imedia

b2b ecommerce summit

B2B ecommerce association

Day 1
Monday 28 October 2024

2024 Agenda

DAY 1 • MONDAY 28 OCTOBER 2024

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 | Redefining B2B Commerce: How Metcash is Elevating Customer Experience with AI and Data-Driven Solutions

As B2B commerce evolves, customer experience is transforming. Join us for SAP's merchant lunch featuring Simon Williams, General Manager of B2B Engagement at Metcash, as he discusses how Metcash leverages the Sorted platform—a B2B e-commerce marketplace designed for independent retailers.

Discover the goals Metcash pursued in rethinking its operations and how Sorted has set them apart. By focusing on independent retailers and supply chain efficiency, Metcash has created a more transparent, user-friendly experience.

The use of AI and data analytics helps streamline processes, enhance ordering, and provide real-time inventory insights for more intuitive operations. This innovation requires a mindset shift, and we'll discuss strategies for managing this transition and fostering a customer-centric culture.

Join us to uncover fresh strategies that will not only elevate your customer connections but also spark growth in this dynamic landscape!

Peter Cridland
Senior Account Executive
SAP

Kevin Annfield
ANZ CX Solution Advisor Team Leader
SAP

Simon Williams
General Manager B2B Engagement
Metcash

Tu Tran
General Manager - Enterprise Industries Northern Region
SAP

12:30pm – 02:00pm • Pearls Bar

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

Merchant Business Connect Check-in Merchants make their way to the Ballroom to check-in and find their tables for Business Connect with first meeting starting at 3.00pm sharp.

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 Business Connect with first meeting starting at 3.00pm sharp.

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 – 06:00pm

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

06:00pm – 06:30pm • Ballroom Foyer

Pre Dinner Drinks Network and mingle with delegates of the event ahead of the official welcome dinner.

06:30pm – 10:00pm • Ballroom

Welcome Dinner | Brought to you by BSS Commerce
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 | Leading Thriving Intergenerational Teams
In today's fast-evolving workplace, the convergence of multiple generations brings forth a tapestry of perspectives, experiences, and approaches that profoundly shape organisational culture. This session will explore the disruptive change impacting the world of work, alongside the timeless truths of engaging and leading the generations at work, including strategies that empower individuals to adapt, innovate, and excel in an era defined by generational diversity.

Sophie Renton
Managing Director
McCrindle

DAY 2 • TUESDAY 29 OCTOBER 2024

06:30am – 08:35am • Terraces Restaurant

Breakfast | Brought to you by MyIntegrator
Day 2 begins with breakfast and barista coffee!

08:35am – 08.40am • Ballroom

MC Opening Remarks

Yvonne Adele
Event Host and Official MC
iMedia

08:40am – 09.15am • Ballroom

The Future of B2B Digital Experiences

As we navigate the evolving world of B2B commerce, it's becoming evident that our interactions with digital platforms are poised for transformative changes. In this presentation, we'll delve into the next wave of digital experiences. These new experiences will not just simplify finding products and solutions but will also answer any questions along the way, enhancing overall productivity and decision-making.

We'll also explore what the future holds for product discovery and purchasing experiences. Imagine AI-driven interfaces that not only understand your needs but also anticipate them, making recommendations before you even ask. This is the future of product discovery — intuitive, predictive, and incredibly efficient.

However, adopting these advanced tools will require effective change management. As we introduce new technologies, understanding how to manage the transition and train your team will be crucial. We'll discuss strategies to ensure that your organization is ready to embrace these changes, enhancing your team's adaptability and readiness.

While this talk focuses on the future, we'll also provide practical advice on how you can start preparing today. It's about setting the groundwork now for the technologies and strategies that will dominate tomorrow. Join us to gain insights into creating a more responsive, efficient, and customer-centric B2B environment.

Justin King
Global Director and Principal Analyst
B2B eCommerce Association

09:15am – 09.40am • Ballroom

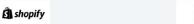### The New Era of B2B Commerce: Insights, Challenges and Innovations to Win in 2025

Prepare for 2025 and elevate your B2B commerce. Dive into the latest trends and insights shaping the B2B commerce landscape. Uncover challenges that businesses are facing and explore the innovative solutions that are driving automation, enhancing product quality, and improving customer experiences. Join Tricia Fallows, Shopify's Merchant Success Senior Lead, for strategies on staying competitive and thriving in the evolving B2B marketplace.

Tricia Fallows
Senior Merchant Success Lead
Shopify

David Visser
CEO
Zyber

09:40am – 09.50am • Ballroom

Unlocking B2B Commerce Success: Efficiency, Innovation, and Growth in 2025

In this session, we'll explore key industry insights and examine how B2B businesses across Australia and New Zealand are positioning themselves for success over the next 12-18 months. From tackling today's pressing challenges to preparing for what's ahead, we'll highlight how companies are leveraging cutting-edge technology to fuel growth, streamline operations, and lower their cost to serve.

Andrew Rogencamp
Chief Customer Officer
Commerce Vision

09:50am – 10.00am • Ballroom

Driving B2B Digital Acceleration with Generative AI

Join this quick-fire session to learn how Blackwoods and other industry leaders are leveraging Coveo's composable search technology to drive significant digital adoption, transform B2B commerce strategies, enhance customer satisfaction, and accelerate revenue growth. Discover how Generative AI enables conversational, relevant, and personalised shopper experiences at scale, maximising business outcomes at every touchpoint. After this session, you'll have a deeper understanding of the transformative power of Generative AI in revolutionising customer engagement and business performance.

Alexander Mahr
Managing Director
Coveo

10:00am – 10.35am • Ballroom Foyer

Coffee Break | Brought to you by MyIntegrator
Take a break and refuel with morning tea thanks to MyIntegrator.

10:35am – 10.55am | **BREAKOUT SESSIONS**

Ballroom **Navigating Digital Commerce: Shared Learnings with Changemakers on the Journey**

MM Electrical Merchandising and Independence Australia are industry leaders and have been on a digital transformation and B2B commerce journey. In this session, you'll gain exclusive insights into their innovative strategies, hear the stories behind their successes and challenges, and learn how they are reinventing customer interaction to stay ahead of the curve. Discover what's next on their roadmap as they continue to push the boundaries of digital commerce.

Tim James
National Manager -
eCommerce and Digital
Enablement
MM Electrical Merchandising

Steven Rothberg
Chief Information Officer
Independence Australia

Alex Lawson
Director of Growth
Balance Internet

Balance

Horizon Room **Firing Up B2B Success: Barbeques Galore's Journey to Ecommerce Excellence**

Join us for a fireside chat with Nathan Simmons from Barbeques Galore, Sabrina Thangiah from Amblique and Ben Chambers from BigCommerce, as they share the secrets behind the successful launch of Barbeques Galore's B2B ecommerce platform on BigCommerce. Discover how this partnership leveraged out-of-the-box features to rapidly deploy a solution that not only streamlined internal operations but also enhanced the customer experience. Learn about the implementation of multi-storefronts, buyer management tools, and innovative features like immediate quote generation and quick order functionality. This session will provide valuable insights into the challenges and opportunities of B2B ecommerce and how to maximise the potential of your platform.

Nathan Simmons
Head of Omnichannel
Barbeques Galore

Ben Chambers
Senior Enterprise Account
Executive
BigCommerce

Sabrina Thangiah
Head of Client Delivery
Amblique

BIGCOMMERCE

11:00am – 11.20am | **BREAKOUT SESSIONS**

Ballroom **Home Alone: How to prevent product data becoming the Kevin of your Digital Transformation Journey**

In an increasingly digitised commerce landscape, product information has become a critical foundation for digital success. However, like Kevin McCallister from Home Alone, product content is often forgotten in the race to implement new digital technologies. Organisations are having to 'race back' from their transformation journey to collect the high-quality product data and images they've left behind.

Gillian Smythe
Managing Director ANZ
Salsify

SALSIFY

Horizon Room **Transforming CX: GWA Group's Journey with Composable Technologies**

Explore how GWA Group, a top Australian supplier of building fixtures, is using composable technologies to revolutionise their customer experience. Through Project Uber, GWA is building a unified digital platform that supports B2B and B2C commerce, brand websites, and interactive user experiences. Learn how this digital transformation is driving self-service efficiency, streamlining customer interactions, and solidifying GWA's leadership in a competitive market.

Ketan Kansara
Enterprise Account Executive
APAC
commercetools

Ritesh Patel
Group Chief Information
Officer
GWA Group Limited

John Whaling
Head of Sales & Business
Development A/NZ
Royal Cyber

ROYAL CYBER

11:25am – 11.45am | **BREAKOUT SESSIONS**

Ballroom **How to create a B2B customer experience that leverages multichannel engagement to drive growth**
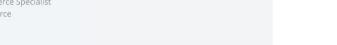
Customer expectations are higher than ever. How do you meet your customers where they are, no matter what channel they want to engage on? Hear from Rudi Khoury, Chief Digital Officer @ Fisher & Paykel Appliances and Salesforce on how to build customer journeys by connecting every touchpoint to create multichannel engagement that drives growth and loyalty. Discover strategies for streamlining operations and creating seamless customer experiences at scale using Commerce Cloud.

Rudi Khoury
Chief Digital Officer
Fisher & Paykel

Ben Chapman
Commerce Specialist
Salesforce

salesforce

Horizon Room **Customer Adoption Strategies: Getting even the most stubborn customers onboard**

In this session, we will explore effective strategies to overcome resistance and drive customer adoption, particularly with those who are hesitant to embrace new solutions. We will dive into key tactics such as identifying customer pain points, building trust, personalising onboarding experiences, and demonstrating long-term value. Attendees will learn actionable techniques for engaging and converting even the most reluctant customers into loyal advocates, ensuring smooth transitions and higher adoption rates.

Dan Garner
AB Member, Commerce
Founder & MD, On Tap
BSS Commerce

BSS COMMERCE

11:50am - 12.10pm **BREAKOUT SESSIONS**

Ballroom **Unleashing your commerce creativity in B2B: The power of composable commerce**

Join Sitecore for an engaging session on harnessing composable commerce to unlock your team's creativity and future-proof your B2B eCommerce. We will explore the challenges faced by B2B businesses in meeting evolving customer expectations and how composable commerce provides a flexible, modular approach to overcome these hurdles. Discover real-world examples of companies successfully implementing unified, cross-channel buying experiences, hyper-personalization, and AI-driven insights to enhance customer engagement. Learn actionable steps to modernise your systems iteratively, empowering your teams to innovate and adapt in today's fast-paced digital landscape.

Stuart O'Neill
Area Vice President - ANZ
Sitecore

SITECORE

Horizon Room **Turning AI Talk into Tangible Results: See Agentic AI in action with the launch of AmpmodeAI - built for amplifying the impact of marketing and ecommerce teams**

Join us for an exclusive demonstration of our cutting-edge AI Agent Workflow Platform. Learn how our innovative solutions can enhance your operational efficiency by semi-automating manual tasks, including product data enrichment, metadata generation, and providing unique datasets to your distribution and retail partners, all **at scale!**

Nigel Poole
CEO
Matter Design & Digital

M.

12:15pm - 12:25pm • Ballroom

Next-Gen B2B Experiences: Elevate Your Customer Engagement and Revenue

In today's competitive landscape, delivering personalised, account-based experiences is crucial for standing out. This session will explore how unified data, AI-driven insights, and automated content can transform both assisted and self-service buying journeys. Learn how to create meaningful, relevant interactions across the board, enhance customer engagement, and scale your marketing efforts to drive revenue more efficiently.

John Vikas
Director ANZ, Solutions
Adobe

Adobe

12:25pm - 12:50pm • Ballroom

Maximising ROI: Leveraging Marketing Automation for B2B eCommerce Growth

Discover best practices and innovative approaches to using marketing automation to drive growth and efficiency in B2B eCommerce.

Suzie Young
Head of Digital- ANZ
Metagenics ANZ

Murdo Wallace
Director of Operations - APAC
Dotdigital

dotdigital

01:00pm - 05:00pm **NETWORKING ACTIVITIES**

| **Sailing in Paradise** Brought to you by | **intershop®** | **Jet Boating** Brought to you by | **dotdigital** | **Pinot & Picasso** Brought to you by | **shopify** |

05:00pm - 06:30pm

Free Time

06:30pm - 9:30pm • Ballroom

Poolside Reception

Day 3
Wednesday 30 October 2024

2024
Agenda

DAY 3 • WEDNESDAY 30 OCTOBER 2024

06:30am - 08:55am • Terraces Restaurant

Breakfast | Brought to you by MyIntegrator
Day 3 begins with breakfast and barista coffee!

MyIntegrator

08:55am - 09:05am • Ballroom

MC Opening Remarks

Yvonne Adele
Event Host and Official MC
iMedia

imedia

09:05am - 09:40am • Ballroom

The moments that matter | Building a CX strategy that drives customer adoption in B2B
Join Amber McDougall, General Manager Digital, CX & Transformation at Fletcher Building as she shares some of her change management and leadership strategies that drive success in complex B2B ecommerce and digital transformation programs.

Amber McDougall
General Manager, Digital, CX & Transformation
Fletcher Building

Fletcher Building

09:40am - 10:15am • Ballroom

Revolutionising Product Data: The Key to Operational Efficiency and Growth
As customer channels multiply and evolve, product data has become crucial to shaping exceptional customer experiences. Tzipi Avioz, GM APAC at Mirakl, will explore how businesses can elevate customer, supplier, and internal team satisfaction by transforming how product data is managed. This session will address the inefficiencies caused by fragmented data and showcase how solving these challenges can unlock a new engine for growth and operational efficiency.

Tzipi Avioz
General Manager APAC & Global Delivery
Mirakl

MIRAKL

10:15am - 10:55am • Ballroom

Merchant-led Roundtables
A crowd favourite, Merchant-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.

imedia

10:55am - 11:30am • Ballroom Foyer

Coffee Break | Brought to you by MyIntegrator
Take a break and refuel with morning tea thanks to MyIntegrator.

MyIntegrator

11:30am - 12:05pm • Ballroom

Elevating B2B eCommerce: Joval Wine Group's Path to Digital Success
In this engaging session, Andrew Stoneham, the Chief Information Officer of Joval Wine Group, will share the company's remarkable journey in transforming their customer experience through B2B ecommerce and self service. With a vision to create a best-in-class customer experience, Joval recently launched their B2B ordering platform, WineSource, which offers a seamless, frictionless interface for over 4,500 customers to explore and purchase Australia's finest wines.

The discussion will highlight the driving factors behind Joval's digital transformation, focusing on how the company is on track to achieve 50% digital adoption in 2024. Andrew will also dive into the technical challenges of integrating sophisticated B2B capabilities, such as customer-specific pricing, real-time inventory updates, and the role of ERP systems in ensuring a smooth, scalable digital experience.

Attendees will gain insights into how Joval Wine Group combines personal service with a powerful digital platform, driving both efficiency and growth while maintaining their commitment to quality and customer relationships. This interview is a must-attend for those looking to understand how traditional B2B industries can leverage digital tools for enhanced customer engagement and operational excellence.

Brett Sinclair
Association Director
B2B eCommerce Association

B2B ecommerce association

Andrew Stoneham
Chief Information Officer
Joval Group

JOVAL

12:05pm - 12:20pm • Ballroom

Closing Remarks & Ultimate Networker Prize
Be crowned the Ultimate networker and win a fabulous prize!

NRF'25 RETAIL'S BIG SHOW ASIA PACIFIC

12:20pm - 01:20pm • Terraces Restaurant

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

imedia