

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



LORNA JANE
ACTIVE LIVING

PETER CLARKE

Chief Technology Officer



7
ELEVEN

PAUL WALLACE

Digital Area Lead



Aēsop

RICHARD LINDMARK

Global Head of Digital Product



Kraft Heinz

LANI BARMAKOV

Head of eCommerce ANZ



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

Peter Clarke, Chief Technology Officer, Lorna Jane

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

Moderator: **Libby Gude**, Chief Marketing Officer, Ozdare

10:20 CASE STUDY: DRIVING RETAIL SUCCESS: EMBRACING TRENDS FOR SEAMLESS CUSTOMER JOURNEYS & GROWTH

Jamie Collings, SVP Sales, AUNZ & **Lachlan Fergus**, Enterprise Sales, AUNZ, Adyen

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

Tyler House, Head of eCommerce Experience, Bellroy

Vera Skocic, Head of Customer Strategy ANZ, TTI Brands

Michaela Michaut, Head of Customer Acquisition, Cotton On

Roz Travers-Hucker, Head of Marketing, Canningvale

Moderator: **Kara Sahota**, APAC Partnerships Lead, Yotpo

12:10 FIRESIDE CHAT: SIMPLIFYING DIGITAL ANALYTICS FOR FAST CONVERSION RATE GROWTH

Jared Carr, Head of Sales, Insightech

Stacey Crommelin, Head of Digital and Customer Engagement, Taking Shape

12:40 LUNCH & NETWORKING



1:30 INTERACTIVE WORKSHOPS

- Slide into your customers' inbox like a pro: Strategies for Email & SMS success
- From Challenges to Opportunities: Fueling Growth with AI & Loyalty Through Omnichannel Excellence
- Embracing the Digital Revolution: Strategies to navigate your changing customer and future-proof revenue
- Assessing strategies for frictionless customer journeys, seamless payments & improved experiences
- Elevating the Customer Experience in Retail: Balancing Personalisation and Digital Innovation

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 ANZ, KraftHeinz

Suzanne Pepin, Head of Performance & Digital Growth, Ecosa

Moderator: **Mick O'Brien**, Head of Business Development, AUNZ, Rokr

2:50 FIRESIDE CHAT: UTILISING CUSTOMER ENGAGEMENT DATA FOR PERSONALISED EXPERIENCES WITH DESIGNSTUFF

Zach Hotchkiss, VP of APAC, Attentive

Matthew Harrison, Content and Campaigns Specialist, Designstuff

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

