discovery and enabling industry leaders to deliver relevant recommendations—at scale. We'll dive into real-world examples of how GenAI is reshaping retail experiences.



Alexander Mahr
Managing Director
Coveo



01:00pm – 05:00pm

Networking Activities

Go Karting

Brought to you by



BBQ Like a Pro

Brought to you by



Jet Boating

Brought to you by



Golf

Brought to you by



Mixology Masterclass

Brought to you by



Paint & Sip

Brought to you by



Sailing in Paradise

Brought to you by



05:00pm – 06:45pm

Free Time

06:45pm – 10:00pm • Sheraton Poolside

Poolside Reception | Brought to you by Jungle Commerce

Dive into success with Jungle Commerce! Excited to sponsor your dinner by the pool. From seamless online orders to efficient delivery, we're your omni-channel fulfilment experts. Let's make waves in e-commerce together! See you poolside for an evening of networking and innovation.





• retail summit
australia

30 April – 2 May 2025

Day 3

Friday 02 May 2025



2025
Agenda

Day 3 • Friday 02 May 2025

06:30am - 09:00am • Terraces Restaurant

Breakfast | Brought to you by Castles Technology

Day 3 begins with breakfast and barista coffee!



09:00am - 09:20am • Ballroom

MC Opening Remarks



Yvonne Adele
Event Host and Official MC
iMedia



09:20am - 09:55am • Ballroom

Mind to Machine: When AI Agents Hijack Human Intent

Consumer shopping journeys are currently fragmented across multiple platforms, forcing shoppers to manually coordinate between different interfaces for inspiration, research, validation, and purchasing. Each platform captures only a fragment of the consumer's true intent, creating a disjointed experience.

The emergence of AI agents promises to transform this pattern. Instead of decomposing their needs into multiple discrete tasks, consumers will express high-level desires that agents can understand and execute holistically. For example, rather than separately researching office fashion, comparing prices, and managing deliveries, a consumer could simply tell their agent they need a professional wardrobe within a specific budget.

This shift will require retailers to fundamentally transform their operations. Success will depend on making product data "agent-readable," providing real-time inventory information, automating returns, and enabling agent-to-agent communication. The key insight is that consumers don't want to shop - they want to solve problems. Retailers must shift from competing on interface design to excelling at intent.



Anthony Mittelmark
Strategic Innovation Consultant &
Fractional CTO

09:55am - 10:05am • Ballroom

From Browsing to Buying: How Agentic AI is Powering Personalised Retail at Gingham & Heels

Explore how Australia's leading retailers Mitre10 and Elite Supplements leverage AI and leading product discovery solutions to revolutionise their onsite search, personalisation experience and overall product discovery. How AI's influence on search via text and image, catalog enrichment and auto-tagging, merchandising and much more - has contributed to an immersive online shopping experience for shoppers.



CACIBU & BILLS

Lana Rembisz
COO
Gingham & Heels



Matt Cerche
Director of Business Development
Powerfront



10:05am - 10:15am • Ballroom

Building Fast, Thinking Long: The David Jones & Mindera App Story

David Jones didn't chase speed for speed's sake, they built fast because the customer expectation demanded it. Hear how together with the Mindera team aligned on native as a long-term platform, embraced agile over polish, and launched a high impact app while still laying the foundations for loyalty, omnichannel integration, and long-term digital growth.



DAVID JONES

Bevan Morris
General Manager - Online
David Jones



MINDERA

Tiago Nunes
Chief Technology Officer
Mindera



10:15am - 10:50am

Retail Innovation Roundtables

Navigating Global eCommerce to
Maximise Profitable Growth



AI Agents in Action: How JB Hi-Fi & David
Jones Are Shaping the Future of Customer
Engagement



Optimising Payments for Growth: Global
Insights, Local Strategies



Leveraging Visual Discovery AI for Hyper-
Personalised Shopping Experiences



Future-Proofing Retail Strategies with
Data-Led Insights & Personalisation



Beyond the Hype. How brands are using
AI, and how you could too



From Data to Delight: How to Turn First-Party Data into Profitable Personalisation at Scale



Scaling Without the Squeeze: Smarter FX Strategies for Global Retail Growth



AI & Automation in Retail: What's Worth the Investment, What's Just Noise?



Loyalty Beyond Transactions – Designing the Experience Model



The AI Revolution in Search and Personalization: How brands are increasing conversion by 50%



The Rise of Conversational Commerce



The Role of Speed, Convenience, and Optionality in Delivery



How can retailers use AI-driven personalisation to increase basket size and customer lifetime value?



What's changing in generational shopping behaviour, and how should retailers adapt?



How can brick-and-mortar stores evolve beyond just transactions and become experience-driven destinations?



Voice commerce, AI chatbots, and virtual shopping assistants—what's hype, and what's worth investing in?



How can retailers optimise the customer journey to reduce cart abandonment and increase conversions?



What are the most effective ways to gather and activate first-party customer data in a privacy-first world?



Marketplaces vs. DTC—where should retailers focus their eCommerce strategy for long-term success?



How can retailers leverage AI to make supply chains more resilient and cost-efficient?



Should retailers start thinking like content creators to drive deeper engagement and sales?



10:50am – 11:40am • Ballroom Foyer

Coffee Break | Brought to you by Castles Technology

Take a break and refuel with morning tea.



11:40am – 11:50am • Ballroom

Cognitive Commerce: How Science & AI Are Driving Next-Gen Personalisation And Profitability

If every customer journey is unique, why are most eCommerce experiences still static and segmented? We'll explore how retailers can apply scientific approaches - psychology, causality and randomised control testing - to improve customer experience and profitability.



Sonia Friedrich
Behavioural Science Consultant / Global Strategic Partner
behamics



Brooke Eichhorn
Country Manager
behamics



11:50am – 12:00pm • Ballroom

Scaling Profitably in 2025: 6 Strategies Retail & eCommerce Marketers Need to Know

2025 is not the year to invest in the dark. The brands winning today aren't chasing ROAS—they're chasing profit. And the best performance marketing doesn't just scale revenue—it scales margin. All of this is achievable with the right tools, data and strategic flexibility.

In this high-impact, fast-paced session, Webprofits' Chief Strategy Officer Ben Fitzpatrick shares 6 proven strategies—3 for retail marketers, 3 for eCommerce brands—that can be implemented immediately to drive better performance and stronger profitability from your marketing investment in the year ahead.

If you want to scale smarter in 2025, this session is a must.



Ben Fitzpatrick
Chief Strategy Officer
Webprofits

12:00pm - 12:25pm • Ballroom

How Hey Bud Drive Revenue Growth with Personalised SMS Marketing

In this session, discover how Hey Bud leverage personalised SMS strategies with Attentive to drive a 133x ROI and boost customer engagement. Learn the key steps they took to optimise their sign-up process, segment their audience, and create tailored journeys that delivered impressive results. Hear how Attentive's AI-powered tools and expert support helped Hey Bud scale their SMS program, personalise customer interactions, and maximise revenue through data-driven campaigns.



attentive

Taylor Hunt
Lead Customer Success Manager, AUS
attentive



hey bud.

Ollie Watts
Co-Founder
Hey Bud



12:25pm - 01:00pm • Ballroom

Retail's New Reality: Competing (or Coexisting?) in the Age of Temu & Shein

Temu and Shein have rewritten the rules of retail—offering speed, convenience, and rock-bottom prices that are hard to ignore. But should traditional retailers even try to compete on the same terms? Or is there a smarter way to stand out?

This panel will explore the realities of competing in this new landscape, the role of technology in leveling the playing field, and whether sustainability can truly be a competitive advantage.

Moderated by Yvonne Adele.



COUNTRY ROAD

Matthew Horn
Group General Manager - Customer & Digital
Country Road Group



THE ICONIC

Georgie de Lautour
Platform Director
The ICONIC



Mocka.

Bronte Jacobson
Head of Marketing & Ecommerce
Mocka.

01:00pm - 01:10pm • Ballroom

Closing Remarks & Ultimate Networker Prize

Be crowned the Ultimate networker and win a fabulous prize! This prestigious title will be awarded to one outstanding individual who has demonstrated exceptional networking skills using our iMedia app during the event by collecting Ultimate networking points.



01:10pm - 02:20pm • Ballroom Foyer

Close the loop lunch

The final lunch is designed to satiate any final questions and close the loop on the summit.

