

# Day 1 Monday 29 April 2024

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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       State         Join us in the Pearls Bar for some refreshments before a big day of networking.       Image: State			
• 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:       Industry veterans Nicola Clement (Adore Beauty) and Jonathan Day (Aligent) share their expertise on navigating the digital landscape:       Industry veterans Nicola Clement (Adore Beauty) and Jonathan Day (Aligent) share their expertise on navigating Tech: Leverage existing technology effectively and identify opportunities for improvement.       Industry veterans Nicola Clement (Adore Beauty) and Jonathan Day (Aligent) share their expertise on navigating Tech: Leverage existing technology effectively and identify opportunities       Industry Veterans Nicola Clement (Adore Beauty) and Jonathan Day (Aligent) share their expertise on navigating Tech: Leverage existing technology effectively and identify opportunities       Industry Veterans Nicola Clement (Adore Beauty) and Jonathan Day (Aligent) share their expertise on navigating Tech: Leverage existing technology effectively and identify opportunities       Industry Veterans Nicola Clement (Adore Beauty) and Jonathan Day (Aligent) share their expertise of the share the			
	<ul> <li>Mitigating Project Risks: Learn how to recognise potential issues and navigate project challenges successfully.</li> <li>Building Strong Partnerships: Foster partnerships built on trust, mutual respect, and open communication for better outcomes.</li> <li>Data-Driven Decisions: Utilise data for informed technology choices and strategic decision-making.</li> <li>Enhancing the Customer Experience: Explore effective strategies to personalise interactions and improve customer experiences.</li> </ul>			
	Amy Hollis Account Executive, Enterprise Solutions BigCommerce	Adore Beauty	Algolia	
	algen	ADOREBEAUTY	Q algolia	
ł	12:30pm - 02:00pm • Pandanus Room			
	Networkers Briefing Light Lunch			
	Light lunch is provided for all networkers. Learn how to make the Plus, ensure all meetings are scheduled for Business Connect.	he most of your time at iMedia.	media	
ļ	02:00pm - 02:10pm • Ballroom			
	<b>Retailers Business Connect Check-in</b> Retailers make their way to the Ballroom to check-in and find their tables for Business Connect.			
ł	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.			
ļ	02:20pm - 02:30pm • Ballroom			
	Welcome & Opening Remarks Presented by Helena Stylman, M	lanaging Director ANZ, iMedia	media	
ļ	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.			
	Al 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.			
• 02:55pm - 05:30pm • Ballroom				
Business Connect				
	Hailed as one of the most rewarding parts of the summit, busin minute meetings designed to float topline objectives and explor required to request and confirm these meetings prior to the sur	re synergies. Delegates are	PayPal	
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## 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

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.



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Ross Dawson Futurist | Board advisor | Global keynote speaker | Al startup founder | Bestselling author | Podcast host



# Day 2 Tuesday 30 April 2024

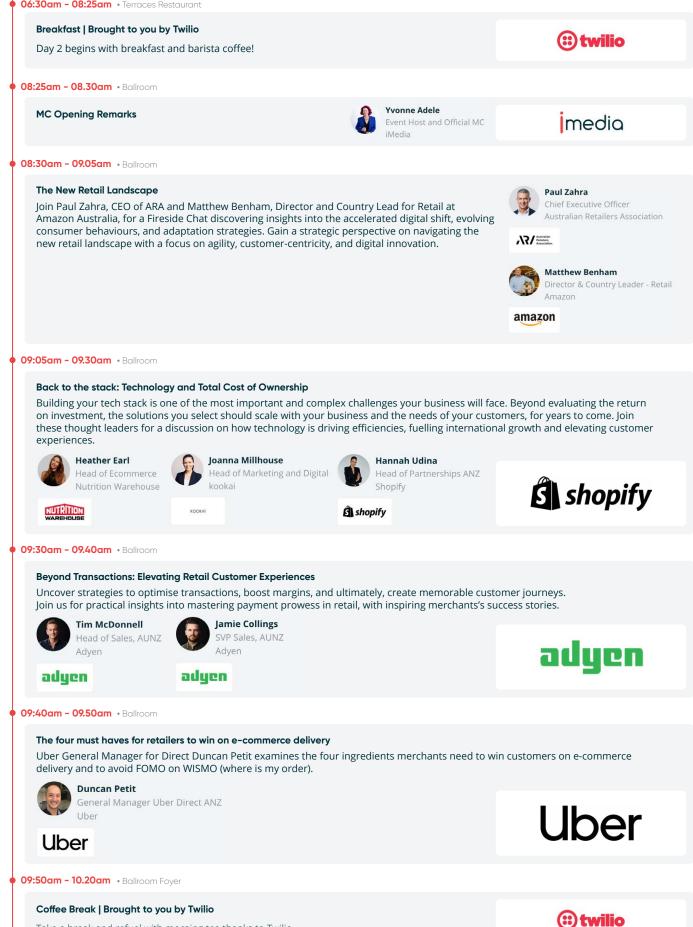
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2024 Agenda

## DAY 2 • TUESDAY 30 APRIL 2024

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



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

## DAY 2 • TUESDAY 30 APRIL 2024 **BREAKOUT SESSIONS** 10:20am - 10.40am Ballroom Mastering Efficiency: Coles Liquor's Leading Approach to Optimising Revenue Growth by Unlocking Productivity Dive into the transformative journey of Coles Liguor 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. Michael Hoekman Amanda Hayes National Operations Manager - Online & Projects Director, Sales & Customer Success ANZ Salsify Coles Liquor coles age | Salsify AN7 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 Al-driven insights to significantly boost ROI, deepen customer engagement, and set new standards in personalised marketing. **Thomas Harris Dan Ferguson** Chief Revenue Officer Chief Marketing Officer ; emarsys Emarsys Adore Beauty An SAP Company semarsys ADOREREALITY 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 Førter FØRTER BREAKOUT SESSIONS 10:45am - 11.05am 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. Helena Barroso Zarco **Rhyanna Cardillo Courtney Dwyer** Director of CS and Sales, ANZ Interim Global Head of Marketing eCommerce Manager • impact Aie Athletica Frank Body impact 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 ottentive attentive ottentive 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 Peter Tu Country Manager Australia Performance Marketing Manager Wunderkind Wunderkind R.M. Williams

Wunderkind

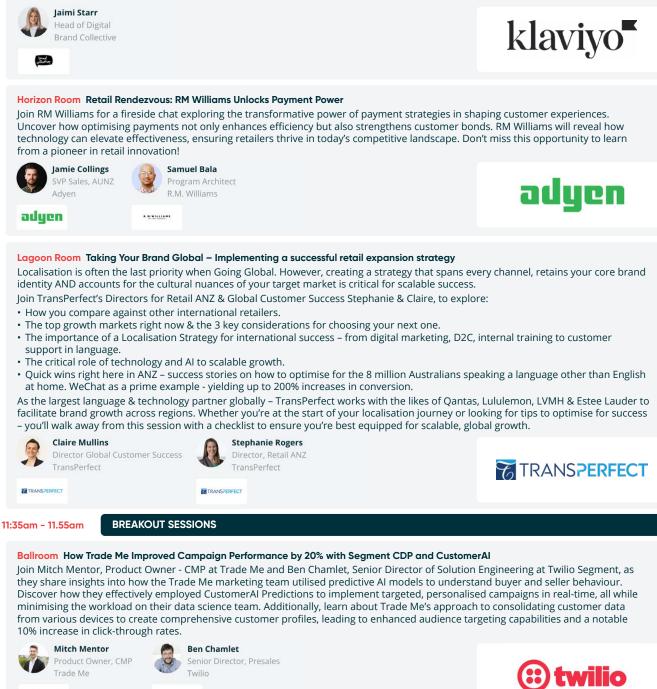
R. H. WILLIAM

## 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.



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

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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

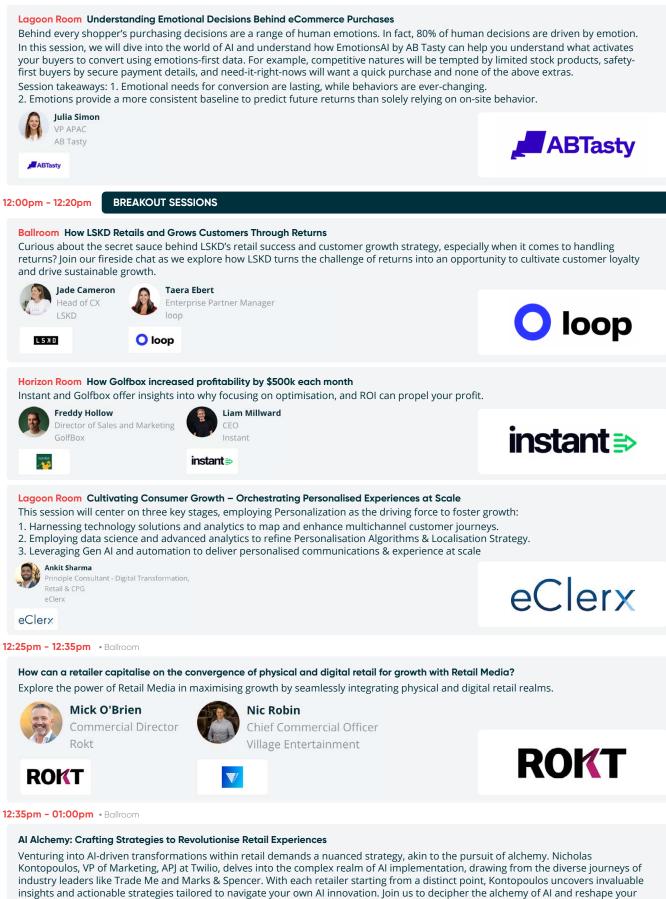
- The new standards for payments How payments are now key to crafting outstanding experiences that engage customers
- Payments driving new growth How leading companies globally are using payments to drive new revenue streams and unlock new markets
   Payments data as a competitive edge How data and orchestration 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?







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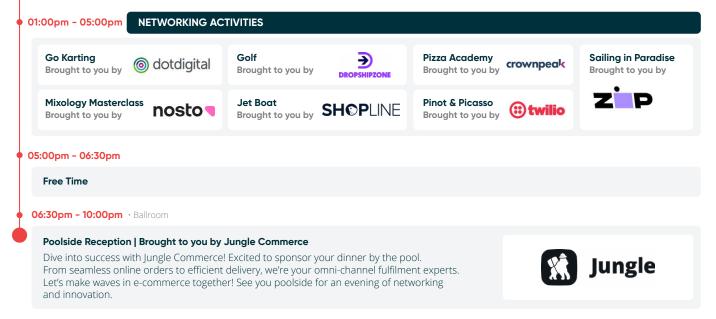
 Nicholas Kontopoulos

 Vice President of Marketing

Vice President Twilio

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## DAY 2 • TUESDAY 30 APRIL 2024 CONTINUED





# Day 3 Wednesday 01 May 2024

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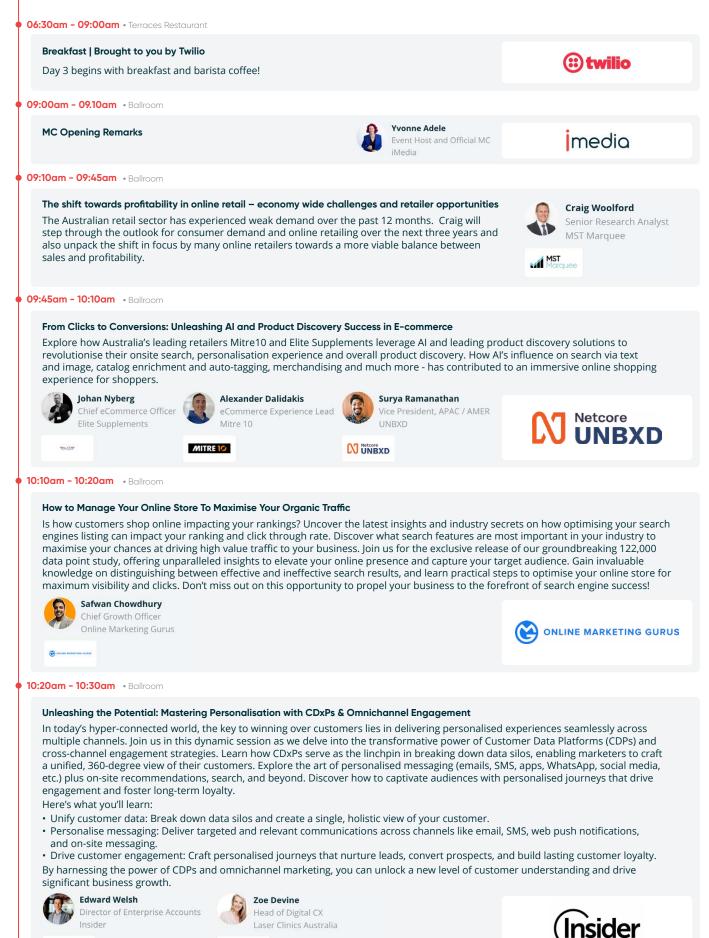
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## DAY 3 • WEDNESDAY 01 MAY 2024

Inside

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## 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.



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#### 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.



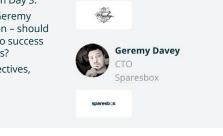
12:05pm - 12:40pm • Ballroom

## THE GREAT DEBATE: leap in or be strategic?

An exhilarating showdown is mounting ahead of next months iMedia Online Retail Summit Australia, where Martina Steinmann, Head of Ecommerce at The Whiskey Club will go head-to-head on with Geremy 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 Geremy 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!



12:40pm - 12:50pm • Ballroom

## **Closing Remarks & Ultimate Networker Prize**

Be crowned the Ultimate networker and win a fabulous prize!



## 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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Martina Steinmann Head of Ecommerce

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