



Day 1

Wednesday 21 May 2025



2025
Agenda

● Day 1 • Wednesday 21 May 2025

● 09:00am - 11:30am • Lobby

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

● 09:00am - 11:30am • Little Red Fox Lounge

Welcome Lounge

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

● 11:30am - 01:30pm • Camelot Room

Retailers Only Lunch | Fast Lane: How Rapid Delivery is Redefining Retail Success

With rapid delivery transforming shopper expectations, speed is now a key battleground for winning and keeping customers. This session dives into the latest global trends and innovations in last-mile delivery—showing how retailers are rethinking logistics to not only meet demand but create new revenue streams. Discover how smart delivery solutions can attract fresh customers, lift sales, and keep your brand ahead in a market where convenience is king.



Bradley Thomas
GM NZ
DoorDash



● 12:00pm - 01:30pm • Little Red Fox Lounge

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.



● 1:30pm - 1:40pm • The Great Hall

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



● 01:40pm - 02:10pm • The Great Hall

Online shopping data, trends and insights to fuel your business growth

Through the tough retail landscape of recent years, NZ Post's eCommerce Market Sentiment report has become the cornerstone of our understanding of changing online shopper preferences, frustrations and expectations. The insights it offers have been invaluable in helping retailers adapt and grow in a dynamic environment. The 2025 edition of the report is coming out in late May and, along with the usual features, will include an in-depth research study into the best delivery pricing strategies to attract and grow customers. In a keynote by Chris Wong, NZ Post's GM Business, he'll provide an exclusive preview of the findings and insights included in the eCommerce Market Sentiments Report 2025.



Chris Wong
General Manager Business
NZ Post

● 02:10pm - 4:45pm • The Great Hall

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.



● 04:45pm - 06:45pm

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

● 06:45pm - 07:00pm • Foyer

Pre Dinner Drinks



● 07:00pm - 09:45pm • The Great Hall

Welcome Dinner brought to you by Intuit Mailchimp

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.

Opening Keynote - Connection Unleashed

Strong connections build better teams, drive collaboration, and create real impact. But in a fast-paced world, communication can feel rushed and transactional.

Amy Scott helps people cut through the noise and connect with confidence. A former lawyer, she lives by the mantra: "less friction, more fun", believing that better communication leads to stronger relationships and better results.

Through Dots Communication, a Kiwi-born framework used by over 40,000 people, Amy shares practical strategies to build trust, collaborate effectively, and strengthen workplace relationships.

In this keynote, you'll gain insight into different communication styles and how to connect with them, along with simple, practical tools to instantly improve the way you communicate.

Because strong communication unleashes real connection.



Amy Scott
People & Communication Expert
Dots Communication



retail summit
new zealand

21 – 23 May 2025

Day 2

Thursday 22 May 2025



2025
Agenda

Day 2 • Thursday 22 May 2025

07:00am - 08:25am • Garden Court Brasserie

Breakfast | Brought to you by Laybuy

Day 2 begins with breakfast and barista coffee!



08:25am - 08:30am • The Great Hall

MC Opening Remarks



Yvonne Adele
Event Host and Official MC
iMedia



08:30am - 09:05am • The Great Hall

The Shift Towards Profitability in Online Retail – Economy Wide Challenges and Retailer Opportunities

The New Zealand retail sector has experienced weak demand over the past 12 months. Garth will step through the outlook for consumer demand and online retailing over the next three years and also unpack the shift in focus by many online retailers towards a more viable balance between sales and profitability.



Garth Francis
Consumer Sector Analyst
MST Marquee



09:05am - 09:30am • The Great Hall

Scaling Cross Border Without the Squeeze: Smarter Strategies to maximise profit margins

Expanding into new markets should strengthen your business, not strain it. But many retailers lose more to currency exposure and payment friction than they realise — even when revenue grows. This keynote breaks down where profits are lost, what successful businesses do differently and why your payments strategy is essential for protecting growth.



Jim Vrontas
GM & Country Manager
WorldFirst



09:30am - 09:40am • The Great Hall

Unleashing Fast Delivery - How customers (4-legged and 2) are evolving their expectations on delivery

In today's competitive retail landscape, delivery is no longer just a logistics function; it's an extension of a brand's customer experience. As customer expectations evolve, retailers must rethink what fast, flexible, and transparent delivery means. This talk explores how meeting customer needs on their term through Choice, Certainty, Speed, and Transparency is essential to staying relevant. We'll dive into how Petbarn's partnership with Uber is transforming the pet retailer's customer experience, and demonstrating how the right customer proposition can drive meaningful business transformation whilst elevating brand loyalty.



Will Glover
Head of Commercial, Australia & New Zealand
Uber Direct



09:40am - 09:50am • The Great Hall

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.



Brooke Eichhorn
Country Manager
behamics



09:50am - 10:20am • The Great Hall Foyer

Coffee Break | Brought to you by Laybuy

Take a break and refuel with morning tea.



10:20am - 10:55am • The Great Hall

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.

ROUNDTABLES

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



Reimagining Loyalty: How Innovation Will Drive Customer Connection in 2025



Retail's United Front: Collective Intelligence Against Fraud



Day 2 • Thursday 22 May 2025

Unpacking sustainability: Lessons from the Packaging frontline



What does it mean to personalise experiences and change behaviours in today's AI enabled world?



How can a retailer define and maintain their brand's position in a crowded market?



How can retailers retain and reactivate lapsed customers – What strategies, tools & processes work?



How can a retailer seamlessly integrate online and in-store shopping experiences?



How can a retailer balance the use of AI with personalised customer service?



How can a retailer use AI to improve customer service without losing the human touch?



How can a retailer use data analytics to make smarter decisions and drive growth?



How can a retailer personalise their offerings to meet the unique needs of each shopper?



How can a retailer reduce friction in the payment process to improve conversions?



How can a retailer use AI to enhance the shopping experience without replacing human interaction?



10:55am – 11:00am

Quick Transition

11:00am – 11:20am

BREAKOUT SESSIONS

The Great Hall Built for Disruption: How AS Colour is Shaping the Future of Retail

In this fireside chat, Joe Sharplin from AS Colour shares how the brand has successfully expanded beyond New Zealand to become a global retail player, while maintaining its signature focus on quality, consistency, and customer experience. As a leader in both B2C and B2B ecommerce, AS Colour has created a seamless digital experience across channels—serving creatives, businesses, and individual shoppers alike. Joe will unpack the lessons learned along the way, from scaling internationally to staying agile through disruption, and offer practical insights for fellow Kiwi brands looking to lead the future of retail.



Ben Chambers
Senior Enterprise Account Director
BigCommerce



Joe Sharplin
Head of Ecommerce
AS Colour

bigcommerce

ascolour.



Camelot Room Loyalty & Customer Engagement | Beyond Points: Redefining Loyalty for Modern Consumers

In a world where customers expect more than just discounts, how do brands build genuine loyalty? In this session, Steve Ramsay, Chief of Sales and Marketing at Jamie Kay and Tony Hou, Founder and CEO of Moustache Republic dive into how loyalty is evolving beyond traditional points-based systems. They'll explore how brands can foster deeper connections through personalisation, community, and emotional engagement - especially in the face of changing data privacy, rising acquisition costs, and shifting customer expectations. Expect real-world insights, actionable strategies, and a candid look at what it really takes to turn customers into lifelong brand advocates.



Tony Hou
Founder & Managing Director
Moustache Republic



Steve Ramsay
Chief of Sales & Marketing
Jamie Kay

MOUSTACHE REPUBLIC

JAMIE KAY



11:25am – 11:45am

BREAKOUT SESSIONS

The Great Hall Tech Stack Fundamentals: Creating a platform that works for your Retail Business

Your Tech Stack is one of the most important decisions you will make in the next few years, learn the fundamentals on how to select and implement new technology that will help you drive your retail business. Get the latest tips and guides to ensure your strategy is ready for the future. This breakout shares insights from leading case studies and experience to help you execute your plan.



Simon Ede
Founder / Managing Director
Ogg



Camelot Room A Journey to Product Page Optimisation

This presentation explores key strategies for optimising product pages to drive more traffic, increase conversion rates, and boost customer satisfaction. As the product page is often the make-or-break moment for converting browsers into buyers, we draw on examples from live sites and outline a practical process for uncovering opportunities, validating ideas, and implementing changes. Whether you're launching a new site or refining an existing one, this session delivers actionable insights and real-world examples to help you transform your product pages.



Ross Cockton
Owner and Director
Limesharp

Limesharp

11:50am - 12:10pm

BREAKOUT SESSIONS

The Great Hall The Power of Precision: Achieving Cross-Channel Harmony in the Age of 1st-Party Data

In an increasingly fragmented online landscape, ecommerce, and digital leaders are under more pressure than ever to create seamless, personalised customer experiences – without sacrificing privacy or performance. In this breakout session, we'll be exploring how brands can create true cross-channel harmony by integrating email, SMS, and app messaging into a unified strategy that meets customers where they are, in real time.

The session will unpack how to drive scalable, privacy-compliant marketing list growth, and why first-party data is the key to unlocking stronger customer identification and lifetime value. Attendees will gain insights into how to shift from siloed tactics to connected journeys, ensuring every owned channel works harder – and smarter – for the business. Takeaways will include:

- Integrating channels for enhanced engagement: Learn how to unify email, SMS, and app messaging to create cohesive customer experiences that drive higher engagement and conversion rates.
- Building privacy-compliant marketing lists: Discover effective strategies for growing your marketing lists while adhering to Australia's privacy regulations and maintaining customer trust.
- Leveraging identification & first-party data: Understand the importance of first-party data and identity resolution in today's marketing landscape and how to utilise it to personalise customer interactions and improve campaign performance.
- Optimising owned channels: Gain insights into enhancing the efficiency of your owned marketing channels to maximise ROI and build stronger customer relationships.



Jamie Hoey
Country Manager Australia
Wunderkind

Wunderkind

Camelot Room Succeeding on the Digital Shelf: How Global Leaders are Winning the Race for Revenue

To excel in the hybrid shopping era, leading brands, retailers and marketplaces are putting huge focus on product data and image quality, recognising its crucial role in powering new and emerging technology, firing up the digital shelf, and driving winning revenue strategies. Efficiently managing and connecting quality product content is now a key foundation for success in a fast-moving, multi channel landscape.



Gillian Smythe
Managing Director ANZ
Salsify



12:10pm - 12:20pm

Quick Transition

12:20pm - 12:45pm

• The Great Hall

Beyond the Hype: AI Advantages for Retail

Join technology veteran Danu Abeyesuriya as he cuts through the AI hype to deliver practical, actionable insights on implementing artificial intelligence in your retail business. From quick wins with existing tools to building a strategic roadmap, you'll leave with a clear understanding of how to turn AI experimentation into measurable business results. Featuring real-world case studies and lessons from the frontlines of retail innovation.



Danu Abeyesuriya
CTO & Founder
RUSH Digital

RUSH

12:45pm - 01:30pm

• Camelot Room

Lunch

Join us for lunch before you head out on your afternoon activities. Please also use this time to go back to your room and get changed for your activity if required.

i media

01:30pm - 05:00pm

NETWORKING ACTIVITIES

NZ Gin Journey
Brought to you by



Go Karting
Brought to you by



Paint & Sip
Brought to you by



05:00pm - 06:30pm

Free Time

06:30pm - 09:30pm • The Great Hall

Celebratory Dinner





Day 3

Friday 23 May 2025



2025
Agenda

Day 3 • Friday 23 May 2025

07:00am - 08:45am • Garden Court Brasserie

Breakfast | Brought to you by Laybuy

Day 3 begins with breakfast and barista coffee!



08:45am - 09:00am • The Great Hall

MC Opening Remarks



Yvonne Adele
Event Host and Official MC
iMedia



09:00am - 09:35am • The Great Hall

Omni Channel: Beyond the Buzzwords

Omni is one of those frustrating buzzwords where everyone thinks they know what it means, but if you ask ten people, you will get ten different answers. Many retailers use the words omni, phygital and unified commerce interchangeably; or they think that simply having online and stores accompanied by click and collect, find in store, and live chat then they have ticked the boxes and are an Omni Channel Retailer. Join me as we step beyond the buzzwords, go back to the theory and frameworks behind omni channel to understand how you can overcome common barriers and set your business up for success as a leader in omni channel customer experiences. Additionally, having recently worked on the Adore Beauty physical concept stores, we'll showcase some interesting emerging technology bringing the customer journeys for stores and online closer together.



Nicola Clement
C-Suite Executive & Board Advisor

09:35am - 10:00am • The Great Hall

How Farmlands weathered the storm on the path to connected commerce

Two once-in-a-100-year weather events, the worst milk prices in a decade, runaway inflation -- Talk about a perfect storm. Join us as we explore the innovative connected commerce approach Farmlands and OMD are implementing to address the extreme challenges faced by New Zealand farmers. From feed optimisation and management, to omni-channel connectivity, to integrating real-time, real-world data powering online and offline targeting, you'll hear from Farmlands and OMD about our approach and specific steps we took to move Farmlands forward on their connected commerce journey, while also driving significant sales increases: what worked, what didn't, what we measured and how we reported to internal stakeholders, what we'd do differently, and where we're headed next.



Mike Harrison
GM
OMD



Bede Fahey
Digital Director
OMD



10:00am - 10:20am • The Great Hall

Culture at the Core: How LSKD's Values Drive Success and Build Community

At LSKD, it's not just about what you do—it's about how you do it. Culture is the backbone of everything they do, shaping their growth, recruitment, and leadership. In this session, Jade Cameron, Head of Community Experience at LSKD, will take us behind the scenes to explore how the company's core values have fostered a freedom-with-responsibility mindset that empowers the team, drives success, and creates a strong connection with their community. From building a brand people want to work for to one they want to buy from, this session will show how values shape every aspect of the business.



Jade Cameron
Head of Community Experience
LSKD



10:20am - 10:50am • The Great Hall Foyer

Coffee Break | Brought to you by Laybuy

Take a break and refuel with morning tea.



10:50am - 11:25am

ROUNDTABLES

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



Reimagining Loyalty: How Innovation Will Drive Customer Connection in 2025



How to Grow Your Brand while Protecting Your Online Revenue and Customers against Fraud



Unpacking sustainability: Lessons from the Packaging frontline



What does it mean to personalise experiences and change behaviours in today's AI enabled world?



How can a retailer stay competitive with the rise of international market players?



How can a retailer define and maintain their brand's position in a crowded market?

ascolour.

How can a retailer make sustainability initiatives feel authentic to consumers?

The
Jones Family
Business

How can a retailer evolve loyalty programs to better reward customers in 2025?

WAREHOUSE
GROUP

How can a retailer seamlessly integrate online and in-store shopping experiences?

Restaurant
BRANDS

How can a retailer personalise their offerings to meet the unique needs of each shopper?

AIR NEW ZEALAND

How can a retailer balance the benefits and risks of integrating AI into their workforce?

NZPost

How can a retailer adjust their strategies to meet the demands of 2025 consumers?

vine
ONLINE

11:25am - 11:50am • The Great Hall

The Reality of Retail, CX, & AI

A pragmatic, human-made exploration of A.I. and what it means for retail, ecommerce, and customer experience today.



Qassem Naim
Founder
Circle

circle

11:50am - 12:25pm • The Great Hall

From Transactions to True Loyalty: How Animates Keep Customers Coming Back

Loyalty programs are everywhere, but what actually drives repeat purchases? In this session, Juanita Neville-Te Rito and Nathalie Moolenschot share how Animates cracked the code. By layering their PETPOINTS program with FREQUENT FEEDER, they moved beyond discounts to create a loyalty strategy that keeps customers engaged—and always coming back. The secret? Smart data use that delivers the right offers to the right people at the right time.



Juanita Neville-Te Rito
Founder
RX

RX



Nathalie Moolenschot
GM Marketing
Animates Vetcare NZ

ANIMATES
Vetcare

12:25pm - 12:40pm • The Great Hall

Closing Remarks & Ultimate Networker Prize

wpay

12:40pm - 01:40pm • Camelot Room

Close the loop lunch

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

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