

# DIGITAL RETAIL SUMMIT NSW

NAVIGATING THE CHANGING  
ECOMMERCE LANDSCAPE &  
LOOKING TO THE FUTURE

THURSDAY, JUNE 6TH, 2024

DOLTONE HOUSE - DARLING ISLAND  
SYDNEY, AUSTRALIA



## SPEAKERS



JULY

ZHOE LOW

General Manager - Global



TIM SNAPE

Marketing Director



R. M. WILLIAMS  
EST. 1932. AUSTRALIA

MILES RUGE

Homestead Director



OROTON

PETER LINES

Head of Digital



ESTÉE  
LAUDER

KATHERINE MAMONTOFF

General Manager - Online, Omni-  
Channel & Consumer Care - ANZ



ko'ala

JACK MAULLIN

Head of eCommerce

## KEY TOPICS

- Aligning your digital strategy to reflect the changing needs of customers
- Rethinking personalisation with data-driven insights
- Building brand & driving loyalty across all channels
- Implications & applications of emerging tech on eCommerce

## WHO WILL ATTEND?

- Heads of Retail
- Heads of eCommerce
- Heads of Digital
- Heads of Marketing
- Heads of CX
- Heads of Data
- Heads of Omnichannel
- Heads of Loyalty

# SUMMIT AGENDA

THURSDAY JUNE 6TH, 2024

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## 8:30 REGISTRATION, COFFEE & NETWORKING

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## 9:00 WELCOME REMARKS FROM CHAIRPERSON

Gabrielle Roux, Founder, The Human Strategist

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## 9:10 ATTENDEE SPOTLIGHT

In your tables, respond to the activity on the screen

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## 9:40 PANEL DISCUSSION: ALIGNING YOUR DIGITAL STRATEGY TO THE NEEDS OF THE MODERN CUSTOMER

- The 2025 customer – Assessing global market trends impact on consumer behavior
- Supporting strategic goals with unique customer insights
- Creating a digital strategy that distinguishes you from your peers

Katherine Mamontoff, GM Online & Omni-Channel, Estée Lauder

Zhoe Low, GM Global, July

Tim Snape, Marketing Director, Heaps Normal

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## 10:20 FIRESIDE CHAT: PLANNING FOR PEAK PROFIT

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## 10:50 SPEED NETWORKING

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## 11:00 MORNING TEA & NETWORKING

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## 11:30 PANEL DISCUSSION: RETHINKING PERSONALISATION WITH DATA-DRIVEN CUSTOMER INSIGHTS

- Preparing for the cookie-less future
- Prioritising the right data points to reveal unique insights
- Implementing a hyper-personalised approach without crossing boundaries

Peter Lines, Head of Digital, Orotan

Jack Maullin, Head of eCommerce, Koala

Marc Keegan, Head of Digital, Metcash

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## 12:10 CASE STUDY: SECURE IDENTITY - THE FOUNDATION FOR CUSTOMER DELIGHT

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## 12:40 LUNCH & NETWORKING

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## 1:30 INTERACTIVE WORKSHOPS

- CX Analytics - Maximising 2024 eCommerce Conversions in a Challenging Consumer Market
  - Expansion Strategies For Retail Brands in 2024 and Beyond
  - The Future of Technology in eCommerce
  - Power to the Marketer - Harnessing the Power of AI To Increase Customer Loyalty & Revenue in 2024
  - Profitable CX Strategies: Understanding The Customer To Deliver Results With Confidence
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## 2:10 PANEL DISCUSSION: BUILDING BRAND & DRIVING LOYALTY ACROSS ALL CHANNELS

- Identifying underperforming channels to encourage overall growth
- Harnessing every opportunity across the customer journey
- Replicating and innovating the customer experience approach

Adam Freedman, Chief Brand & Communications Officer, Booktopia

Nathania Lee, Head of Digital & eCommerce ANZ, Fiskars Group

Bree-Anna Jones, Head of Digital, SIR The Label

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## 2:50 CASE STUDY: MAXIMISING MARKETING IMPACT, EFFICIENCY, AND GROWTH - DOING MORE WITH LESS

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## 3:20 AFTERNOON BREAK & NETWORKING

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## 3:40 KEYNOTE PRESENTATION: INNOVATING THE DIGITAL EXPERIENCE: INSIGHTS FROM THE R.M.WILLIAMS HOMESTEAD

Miles Ruge, Homestead Director, R.M.Williams

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## 4:10 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS

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## 5:10 EVENT END

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