

# Digital Retail Summit VIC

## AGENDA

### 8:30AM REGISTRATION & REFRESHMENTS

### 9:00AM WELCOME REMARKS

### 9:10AM ATTENDEE SPOTLIGHT

**Retail Bingo** - Connect with your peers by finding those who match unique digital experiences.

### 9:40AM PANEL DISCUSSION



**Retail reimaged: transforming customer experience through digital innovation**

- Embracing digital innovation across eCommerce, operations, CX and marketing
- Exploring new retail models to meet evolving consumer preferences
- AI use cases for streamlined processes and elevated customer experiences

**Goran Stefkovski**, Chief Technology Officer, Kogan

**Martin Price**, General Manager eCommerce & Digital, Dan Murphy's

**Gerard Richardson**, Head of Commercial Partnerships, Adore Beauty

**Laura Geisler**, Head of Technology Products, Aesop

Moderated by: **Will Wilson**, Regional Vice President Sales APJ, SAP Emarsys

### 10:20AM CASE STUDY

Unified journeys: how retailers win in the age of experience

**Lachlan Fergus**, Payments Specialist, Adyen

### 10:50AM MORNING TEA & NETWORKING

### 11:20AM AUDIENCE INTERACTIVE

Retail Innovation Lab: Select a fictional organisation from the list. In your tables design a creative AI solution that addresses your company's challenges.

### 11:40AM PANEL DISCUSSION



**Optimising channel & platform mix for full funnel excellence**

- Accurately tracking customer attribution and engagement to inform smarter channel mix decisions
- Devising cross-channel customer strategies to maximise omnichannel engagement and conversion rates across channels
- Optimising engagement across website, app, social commerce platforms and in-store to unlock unified commerce growth

**Jarrold Calamante**, Head of eCommerce, Spotlight Retail Group

**Kate Muslayah**, Head of Digital Products and eCommerce, Reece Group

**Ben Wapling**, Head of Marketing & Digital, Intersport Australia

**Bronte Howard**, Head of Channel Marketing, DECJUBA

Moderated by: **Chloe Clark**, Associate Director of Digital, Bondi Sands

### 12:20PM CASE STUDY

The future of payments in retail

**Naomi Lang**, APAC Terminal Solutions Lead, Stripe

### 12:50PM LUNCH & NETWORKING

### 1:30PM INTERACTIVE WORKSHOPS

- Loyalty as a growth engine for retail
- Achieving profitable growth with AI personalisation
- From peak to performance: turning BFCM traffic into year-round growth
- Leveraging machine learning and AI with payment data to improve customer experience and business performance
- The future of retail: building seamless and resilient payment experiences
- How retailers can thrive in the convenience economy

### 2:10PM PANEL DISCUSSION



**Insight into impact: driving customer retention with personalised engagement strategies**

- Leveraging customer data from all touchpoints to move from segmentation to true personalisation
- Creating memorable, tailored interactions to strengthen long-term brand loyalty
- Using tech to bridge in-store and digital channels to deliver unified, personalised customer journeys

**Leela Sennitt**, General Manager eCommerce & Loyalty, Wesfarmers Health

**Heath Tully**, Head of eCommerce Oceania, PUMA

**Yioti Karamanolis**, Head of Digital, St Ali Coffee

**Rad Mitic**, Head of Brand Advocacy & Partnerships, Yotpo

Moderated by: **Jaimi Farrey**, Senior Group Loyalty & CRM Manager, Hanes Brands

### 2:50PM FIRESIDE CHAT

Navigating the future of marketing: mastering experimentation, data integration, and personalisation

**Burcu Kaptan**, Head of eCommerce, Adairs

**Alice Penn**, Sales Manager, Epsilon

### 3:20PM AFTERNOON TEA & NETWORKING

### 3:40PM KEYNOTE PRESENTATION

The new blueprint: brand building for a digital-first era

**Jessica Dang**, Head of Brand, Showpo

### 4:10PM CLOSING REMARKS

### 4:20PM NETWORKING DRINKS

### 5:30PM EVENT CONCLUDES