



• online retail summit
new zealand

Day 1

Monday 13 May 2024



2024
Agenda

DAY 1 • MONDAY 13 MAY 2024

09:00am - 11:30am • QT Hotel Foyer

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

09:00am - 12:00pm • Reds Bar

Welcome Lounge

Join us in Reds Bar for some snacks & refreshments before a big day of networking.



11:30am - 01:25pm • Bazaar Restaurant

Retailers Only Lunch | How marketplace businesses are driving Omnichannel growth

DoorDash's core mission is to empower local economies and connect people with the best merchants in their communities.

Omnichannel strategies are a growing priority for retail merchants throughout the world. We will share some examples and case studies from other retail partners in global markets, explaining how they are adjusting their businesses to meet changing consumer needs, and how DoorDash is helping them to achieve this.



Sydney Crocker

Manager Strategy and Operations NZ
DoorDash



Bradley Thomas

GM NZ
DoorDash



12:00pm - 01:25pm • Reds 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.



01:35pm - 01:45pm • Queenstown Room

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



01:45pm - 02:15pm • Queenstown Room

Navigating the Changing eCommerce Landscape: A Review of the NZ Online Shopping Market and Shopper Sentiments

NZ Post updates us on New Zealand's online shopping scene and recent market research. With COVID-19 fueling growth, consumer behaviour and market dynamics are shifting. The industry faces fresh challenges amid tougher economic conditions. Understanding shopper and retailer confidence, preferences, and the economic impact is crucial in this evolving landscape. NZ Post's ongoing reports like The Full Download and eCommerce Market Sentiments Report and share insights on the NZ eCommerce market. In a keynote by Chris Wong, GM Business, we'll delve into the current state, survey findings, and valuable insights to help businesses thrive in this dynamic environment.



Chris Wong

General Manager Business
NZ Post



02:15pm - 04:30pm • Queenstown Room

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.



04:30pm - 06:30pm

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

06:30pm - 07:00pm • Reds Bar

Pre Dinner Drinks



07:00pm - 09:30pm • Bazaar Restaurant

Welcome Dinner | Brought to you by Worldline

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 | Retail Insights Unleashed: What's in store for 2024?

Join Fleur Brown, Chief Industry Affairs Officer at the Australian Retailers Association, as she peers into the future of retail. Explore global trends, dissect the Australian market and unveil New Zealand's unique retail landscape. Be part of this visionary journey as Fleur offers a glimpse into what lies ahead in the ever-evolving world of retail.



Fleur Brown

Chief Industry Affairs Officer
Australian Retailers Association





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Day 2

Tuesday 14 May 2024

WELL, IT **DEPENDS...**

- If you are a vertically integrated, direct to consumer business, for example Kathmandu, you would see EBIT greater than 30%
- If you are purely reselling other people's brands, then this would be much lower, likely in single digits.

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2024
Agenda

DAY 2 • TUESDAY 14 MAY 2024

07:00am - 08:25am • Bazaar Restaurant

Breakfast | Brought to you by Afterpay

Day 2 begins with breakfast and barista coffee!

afterpay

08:25am - 08:30am • Queenstown Room

MC Opening Remarks



Mel Homer
MC
iMedia

iMedia

08:30am - 09:05am • Queenstown Room

Profitability is Queen: Mastering eCommerce P&L Management for Sustainable Success

Join Nicola, a seasoned eCommerce leader with over 23 years of experience, as she challenges the status quo in this keynote session. Amid economic uncertainties, Nicola advocates for a paradigm shift – moving beyond sales metrics to prioritise profitability. Drawing on her expertise managing businesses through crises, she offers insights into P&L fundamentals, distinguishing fixed vs. variable costs, and optimising technology costs. This session is a glimpse into strategic areas such as channel profitability, human-centered business practices, and crafting compelling business cases. Discover the keys to long-term success by putting profit at the forefront of your eCommerce strategy.



Nicola Clement
Chief Experience Officer (CXO)
Adore Beauty

ADOREBEAUTY

09:05am - 09:30am • Queenstown Room

The converging worlds of retail and brand marketing

Retail media has been on an incredible trajectory over the past few years with a transformative shift in consumer shopping behaviours. Retailers are leaning into the opportunity allowing brands to intersect the customer journey across their physical and digital footprint and brands are paying to capture the attention of shoppers across the entire customer journey allowing them to align ROI to real world outcomes with closed loop measurement.

Join us for a panel discussion with New Zealand's largest retail media network, Market Media, and global brand Samsung as we unpack how they are leading the way across retail media in New Zealand.



Nikola McCarthy
Head of Digital
Samsung NZ

SAMSUNG



Rory McDonald
Head of MarketMedia
The Warehouse Group

market media



Jason Waddell
Associate Director, Business Development
The Trade Desk

theTradeDesk

theTradeDesk

09:30am - 09:55am • Queenstown Room

Navigating the Battle Against Online Fraud: Insights from Industry Leaders

With fraud and online scams on the rise, it's costing New Zealand businesses and kiwis millions of dollars every year. Bruce Proffit from Worldline leads a dynamic panel discussion on what can be done to win against online fraud. Industry leaders join Bruce to share their thoughts and strategies on what consumers, merchants and banks can do to mitigate these risks.



Andrea Leask
Chief Digital Harms Officer
Netsafe

netsafe



Paul Bartlett
Head of Product
Foodstuffs New Zealand

foodstuffs



Bruce Proffit
Chief Sales Officer
Worldline

WORLDLINE

WORLDLINE

09:55am - 10:05am • Queenstown Room

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

Uber

Uber

10:05am - 10:35am • Pre Function Space

Coffee Break | Brought to you by Afterpay

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

afterpay

10:35am - 10:55am

BREAKOUT SESSIONS

Queenstown Room From NZ to Global: Scaling Your B2B & DTC Brand for Explosive Growth

Join Lawrence Railton, Founder of AS Colour, for a fireside chat alongside Shannon Ingrey, MD & VP of APAC, BigCommerce and Tony Hou, Founder and CEO of Moustache Republic to discuss:

- Scaling Strategies for B2B & DTC Brands: Uncover the secrets behind AS Colour's rapid rise and explore actionable strategies for scaling your business globally.
- International Expansion Lessons: Gain valuable insights from Lawrence on navigating complexities like logistics, inventory and data management.
- Balancing B2B & DTC Needs: Discover how AS Colour caters to both B2B partners and direct-to-consumer customers, ensuring a seamless brand experience.
- Choosing the Right Partners: Learn from the perspectives of Lawrence, Shannon, and Tony as they discuss the importance of selecting the right agency and technology partners for long-term success.



Lawrence Railton
Founder/Managing Director
AS Colour



Shannon Ingrey
Vice President & General Manager, APAC
BigCommerce



Tony Hou
Founder & Managing Director
Moustache Republic



Clancy's Room Data-Driven Personalisation: 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.



Banico Nicholas
Strategic Account Executive
Emarsys



Ally Butler
Head of Digital Channels
Briscoe Group



Kiran Hartley
Head of Digital
icebreaker



11:00am - 11:20am

BREAKOUT SESSIONS

Queenstown Room Forecast Revenue Potential through Organic Search & Reduce Reliance on Paid Media

Do you know just how valuable it is for your business to sit in position #1 of Google?

Ben from Kia Ora Digital, will reveal how enterprise retailers can unlock hidden revenue opportunities through organic search. Our proprietary Revenue Forecasting Tool helps identify potential revenue impact from keyword ranking movements and empowers businesses to reduce reliance on paid media spend.

Learn strategic insights to maximise ROI through Organic Search and discover data-driven methods to prioritise high-impact keywords that will transform your organic search strategy.



Ben McIntyre
Co-CEO & Head of Operations
Kia Ora Digital



Clancy's Room From Storefront to Screen: Personalising UX for Superior Product Discovery

Join experts from Klevu and Limesharp as they unveil the future of ecommerce, seamlessly transitioning the in-store experience to the online world. This track will explore UI/UX best practices for search implementation and product discovery, enriched with real-life customer examples and insights. Learn how Klevu's integration with Klaviyo enhances shopper segmentation, connecting customers with their favorite products to boost both loyalty and revenue.



Alex Leslie
Sales Director, APAC
Klevu



Ross Cockton
Owner and Director
Limesharp



11:25am - 11:45am

BREAKOUT SESSIONS

Queenstown Room Rethink Retail - Success through Omnichannel

Omnichannel has the potential to increase customer loyalty or destroy it. Therefore, having the proper infrastructure and processes in place is crucial.

For years, and after the pandemic more than before, we have been experiencing a real revolution in the retail sector, enabled by advancing digitalisation. E-commerce has been growing for years and has been the salvation of many retail businesses in the last year. However, the brick-and-mortar business is still a popular channel for consumers, which came back into focus in the previous year.

Transparency and the accessibility of mobile Internet have changed the demand and the requirements of shoppers regarding their shopping experience. Customers are better informed and enabled by technology to make more competent shopping decisions than before, demanding a holistic shopping experience across all channels (online and offline). Without rethinking processes, infrastructure and supply chain, companies will not meet customer demands and lose market share.



Michael Kemeny
Managing Director
Knapp



Clancy's Room Enhancing Customer Conversion and super powering e-commerce with Acquia and Material +

Come and join Acquia, where we will delve into the pivotal role that content plays in guiding customers along their purchasing journey. As savvy consumers navigate through various channels in search of their desired products, the crux of driving conversions lies in our ability to strategically place the right content before the right eyes at the perfect moment. However, for many New Zealand organisations, the challenge lies in stretching limited resources to assure that every product's content is not only consistent and accurate across all channels but also up-to-date and effectively contributing to the entire marketing and sales funnel.

This is where Acquia, in collaboration with their partner Material +, steps in to present innovative solutions using our good friend AI, Workflows and centralised Asset and Product Management to super power your e-commerce platforms.

Join us to explore how they can not only resolve these pain points but seamlessly integrate robust content management into your daily operations.



Tym Lawrence
Head of Solution Consulting (ANZ)
Material

Material+



Paul FitzSimons
Sales, New Zealand
Acquia

ACQUIA

ACQUIA

11:50am - 12:10pm

BREAKOUT SESSIONS

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

In an increasingly digitised retail landscape, accurate and complete product data, together with rich, engaging images, are a critical foundation for digital success. But, like Kevin from Home Alone, product data is often forgotten in the race to implement new digital technologies, and organisations are having to race back to collect high quality product data and images to bring along on the digital transformation journey.

In this session, Gillian will discuss the importance of high quality product data and images for modern retailers, and the capabilities needed to collect and manage high quality product content efficiently and at scale.



Gillian Smythe
Managing Director ANZ
Salsify



SKUvantage | Salsify ANZ

Clancy's Room Fisher & Paykel – an NZ trailblazer. The secret formula of Innovation, Technology & Localisation for scalable global expansion.

Join Marcelo Da Silva from Fisher & Paykel, together with TransPerfect's Director Retail ANZ Stephanie to hear first hand, how Fisher & Paykel transformed from a local NZ brand into a global powerhouse.

The complexities of taking your brand global can be huge – making the importance of constant innovation, localisation of your marketing strategy (not just changing currencies!) and having a scalable technology framework in place critical to success.

Our goal of this session is to arm you not only with inspiration, but actionable takeaways for both retailers and solution partners looking to successfully conquer global markets.

As the largest language & technology partner globally – TransPerfect works with the likes of Qantas, Lululemon, Rodd & Gunn, Penfolds & Estee Lauder among others to facilitate brand growth across regions. Whether you're at the start of your localisation journey or looking for tips to optimise for success from a NZ company that has absolutely mastered global growth - you'll walk away from this session with insights on exactly how to do so.



Stephanie Rogers
Director, Retail ANZ
TransPerfect

TRANSPERFECT



Marcelo Da Silva
Global eCommerce Trading Manager
Fisher & Paykel

FISHER & PAYKEL

TRANSPERFECT

12:15pm - 12:40pm

• Queenstown Room

Adapting to the New Norm: Embracing Unified Commerce as the Key to Retail Transformation

The session is about how transformation can often be stunted by decisions that are made. Specific technologies can assist with a more holistic transformation effort that assists retailers to deliver differentiated customer centricity.



Anthony Mittelmark
Chief Technology Officer - Retail
Fujitsu

FUJITSU

FUJITSU

12:40pm - 01:15pm

• Reds Bar

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.

imedia

DAY 2 • TUESDAY 14 MAY 2024
CONTINUED

01:30pm - 05:00pm

NETWORKING ACTIVITIES

Go Karting

Brought to you by



Whisky & Spirits Odyssey: A Cardrona Distillery Adventure

Brought to you by



05:00pm - 06:30pm

Free Time

06:30pm - 09:30pm • Reds Bar

Celebratory Dinner | Brought to you by TheTradeDesk

Join us for the Celebratory Dinner at Reds Bar





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Day 3

Wednesday 15 May 2024



2024
Agenda

DAY 3 • WEDNESDAY 15 MAY 2024

07:00am - 08:45am • Bazaar Restaurant

Breakfast | Brought to you by Afterpay

Day 3 begins with breakfast and barista coffee!

afterpay

08:45am - 09:00am • Queenstown Room

MC Opening Remarks



Mel Homer
MC
iMedia

iMedia

09:00am - 09:35am • Queenstown Room

Unveiling current Economic Insights in Retail

Join us for an enlightening session with Shamubeel Eaqub! With a career spanning over two decades, Shamubeel brings extensive experience as an economist and a unique ability to simplify economic concepts. In this session, he will delve into economic trends, providing personalised insights tailored for the dynamic retail landscape. Don't miss this opportunity to gain real-time knowledge and practical strategies for navigating the intricate economic factors impacting Retailers today.



Shamubeel Eaqub
Economist

09:35am - 10:00am • Queenstown Room

Retail on TikTok

A new era of commerce is here, and it's happening on TikTok! Join Carsten Grueber, TikTok New Zealand Country Manager as he unpacks the opportunity for retail brands on TikTok. From the changing purchase journey to creative best practices, the session will cover tangible takeaways for brands looking to learn more about TikTok. As a part of the session, Carsten will be joined by Jude Burnside, Founder & Managing Director of Not Socks, to unpack a real life example of how TikTok works for retail brands.



Carsten Grueber
Country Manager New Zealand
TikTok



Jude Burnside
Founder & Managing Director
Not Socks

TikTok

notsocks

TikTok

10:00am - 10:20am • Queenstown Room

Optimising to sell across the ditch and beyond



Lisa Powell
Head of Retail Practice
Amblique

amblique



Mark Jagger
General Manager - Ecommerce & Digital
Macpac

macpac



Marcelo Da Silva
Global eCommerce Trading Manager
Fisher & Paykel

FISHER & PAYKEL



Kiran Hartley
Head of Digital
icebreaker

icebreaker
More by natural

10:20am - 10:55am • Queenstown Room

Retailer led Roundtables

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.

10:55am - 11:25am • Pre Function Space

Coffee Break | Brought to you by Afterpay

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

afterpay

11:25am - 11:50am • Queenstown Room

Grocery 2.0: Navigating Trends and Seizing Online Opportunities

In a world where digitalisation reshapes consumer behaviours, the grocery industry stands at the forefront of transformation. Join Andy Wilkinson as he delves into the dynamic landscape of online grocery, exploring emerging trends and untapped opportunities for retailers. From the evolution of e-commerce platforms to shifting consumer preferences, Andy will illuminate key insights driving the future of grocery retailing. Discover how to adapt, innovate, and thrive in an era where convenience meets digital convenience.



Andy Wilkinson
Head of eCommerce
Foodstuffs New Zealand

foodstuffs

DAY 3 • WEDNESDAY 15 MAY 2024

CONTINUED

11:50am - 12:25pm • Queenstown Room

Building Customer Loyalty: Strategies for Sustainable Brand Growth

Unlock the secrets of Customer Loyalty Programs with our New Zealand experts from Mighty Ape, Superette and everyday rewards NZ. Join our panellists, as they discuss practical strategies for successful brand growth through loyalty initiatives. Learn how these innovators leverage customer data, personalisation, and digital experiences to build and maintain lasting customer connections. From tried-and-true methods to fresh ideas, gain actionable insights that will help your business stand out and keep customers coming back for more in this engaging exploration of loyalty reinvention.



Maaike Hunter

Former Head of Digital
Superette

SUPERETTE



Jacob Coulton

General Manager of Sales & Marketing
Mighty Ape



Mark Burger

General Manager, Loyalty
everyday rewards



12:25pm - 12:40pm • Queenstown Room

Closing Remarks & Ultimate Networker Prize

Be crowned the Ultimate networker and win a fabulous prize!



12:40pm - 01:40pm • Reds Bar

Close the loop lunch

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

