b2b ecommerce summit

imedia

B2B ecommerce association

Monday 09 October 2023

Day 1

09:00am – 12:00pm · Hotel Foyer

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

12:15pm – 02:00pm · Horizon Room

Merchants Only Lunch | How can you help a business understand what makes a best-in-class experience?

According to the latest ANZ Benchmarking Survey conducted by SAP and the B2B eCommerce Association, over 50% of respondents said they were already capturing at least 50% of their annual sales through their B2B ecommerce sites and apps. However, challenges facing companies maximising this comes down to; needing help finding and maintaining skilled ecommerce staff, improving and diversifying their supply chain, managing data privacy and securing a budget for making needed ecommerce technology improvements.

Hear from SAP customer Michelle Stewart, General Manager Marketing & Digital at Device Technologies, DXC eCommerce expert, Erik Burton and SAP CX Advisor Ben Nottle on how customers are building the foundations for a future of intelligent CX.

Erik Burton
Practice Partner Australia and New Zealand - CX & eCommerce
DXC

Michelle Stewart
Director, Marketing & Digital
Device Technologies

Ben Nottle
CX Advisor
SAP

12:30pm – 02:00pm · Pearls Bar

Networkers Briefing Lunch

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

02:00pm – 02:10pm · Ballroom

Merchants Business Connect Check-in   Merchants 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 with the first meeting starting at 3:00pm sharp.

02:20pm – 02:35pm · Ballroom

Welcome & Opening Remarks

Join Ryf Quail and the iMedia team for a warm welcome.

02:35pm – 04:40pm · Ballroom

Business Connect | Brought to you by Mastercard

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.

04:40pm – 06:30pm · Ballroom Foyer

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

06:30pm – 07:00pm · Ballroom Foyer

Pre Dinner Drinks

07:00pm – 10:00pm · Ballroom

Welcome Dinner & Opening Independent Keynote

Welcome Dinner | Brought to you by UnLock
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 Independent Keynote | Adaptability in action
Gus Balbontin, a crowd favourite at iMedia, will share valuable lessons learned from decades of market disruption and business transformation in various industries. He will focus on adaptability to ever-changing customer needs, providing common-sense and easy-to-implement solutions that are relevant to media today.

Often referred to as a futurist, Gus's expertise lies in helping you focus on what you can control to deal with any future, rather than getting too distracted with future guesses that take time away from taking action. While he enjoys discussing future trends, he believes it's essential to take practical steps to create a better future.

Gus's blunt and energetic approach will not only make you laugh but also consider the puzzles of running a team. His presentation on change, adaptability, transformation, technology, and innovation is the perfect end to the iMedia B2B eCommerce Summit. Whatever you do, don't miss it.

Gus Balbontin
Investor-Advisor-Adventurer
Gus Balbontin

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2023 Agenda

Tuesday 10 October 2023

Day 2

06:30am - 08:45am · Terraces Restaurant

Breakfast | Brought to you by ShopifyPlus

Kick-start your day with an energizing breakfast and freshly brewed Barista coffee.
Fuel up for an action-packed day ahead.

08:45am - 08:50am · Ballroom

MC Opening Remarks

Yvonne Adele
Event Host and Official MC
iMedia

08:50am - 09:25am · Ballroom

Independent Keynote | Building a Winning B2B eCommerce Strategy

B2B eCommerce is no longer an optional extra for manufacturers, distributors, and wholesalers.
It's a must-have channel for growth, profitability, and customer satisfaction. But how do you
build a successful B2B eCommerce strategy from scratch? We'll explore the key steps and
best practices for creating a winning B2B eCommerce strategy. We'll discuss the importance
of understanding your customers, mapping the customer journey, and defining your value
proposition.

Marta Dalton
VP Data Analytics &
Customer Insights at
Amyris

09:25am - 09:50am · Ballroom

Keynote | Seizing the AI Zeitgeist: Thriving in the New Era of B2B Commerce

Zeitgeist is defined as the unique spirit, nature or climate of an era that sets it apart from
all other epochs. AI is and will continue to be the next frontier for B2B commerce. From
personalised customer experience to supply chain optimisation, hear how leaders in the B2B
eCommerce space are tackling the opportunity with real-world examples, learnings and best
practices. You'll gain insights into brands that are using AI-powered Commerce in creative ways
to enhance operations, expedite decision-making and compete for a share of wallet. Walk
away with a better understanding of how AI-driven innovations could reshape procurement,
sales, and logistics for your business.

Scott Rigby
Principal Product Manager, JAPAC
Adobe

09:50am - 10:00am · Ballroom

Quickfire | Practical Advice on Selecting a B2B ecommerce Platform

Ben Sharp
Chief Revenue Officer
Commerce Vision

10:00am - 10:10am · Ballroom

Quickfire | How to create a B2B customer experience that leverages multichannel engagement to drive growth

Customer expectations are higher than ever. How do you meet your customers where they are, no matter what channel they want
to engage on? Learn how to build customer journeys by connecting every touchpoint to create multichannel engagement that drives
growth and loyalty. Discover strategies for streamlining operations and creating seamless customer experiences at scale using
Commerce Cloud.

Chris Spence
Regional Vice President – Commerce Cloud
Salesforce

Brad Aurisch
CEO
LW Reid

10:10am - 10:40am · Ballroom Foyer

Coffee Break | Brought to you by ShopifyPlus

Take a break and refuel with morning tea thanks to ShopifyPlus.

10:40am - 11:00am   Breakout Sessions

Ballroom The Secret To Guaranteed ROI: A B2B E-Commerce Adoption Plan

Get an actionable plan that ensures your B2B e-commerce project is worth the investment. In
today's competitive digital landscape, B2B organizations need to move fast and move right.
Prioritizing customer adoption ensures you'll maximize online sales results, guaranteeing
the ROI your project needs to succeed. Arjuna Hettiarachchi, Chief Revenue Officer at Sana
Commerce, will share his insights and guidance based on research to over 1000 B2B Buyers to
improve your webstore adoption.

Arjuna Hettiarachchi
Head of Sales APAC
Sana-Commerce

Ballroom 4 **Maximize Your Revenue with Site Search: Quantifying the Opportunity**

For many B2B eCommerce businesses search & discovery experiences are lacking, and it can be challenging to understand the major areas for improvement fully.

This session delivers an actionable plan for evaluating the online product discovery experience you offer today. From the front end experience to the analytics and key metrics already tracked in portals like Google Analytics today, you will leave fully empowered to lead your team through an audit that delivers real action items to key stakeholders across the commerce team.

• A comprehensive framework for auditing search front end and functionality
• A gap analysis template for communicating discovery experience pillars across your brand
• A step by step walkthrough of using Google Analytics to quantify the impact of Search & Discovery on your brand
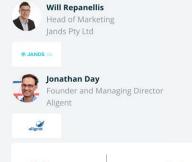• Real action items to deliver to your team following the conference

Ben Chad
B2B Practice Leader
Algolia

algolia

algolia

11:05am – 11:25am Breakout Sessions

Ballroom **Building all the support you need for B2B success - from board to customers to partners - a case study in Q&A format**

Project success depends on convincing board members, understanding what customers really need, aligning with colleagues, partnering with external providers, and juggling all their expectations. Hear the inside story from Will Repanellis, Head of Marketing at Jands - Australia's leading distributor of AV equipment - about their recent success; he will share key statistics that convinced stakeholders, and describe how they coordinated with demanding, parallel internal projects. Their journey demonstrates that complex B2B ecommerce can be delivered rapidly and effectively, join us to learn how in an interactive format - questions welcomed!

Will Repanellis
Head of Marketing
Jands Pty Ltd

JANDS

Jonathan Day
Founder and Managing Director
Aligent

aligent

Adobe | aligent

Ballroom 4 **How to master Product Information Management, and other key lessons from retail**

Solving the challenge of presenting high quality product information to buyers for a wide and technical range of products is a foundational success factor of any B2B digital strategy. Yet this is rarely executed well, leading to frustrated colleagues and customers, with lower return on investment in e-commerce. Daniel has over 20 years' experience in both delivering multi channel transformation in major retailers, and supporting brands and retailers to create, source and manage product content effectively. Daniel will outline how to implement an effective product information strategy, and also share some key lessons in moving an organisation to a multi channel business model.

Daniel Roberts
Managing Director
Salsify

SKUvantage | Salsify ANZ

SKUvantage | Salsify ANZ

11:30am – 11:55am • Ballroom

Keynote | Navigating the New Era of B2B Commerce: Insights from Shopify's James Johnson

Discover the secrets to thrive in the new era of B2B commerce as we bring you insights from Shopify's expert, James Johnson. Learn how top brands are attracting today's B2B buyers by adapting to the evolving landscape. Explore real-world case studies and innovative strategies that leverage Shopify's solutions for personalized experiences and efficient sales channels. Don't miss this chance to equip your business with the tools to succeed in the dynamic world of B2B commerce. Join us for this engaging session and unlock your B2B brand's true potential!

Ciaram Granger
Founder and CEO
My Energy Engineering

MyENERGY ENGINEERING

James Johnson
Director of Technical Services & Strategic Accounts, APAC
Shopify

shopify

shopifyplus

11:55am – 12:20pm • Ballroom

Keynote | Unlocking Limitless B2B Capabilities: Dermalogica Australia's Unified B2B Commerce Journey

Unified commerce stands at the forefront of B2B business evolution, seamlessly connecting multiple sales channels and powered by a single back office. Join us for a captivating case study presentation by Dermalogica Australia, as we delve into their successful migration to a unified B2B commerce platform. Uncover the game-changing potential of an exceptionally configurable B2B rule engine that knows no boundaries. In this session, we will showcase the flexible B2B features and workflows implemented, providing valuable insights and inspiration for businesses seeking to do the same and more.

Naomi Farberman
Regional Sales Manager APAC
Pepperi

PEPPERI

Chris Magee
IT Service Manager
Dermalogica

dermalogica

PEPPERI

12:20pm – 12:30pm · Ballroom

Quickfire | The Power of B2B Video Marketing: Learning from B2C Success

Video plays an increasingly important role in the decision makers path to purchase, but are B2B brands maximising the opportunity this presents? Based on recent market research data, we'll take a quickfire look at the videos being produced by brands & marketers and the videos being consumed by customers, compare the two and see where potential opportunity sits.

Caroline McCarten
Executive Director
YourFilm

12:30pm – 12:55pm · Ballroom

Keynote | B2B Loyalty and the 80/20 rule: Meeting the needs of your core customers

B2B buyers, heavily influenced by B2C experiences, have high expectations when it comes to business purchasing. The future of B2B eCommerce is dependent on building quality, consistent digital experiences across all sales channels to exceed these buyer demands. Ideal solutions will marry digitalisation with legacy systems to deliver long term ROI, while meeting the complex payment and invoicing needs of your largest customers.

Piers Gorman
Managing Director APAC
TreviPay

James Norfor
CEO / Co Founder
b2buy.online

01:00pm – 05:00pm Networking Activities · Offsite

Sailing in Paradise
Brought to you by
intershop®

Mixology Masterclass
Brought to you by
dotdigital

Go Karting
Brought to you by
CLOUDWERX

Golf
Brought to you by
Spryker
nagarro

05:00pm – 06:30pm · Ballroom Foyer

Free Time

06:30pm – 09:30pm · Sheraton Pool

Poolside Reception | Brought to you by B2B eCommerce Association
Join us for the Poolside reception.

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06:30am – 08:50am · Terraces Restaurant

Breakfast | Brought to you by ShopifyPlus

Day 3 begins with breakfast and barista coffee!

shopifyplus

08:50am – 09:00am · Ballroom

MC Opening Remarks

Yvonne Adele
Event Host and Official MC
iMedia

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09:00am – 09:35am · Ballroom

Independent Keynote | Who is driving your technology?

The technology we use has never been better. And the failure rates for technology initiatives remains stubbornly high. In this session, Neville provides examples of why this is, and why the majority of these failures have nothing to do with the technology itself. He will introduce you to a framework that gets you to focus on what matters most when it comes to driving technology. This will include how to deal with the current scarcity of digital skills, and how ultimately technology will be able to help us deal with that scarcity, if you are prepared to start architecting that change right now.

Neville Richardson
CIO
Gallagher Group

GALLAGHER

09:35am – 10:00am · Ballroom

Keynote | Cracking the Code: B2B Marketplace Mastery

Building a successful marketplace is the holy grail for online businesses. Online marketplaces dominate in the consumer world, in B2B the rules are different. In this session, Mirakl (the leading marketplace software company) will share how global industry giants like Airbus, Coca-Cola, 3M & Accor Hotels are adapting the marketplace model for the business customer. Laurence Greenway, Strategy Manager at Mirakl will outline how Mirakl has adapted their solution to meet the needs of the B2B marketplace operator, how best to develop a marketplace strategy and the key factors that need to be in place to ensure success.

Laurence Greenway
Strategy & Marketing Manager
Mirakl

MIRAKL

10:10am – 10:45am · Ballroom

Client Led Roundtables

A crowd favourite, client-led roundtables see leading Australian merchants moderate discussions of discovery and collaboration around their table's assigned topic. This session is a great opportunity to compare notes on mutual pain points and share success stories.

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10:45am – 11:15am · Ballroom Foyer

Coffee Break | Brought to you by ShopifyPlus

Take a break and refuel with morning tea thanks to ShopifyPlus.

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11:15am – 11:40am · Ballroom

Keynote | Leveraging Composable for Complex B2B Businesses

Over the past few years, we've seen some exciting changes in how brands handle the ever-growing complexity of technology. In our upcoming keynote, Zac and Shane will chat about their experiences, using Motion as a best-in-class example. They'll show you how Motion is shaking things up by introducing composable commerce. It's going to be a fun and informative session!

Zac Gray
Head of eCommerce
Motion Asia Pacific

MOTION
Australia

Shane Newman
Commercial Director
Overdose

OVERDOSE.

OVERDOSE.

11:40am – 12:15pm · Ballroom

Keynote | Managing Change in B2B Digital Transformation

Digital transformation is a buzzword in many organisations, but making the leap and digitising your operations can be a daunting task. One of the key challenges is managing the organisational change required to implement new technologies and processes. In this session, we'll explore the strategies and best practices for managing change in B2B digital transformation. We'll discuss the importance of leadership and communication in creating a culture of innovation and collaboration.

Brett Sinclair
Association Director
B2B eCommerce Association

B2B ecommerce
association

Diane Frick
Head of CX & Digital
Workwear Group

WORKWEAR

12:15pm – 12:30pm · Ballroom

Closing Remarks & Ultimate Networker Prize | Brought to you by Webqem
Be crowned the Ultimate networker and win a fabulous prize!

webqem

12:30pm – 01:30pm · Terraces Restaurant

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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