

# DIGITAL RETAIL SUMMIT VIC

NAVIGATING THE CHANGING  
ECOMMERCE LANDSCAPE &  
LOOKING TO THE FUTURE

WEDNESDAY, OCTOBER 30TH, 2024

MELBOURNE CONVENTION &  
EXHIBITION CENTRE  
MELBOURNE, AUSTRALIA



## SPEAKERS



**Accent**  
Group

DEENA COLMAN

Group General Manager - Digital  
& Marketing




TREASURY  
WINE ESTATES

AMANDA GREEN

General Manager - Digital &  
Innovation




PAUL WALLACE

Digital Area Lead



**Aēsop**

RICHARD LINDMARK

Global Head of Digital Product



**DAVID  
JONES**

MEGAN MCGRATH

Head of eCommerce & eMerch



**ecosa**

SUZANNE PEPIN

Head of Performance & Growth

## KEY TOPICS

- Navigating uncertainty for success in a new era
- Adapting internal roles and responsibilities for agile and successful digital teams
- Exploring approaches to driving customer engagement & retention
- Optimising digital channels & exploring new opportunities for expansion
- Evaluating the impact of various channels

## 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

WEDNESDAY 30TH OCT. 2024

## 8:30 REGISTRATION, COFFEE & NETWORKING

## 9:00 WELCOME REMARKS FROM CHAIRPERSON



### 9:10 ATTENDEE SPOTLIGHT

In your tables, respond to the activity on the screen

## 9:40 PANEL DISCUSSION: NAVIGATING UNCERTAINTY FOR SUCCESS IN A NEW ERA

- Investing and evolving in a rapid & volatile market
- Adapting internal roles and responsibilities for agile and successful digital teams
- Managing the increasing expectations of customers

**Deena Colman**, Group General Manager, Digital & Marketing, Accent Group

**Ryan Clark**, Chief Digital Officer, Active Cosmetics Division, L'Oreal Australia

**Amanda Green**, General Manager, Digital & Innovation, Treasury Wine Estates

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

## 10:50 SPEED NETWORKING

## 11:00 MORNING TEA & NETWORKING

## 11:30 PANEL DISCUSSION: BEYOND THE DISCOUNT MODEL: EXPLORING APPROACHES TO DRIVING CUSTOMER ENGAGEMENT & RETENTION

- Communicating with the customer at the right time, in the right place, and with the right message
- Unpacking loyalty, rewards & app driven engagement strategies
- Measuring and optimising the value of different touchpoints across the customer journey

**Megan McGrath**, Head of eCommerce & eMerch, David Jones

**Tyler House**, Head of eCommerce Experience, Bellroy

**Rick Burke**, Director, Digital Partner Commerce, Adidas

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

## 12:40 LUNCH & NETWORKING



### 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

## 2:10 PANEL DISCUSSION: OPTIMISING DIGITAL CHANNELS & EXPLORING NEW OPPORTUNITIES FOR EXPANSION

- Evaluating the impact of various channels to expand reach & explore new avenues for growth
- Enabling commercial strategy with omnichannel excellence
- Aligning brand investment with performance marketing

**Richard Lindmark**, Global Head of Digital Product, Aesop

**Lani Barmakov**, Head of eCommerce, KraftHeinz

**Suzanne Pepin**, Head of Performance & Digital Growth, Ecosa

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

## 3:20 AFTERNOON BREAK & NETWORKING

## 3:40 KEYNOTE PRESENTATION: FUELLING THE FUTURE: THE 7-ELEVEN DIGITAL TRANSFORMATION STORY

**Paul Wallace**, Digital Area Lead, 7-Eleven

## 4:10 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS

## 5:10 EVENT END