



Day 1

Monday 29 April 2024



2024
Agenda

DAY 1 • MONDAY 29 APRIL 2024

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 | Digital Age Mastery: Navigating Tech, Partnerships & Data

Industry veterans Nicola Clement (Adore Beauty) and Jonathan Day (Aligent) share their expertise on navigating the digital landscape:

- **Optimising Existing Tech:** Leverage existing technology effectively and identify opportunities for improvement.
- **Mitigating Project Risks:** Learn how to recognise potential issues and navigate project challenges successfully.
- **Building Strong Partnerships:** Foster partnerships built on trust, mutual respect, and open communication for better outcomes.
- **Data-Driven Decisions:** Utilise data for informed technology choices and strategic decision-making.
- **Enhancing the Customer Experience:** Explore effective strategies to personalise interactions and improve customer experiences.



Amy Hollis
Account Executive, Enterprise Solutions
BigCommerce



Jonathan Day
Founder and Managing Director
Aligent



Nicola Clement
Chief Experience Officer (CXO)
Adore Beauty



Catherine Thoroughgood
Senior Customer Success Manager
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 - 02:55pm • Ballroom

Retail's digital future: the risks and rewards of AI-driven commerce

Simon will analyse recent Australian e-commerce trends and explore how the future of online retail will unfold as, despite cost-of-living pressures, Australian consumers continue to embrace new ways of discovering, evaluating, and buying online in our ever-increasing digital world.

AI has enormous potential to empower businesses and consumers, but only if privacy control can be assured and the rewards clearly outweigh the risks. Can the way these new technologies are introduced and implemented over the coming years help demonstrate the mutual benefits and inspire confidence? Can we strike the right balance?

The session will explore the benefits and functionality AI can provide for both consumers and retailers, the emerging threat posed by AI-empowered cybercrime and AI's role in advanced fraud protection. Simon will also discuss the ongoing importance of data, data security and how cookie blocking and upcoming changes to Australian privacy legislation may impact retailers.



Simon Banks
Managing Director, Australia
PayPal



02:55pm - 05:30pm • 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.



DAY 1 • MONDAY 29 APRIL 2024

CONTINUED

05:30pm - 06:30pm

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

i media

07:00pm - 10:00pm · Ballroom

Welcome Dinner | Brought to you by Inside by Powerfront

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 | Creating the Future of Retail

The world of retail is being transformed, driven by new technologies and increasingly demanding customers. To succeed, retailers – both in physical stores and online – must focus on improving in four domains: **Experience**, **Personalisation**, **Immediacy**, and **Community**. Social media, mobile, and immersive entertainment technologies are helping to bring people into stores, and bring together online and store channels. In this keynote Ross Dawson provides deep insights and advice on how to create massive success in the changing world of retail.



Ross Dawson

Futurist | Board advisor | Global keynote speaker | AI startup founder | Bestselling author | Podcast host



Day 2

Tuesday 30 April 2024



2024
Agenda

DAY 2 • TUESDAY 30 APRIL 2024

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

Breakfast | Brought to you by Twilio

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 New Retail Landscape

Join Paul Zahra, CEO of ARA and Matthew Benham, Director and Country Lead for Retail at Amazon Australia, for a Fireside Chat discovering insights into the accelerated digital shift, evolving consumer behaviours, and adaptation strategies. Gain a strategic perspective on navigating the new retail landscape with a focus on agility, customer-centricity, and digital innovation.



Paul Zahra
Chief Executive Officer
Australian Retailers Association



Matthew Benham
Director & Country Leader - Retail
Amazon



09:05am - 09:30am • Ballroom

Back to the stack: Technology and Total Cost of Ownership

Building your tech stack is one of the most important and complex challenges your business will face. Beyond evaluating the return on investment, the solutions you select should scale with your business and the needs of your customers, for years to come. Join these thought leaders for a discussion on how technology is driving efficiencies, fuelling international growth and elevating customer experiences.



Heather Earl
Head of Ecommerce
Nutrition Warehouse



Joanna Millhouse
Head of Marketing and Digital
kookai



Hannah Udina
Head of Partnerships ANZ
Shopify



09:30am - 09:40am • Ballroom

Beyond Transactions: Elevating Retail Customer Experiences

Uncover strategies to optimise transactions, boost margins, and ultimately, create memorable customer journeys. Join us for practical insights into mastering payment prowess in retail, with inspiring merchants' success stories.



Tim McDonnell
Head of Sales, AUNZ
Adyen



Jamie Collings
SVP Sales, AUNZ
Adyen



09:40am - 09:50am • Ballroom

The four must haves for retailers to win on e-commerce delivery

Uber General Manager for Direct Duncan Petit examines the four ingredients merchants need to win customers on e-commerce delivery and to avoid FOMO on WISMO (where is my order).



Duncan Petit
General Manager Uber Direct ANZ
Uber



09:50am - 10:20am • Ballroom Foyer

Coffee Break | Brought to you by Twilio

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



10:20am - 10.40am

BREAKOUT SESSIONS

Ballroom Mastering Efficiency: Coles Liquor's Leading Approach to Optimising Revenue Growth by Unlocking Productivity

Dive into the transformative journey of Coles Liquor and their process improvements. Confronting challenges in data inconsistencies and syndication, Coles Liquor leveraged strategic solutions to enhance efficiency and productivity in their day-to-day operations.



Amanda Hayes

Director, Sales & Customer Success ANZ
Salsify



Michael Hoekman

National Operations Manager - Online & Projects
Coles Liquor



Horizon Room Data-Driven Personalization: A Game Changer

This session, led by Emarsys, delves into the transformative power of data-driven personalisation in retail. Discover cutting-edge strategies for leveraging customer data to create highly personalised shopping experiences. Learn how to harness advanced analytics and AI-driven insights to significantly boost ROI, deepen customer engagement, and set new standards in personalised marketing.



Thomas Harris

Chief Revenue Officer
Emarsys



Dan Ferguson

Chief Marketing Officer
Adore Beauty



Lagoon Room How can retailers implement a best-in-class payment strategy to better meet their customers evolving expectations

Jeff Hallenbeck, has spent the better part of his career leading the Payments and Risk teams at Nordstrom and Microsoft. In today's rapidly changing landscape, consumer demands for seamless, secure, and convenient payment experiences are at an all-time high. In Jeff's current role, he has the opportunity to work with leading global brands to revolutionise their payment strategies and how they transact with their customers. In this session Jeff will explore key trends and tactics that he is currently seeing in e-commerce and touch on how he helped pioneer the payment strategies for two of the largest industry leaders, redefining the way they did business online.



Jeff Hallenbeck

Head of Payments
Forster



10:45am - 11.05am

BREAKOUT SESSIONS

Ballroom An efficiency imperative: the full funnel advantage of affiliate and influencer marketing

Gone are the days of a linear path to purchase. Media fragmentation and distrust in traditional advertising has forever changed the way consumers make purchase decisions. So how can brands find consumers where they are and drive them towards conversion - efficiently? Join us as we unpack the full funnel advantage of affiliate and influencer marketing.



Rhyanna Cardillo

eCommerce Manager
Aje Athletica



Helena Barroso Zarco

Director of CS and Sales, ANZ
impact.com



Courtney Dwyer

Interim Global Head of Marketing
Frank Body



Horizon Room From Mass Messaging to Personal Connections: Leveling up your SMS Program

Learn how to meet fast-evolving customer needs around personalisation and increase customer lifetime value through bespoke SMS campaigns. Discover the power of two-way conversations and zero-party data, and gain the latest best practise insights on levelling up your loyalty programs, omni-channel tactics, and conversion rates.



Zach Hotchkiss

Vice President, APAC
attentive



Lagoon Room 'Back to Basics' with RM Williams & Wunderkind: How the brand is leveraging owned channels for a more efficient & profitable marketing mix

For retailers and brands, 2024 looks set to be a continuation of the digital, economic and political disruption we've seen in recent years. Digital teams face ongoing pressure to improve budget efficiency, whilst martech tools continue to proliferate (with questionable results), paid channel performance declines, and the exponential impact of AI finally starts to affect day-to-day operations.

So, how can eCommerce businesses tackle these challenges, and why is a 'back to basics' approach needed amongst all the noise? Join this not-to-be-missed session, featuring Peter Tu, Performance Marketing Manager at RM Williams, for insights on:

- Understanding the broken SaaS model and the new marketing paradigm
- Why owned channels are critical to digital revenues, CLV and a profitable marketing mix
- The role of 1st-party data and next-gen identity management in the cookie-less future
- How RM Williams is going back to marketing fundamentals - building direct customer relationships, growing long-term loyalty and scaling 1st-party data and owned channels - in partnership with Wunderkind



Jamie Hoey

Country Manager Australia
Wunderkind



Peter Tu

Performance Marketing Manager
R.M. Williams



11:10am - 11.30am

BREAKOUT SESSIONS

Ballroom Enabling Business Efficiencies with Tech

Jaimi Starr takes the stage to discuss how Brand Collective has driven business efficiencies via their Klaviyo partnership. Learn how Brand Collective has structured their approach to owned marketing across multiple brands including Review, Reebok, Superdry and many more, driving stronger business outcomes with less time, effort and resource.



Jaimi Starr
Head of Digital
Brand Collective



Horizon Room Retail Rendezvous: RM Williams Unlocks Payment Power

Join RM Williams for a fireside chat exploring the transformative power of payment strategies in shaping customer experiences. Uncover how optimising payments not only enhances efficiency but also strengthens customer bonds. RM Williams will reveal how technology can elevate effectiveness, ensuring retailers thrive in today's competitive landscape. Don't miss this opportunity to learn from a pioneer in retail innovation!



Jamie Collings
SVP Sales, AUNZ
Adyen



Samuel Bala
Program Architect
R.M. Williams



Lagoon Room Taking Your Brand Global – Implementing a successful retail expansion strategy

Localisation is often the last priority when Going Global. However, creating a strategy that spans every channel, retains your core brand identity AND accounts for the cultural nuances of your target market is critical for scalable success.

Join TransPerfect's Directors for Retail ANZ & Global Customer Success Stephanie & Claire, to explore:

- How you compare against other international retailers.
- The top growth markets right now & the 3 key considerations for choosing your next one.
- The importance of a Localisation Strategy for international success – from digital marketing, D2C, internal training to customer support in language.
- The critical role of technology and AI to scalable growth.
- Quick wins right here in ANZ – success stories on how to optimise for the 8 million Australians speaking a language other than English at home. WeChat as a prime example - yielding up to 200% increases in conversion.

As the largest language & technology partner globally – TransPerfect works with the likes of Qantas, Lululemon, LVMH & Estee Lauder to facilitate brand growth across regions. Whether you're at the start of your localisation journey or looking for tips to optimise for success – you'll walk away from this session with a checklist to ensure you're best equipped for scalable, global growth.



Claire Mullins
Director Global Customer Success
TransPerfect



Stephanie Rogers
Director, Retail ANZ
TransPerfect



11:35am - 11.55am

BREAKOUT SESSIONS

Ballroom How Trade Me Improved Campaign Performance by 20% with Segment CDP and CustomerAI

Join Mitch Mentor, Product Owner - CMP at Trade Me and Ben Chamlet, Senior Director of Solution Engineering at Twilio Segment, as they share insights into how the Trade Me marketing team utilised predictive AI models to understand buyer and seller behaviour. Discover how they effectively employed CustomerAI Predictions to implement targeted, personalised campaigns in real-time, all while minimising the workload on their data science team. Additionally, learn about Trade Me's approach to consolidating customer data from various devices to create comprehensive customer profiles, leading to enhanced audience targeting capabilities and a notable 10% increase in click-through rates.



Mitch Mentor
Product Owner, CMP
Trade Me



Ben Chamlet
Senior Director, Presales
Twilio



Horizon Room How global leaders are using payments to transform their ecommerce businesses

The post-pandemic era of connected payments emphasizes a need for flexible and scalable platforms, seamless integration, and smooth orchestration. That's why innovative businesses now recognize payments as a crucial element in customer experience and business growth

- **The new standards for payments** – How payments are now key to crafting outstanding experiences that engage customers
- **Payments driving new growth** – How leading companies globally are using payments to drive new revenue streams and unlock new markets
- **Payments data as a competitive edge** - How data and orchestration have become vital to optimizing operations to improve efficiency and competitiveness
- **What businesses must act upon now to create value from opportunities** – What payment trends are the most critical for businesses to understand and incorporate into their global strategies?



Dan Ayers
Country Manager
nuvei



Lagoon Room Understanding Emotional Decisions Behind eCommerce Purchases

Behind every shopper's purchasing decisions are a range of human emotions. In fact, 80% of human decisions are driven by emotion. In this session, we will dive into the world of AI and understand how EmotionsAI by AB Tasty can help you understand what activates your buyers to convert using emotions-first data. For example, competitive natures will be tempted by limited stock products, safety-first buyers by secure payment details, and need-it-right-nows will want a quick purchase and none of the above extras.

Session takeaways: 1. Emotional needs for conversion are lasting, while behaviors are ever-changing.
2. Emotions provide a more consistent baseline to predict future returns than solely relying on on-site behavior.



Julia Simon
VP APAC
AB Tasty



12:00pm - 12:20pm

BREAKOUT SESSIONS

Ballroom How LSKD Retails and Grows Customers Through Returns

Curious about the secret sauce behind LSKD's retail success and customer growth strategy, especially when it comes to handling returns? Join our fireside chat as we explore how LSKD turns the challenge of returns into an opportunity to cultivate customer loyalty and drive sustainable growth.



Jade Cameron
Head of CX
LSKD



Taera Ebert
Enterprise Partner Manager
loop



Horizon Room How Golfbox increased profitability by \$500k each month

Instant and Golfbox offer insights into why focusing on optimisation, and ROI can propel your profit.



Freddy Hollow
Director of Sales and Marketing
GolfBox



Liam Millward
CEO
Instant



Lagoon Room Cultivating Consumer Growth – Orchestrating Personalised Experiences at Scale

This session will center on three key stages, employing Personalization as the driving force to foster growth:

1. Harnessing technology solutions and analytics to map and enhance multichannel customer journeys.
2. Employing data science and advanced analytics to refine Personalisation Algorithms & Localisation Strategy.
3. Leveraging Gen AI and automation to deliver personalised communications & experience at scale



Ankit Sharma
Principle Consultant - Digital Transformation,
Retail & CPG
eClerx



12:25pm - 12:35pm • Ballroom

How can a retailer capitalise on the convergence of physical and digital retail for growth with Retail Media?

Explore the power of Retail Media in maximising growth by seamlessly integrating physical and digital retail realms.



Mick O'Brien
Commercial Director
Rokt



Nic Robin
Chief Commercial Officer
Village Entertainment



12:35pm - 01:00pm • Ballroom

AI Alchemy: Crafting Strategies to Revolutionise Retail Experiences

Venturing into AI-driven transformations within retail demands a nuanced strategy, akin to the pursuit of alchemy. Nicholas Kontopoulos, VP of Marketing, APJ at Twilio, delves into the complex realm of AI implementation, drawing from the diverse journeys of industry leaders like Trade Me and Marks & Spencer. With each retailer starting from a distinct point, Kontopoulos uncovers invaluable insights and actionable strategies tailored to navigate your own AI innovation. Join us to decipher the alchemy of AI and reshape your retail experiences.



Nicholas Kontopoulos
Vice President of Marketing
Twilio



DAY 2 • TUESDAY 30 APRIL 2024

CONTINUED

01:00pm - 05:00pm

NETWORKING ACTIVITIES

Go Karting

Brought to you by



Golf

Brought to you by



Pizza Academy

Brought to you by



Sailing in Paradise

Brought to you by

Mixology Masterclass

Brought to you by



Jet Boat

Brought to you by



Pinot & Picasso

Brought to you by



05:00pm - 06:30pm

Free Time

06:30pm - 10:00pm • Ballroom

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.



Jungle



Day 3

Wednesday 01 May 2024



**2024
Agenda**

DAY 3 • WEDNESDAY 01 MAY 2024

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

Breakfast | Brought to you by Twilio

Day 3 begins with breakfast and barista coffee!



09:00am - 09:10am • Ballroom

MC Opening Remarks



Yvonne Adele
Event Host and Official MC
iMedia



09:10am - 09:45am • Ballroom

The shift towards profitability in online retail – economy wide challenges and retailer opportunities

The Australian retail sector has experienced weak demand over the past 12 months. Craig 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.



Craig Woolford
Senior Research Analyst
MST Marquee



09:45am - 10:10am • Ballroom

From Clicks to Conversions: Unleashing AI and Product Discovery Success in E-commerce

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.



Johan Nyberg
Chief eCommerce Officer
Elite Supplements



Alexander Dalidakis
eCommerce Experience Lead
Mitre 10



Surya Ramanathan
Vice President, APAC / AMER
UNBXD



10:10am - 10:20am • Ballroom

How to Manage Your Online Store To Maximise Your Organic Traffic

Is how customers shop online impacting your rankings? Uncover the latest insights and industry secrets on how optimising your search engines listing can impact your ranking and click through rate. Discover what search features are most important in your industry to maximise your chances at driving high value traffic to your business. Join us for the exclusive release of our groundbreaking 122,000 data point study, offering unparalleled insights to elevate your online presence and capture your target audience. Gain invaluable knowledge on distinguishing between effective and ineffective search results, and learn practical steps to optimise your online store for maximum visibility and clicks. Don't miss out on this opportunity to propel your business to the forefront of search engine success!



Safwan Chowdhury
Chief Growth Officer
Online Marketing Gurus



ONLINE MARKETING GURUS

10:20am - 10:30am • Ballroom

Unleashing the Potential: Mastering Personalisation with CDxPs & Omnichannel Engagement

In today's hyper-connected world, the key to winning over customers lies in delivering personalised experiences seamlessly across multiple channels. Join us in this dynamic session as we delve into the transformative power of Customer Data Platforms (CDPs) and cross-channel engagement strategies. Learn how CDxPs serve as the linchpin in breaking down data silos, enabling marketers to craft a unified, 360-degree view of their customers. Explore the art of personalised messaging (emails, SMS, apps, WhatsApp, social media, etc.) plus on-site recommendations, search, and beyond. Discover how to captivate audiences with personalised journeys that drive engagement and foster long-term loyalty.

Here's what you'll learn:

- Unify customer data: Break down data silos and create a single, holistic view of your customer.
- Personalise messaging: Deliver targeted and relevant communications across channels like email, SMS, web push notifications, and on-site messaging.
- Drive customer engagement: Craft personalised journeys that nurture leads, convert prospects, and build lasting customer loyalty.

By harnessing the power of CDPs and omnichannel marketing, you can unlock a new level of customer understanding and drive significant business growth.



Edward Welsh
Director of Enterprise Accounts
Insider



Zoe Devine
Head of Digital CX
Laser Clinics Australia



DAY 3 • WEDNESDAY 01 MAY 2024

CONTINUED

10:30am - 11:05am • Ballroom

Client Led Round Tables

This is a crowd favourite: selected Retailer delegates will moderate open discussions on their table's assigned topic. These sessions are a highlight, allowing participants to compare notes on shared challenges and exchange success stories. They foster collaboration, providing a platform for delegates to brainstorm solutions, explore best practices, and forge meaningful connections within the Retail community.



11:05am - 11:40am • Ballroom Foyer

Coffee Break | Brought to you by Twilio

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



11:40am - 11:50am • Ballroom

Anatomy of a \$50M Revenue DTC Marketing Campaign

Join this high-impact session to gain a behind the scenes look at the eCommerce playbook being used by large retail brands to profitably 10X their DTC revenue. This talk is a must-see for any retail or eCommerce brand looking to drive exponential DTC growth in the year ahead.



Ben Fitzpatrick

Chief Strategy Officer
Webprofits

webprofits



11:50am - 12:05pm • Ballroom

The Innovative Approach to harness Omnichannel Strategies to resonate with Modern Customers

R.M. Williams have unveiled The Homestead, a platform that merges tradition with technology. Alongside Powerfront innovation, RM Williams brings their renowned in-store boot experience to a global audience, fostering deepened connections and personalized service. The Homestead not only transcends geographical barriers but also revitalizes RM Williams' rich heritage, ensuring continued relevance and engagement with both existing and prospective customers.



Miles Ruge

Homestead Director
R.M. Williams

R.M. WILLIAMS



Matt Cerche

Director of Business Development
Powerfront

inside
by Powerfront



12:05pm - 12:40pm • Ballroom

THE GREAT DEBATE: leap in or be strategic?

An exhilarating showdown is mounting ahead of next month's iMedia Online Retail Summit Australia, where Martina Steinmann, Head of Ecommerce at The Whiskey Club will go head-to-head on with Jeremy Davey, CTO at Sparesbox for our Retail Summit's Great Debate session on Day 3.

The captivating world of futuristic tech practices will be torn to shreds as Martina and Jeremy determine: AI - leap in or be strategic? This debate revolves around the burning question - should we master the traditional business fundamentals before leaping into AI, or is the path to success paved with the bold embrace of AI-driven innovation, even without perfecting the basics?

Get excited for this exhilarating intellectual showdown and witness a collision of perspectives, a blend of brilliance, and an unstoppable wave of entertaining viewpoints!



Martina Steinmann

Head of Ecommerce
The Whiskey Club

The Whiskey Club



Jeremy Davey

CTO
Sparesbox

sparesbox

12:40pm - 12:50pm • Ballroom

Closing Remarks & Ultimate Networker Prize

Be crowned the Ultimate networker and win a fabulous prize!



12:50pm - 02:00pm • Terraces Restaurant

Close the loop lunch

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

