

CONFERENCE PROGRAMME

MONDAY 8 MAY

RBTE KEYNOTE CONFERENCE THEATRE 1

In association with

EssentialRetail
In association with RBTE - Europe's leading retail event

10.15-10.20	<p>CHAIRMAN'S INTRO AND WELCOME <i>Brian Kilcourse, Managing Partner, RSR RESEARCH</i></p>	14.00	<p>CHAIRMAN'S WELCOME AND INTRO <i>Tim Denison, Director of Retail Intelligence, IPSOS RETAIL PERFORMANCE</i></p>
10.20-10.50	<p>KEYNOTE: OPTIMISING THE STORE CUSTOMER EXPERIENCE USING IPADS</p> <ul style="list-style-type: none"> Increasing customer engagement via a differentiated experience Improving product knowledge availability Growing basket size and conversion rates to grow sales Reinventing the TRU store <p><i>Frank Muzika, UK Lead Exec, TOYS R US</i></p>	14.00-14.30	<p>CREATING A MORE RELEVANT EXPERIENCE FOR BOOTS CUSTOMERS</p> <ul style="list-style-type: none"> Collection, interpretation and application of data in an omnichannel retail environment Describing the principles, process and learnings from creating a more relevant experience for customers Tips for collection, interpretation and application of data in an omnichannel retail environment <p><i>Dave Robinson, Head of Personalisation, BOOTS</i></p>
11.00-11.30	<p>WAITROSE QUICK CHECK 5 - NEXT GENERATION SELF SCANNING</p> <ul style="list-style-type: none"> Our experience with Android and why we think it provides a more flexible platform for mobile applications Customers are looking for new ways to shop, including using smartphones in store New enterprise devices offer a smartphone-like experience that customers are familiar with <p><i>Matt Clifton, Head of Customer Experience, WAITROSE</i> <i>Mark Thomson, Director, Retail & Hospitality EMEA, ZEBRA TECHNOLOGIES EUROPE</i></p>	14.40-15.25	<p>PANEL DISCUSSION: RETHINKING RETAIL SYSTEMS FOR EXTENDED CHOICE, CONVENIENCE AND EXPERIENCE - THE ROLE OF CLOUD</p> <ul style="list-style-type: none"> How cloud technology can be used as an intelligent core to drive the omnichannel and brand experience strategy Establishing universal cross-channel intelligence for true profit and stock optimization and deliver a unified and stable omnichannel experience Overcoming the challenge of fast deployment of EPoS in new and/or challenging locations. The role of a central Cloud platform to establish the critical and stable foundation to cater for today's innovative, challenging and rapidly changing retail environment <p><i>Moderated by: Laura Garner, Freelance PR Consultant and Journalist</i> <i>Jason Cook, Head of IT, NEALS YARD REMEDIES</i> <i>Paul Hinds, IT Development, F. HINDS THE JEWELLERS</i> <i>Ian Tomlinson, CEO, RETAIL STORE (CYBERTILL)</i></p>
11.40-12.25	<p>PANEL DISCUSSION: MAKING RFID WORK IN REAL LIFE</p> <ul style="list-style-type: none"> How technology can help solve various pain points such as inventory management, reducing loss prevention and boosting stock accuracy Raising the stock accuracy in (all) stores and gaining full control over inventory through item-level visibility How accurate stock data contributes to successfully offer omnichannel services to customers The people and process changes required to make RFID a success <p><i>Moderated by: Mark Tailford, Global Sales Director, ASREADER GLOBAL</i> <i>Richard Jenkins, Head of Loss Prevention & RFID, MARKS & SPENCER</i> <i>Rob Mitchell, Manager, Stock Management Operations, JOHN LEWIS</i> <i>Martin Speed, Loss Prevention Manager, RIVER ISLAND</i></p>	15.35-16.05	<p>HOW TO GROW YOUR RETAIL BUSINESS ON PINTEREST</p> <ul style="list-style-type: none"> How to grow your business and consumer engagement on Pinterest How retailers can reach consumers at the earliest stage of planning a purchase How to leverage creativity and your retail personality in a meaningful way to inspire consumers <p><i>Adele Cooper, Country Manager, PINTEREST</i></p>
12.35-13.05	<p>LOCAL & CONVENIENT: HOW SPACE OPTIMISATION TECHNOLOGY SUPPORTS ONE STOP'S CUSTOMERS CENTRIC STRATEGY</p> <ul style="list-style-type: none"> The latest technology for space optimisation in store How to achieve full visibility in your store and planogram every fixture How retail planning technology supports a customer centric approach How to enable partners and franchises to better manage category management <p><i>Mervin Nugent, Senior Space/Range & Systems Manager, ONE STOP STORES</i> <i>Kristie Davison, Business Development Consultant, RELEX SOLUTIONS</i></p>	16.15-16.45	<p>LOLA'S CUPCAKE & ROTAGEEK ON SMART SCHEDULING - USING TECH FOR A STRONGER BUSINESS AND HAPPIER STAFF</p> <ul style="list-style-type: none"> Tech leaders are responsible for making automation humane, ensuring that we use algorithms that take into account human motivation, personal life and special/unusual events Technology needs to enable humanity and it's crucial that we design and innovate for this purpose In terms of scheduling, software developers need to consider that we need to look beyond business performance <p><i>Asher Budwig, MD, LOLA'S CUPCAKE</i> <i>Chris McCullough, CEO & Co-Founder, ROTAGEEK</i></p>
13.05-14.00	<p>LUNCH BREAK</p>	16.50-18.00	<p>BIG PARTY SPONSORED BY DILAX AT THE GLOODOO CHAMPAGNE BAR</p>

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RBTE KEYNOTE CONFERENCE THEATRE 2

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10.15-10.20	<p>CHAIRMAN'S WELCOME AND INTRO <i>Spencer Izard, Chief Analyst, OVUM</i></p>	13.25-13.55	<p>HOW MADE.COM HAS REINVENTED COMMERCE WITH CONVERSATIONAL SHOPPING</p> <ul style="list-style-type: none"> • Shaking up long-held perceptions of how furniture should be sold • Injecting an in-store experience into online shopping • Using the Made.com showrooms to "bring the online offline" by trialling new technology that is more conversational than chatbots or instant messaging-style live chat <p><i>Rebecca Ruddle, Head of Showrooms, MADE.COM</i> <i>Adam Levene, Founder & CEO, HERO</i></p>
10.20-10.50	<p>KEYNOTE: COSTA COFFEE'S DIGITAL TRANSFORMATION</p> <ul style="list-style-type: none"> • How digital is changing the world • What this means for business • What this means for IT <p><i>Mark Dermody, IT Director, COSTA COFFEE</i></p>	14.05-14.35	<p>INTERVIEW: INSIGHTS INTO LA REDOUTE'S INTERNATIONAL DIGITAL TRANSFORMATION</p> <ul style="list-style-type: none"> • The journey to becoming a true digital company • Recent growth has been driven by international expansion • The next stage in its digital transformation - reviewing personalisation, augmented reality and chatbots • Tips for making it easy for the customer <p><i>Michael Truluck, CEO, LA REDOUTE INTERNATIONAL</i> <i>Stephen Robertson, Former Director General, BRC</i></p>
11.00-11.30	<p>ADDISON LEE'S JOURNEY FROM PEOPLE TO PARCELS</p> <ul style="list-style-type: none"> • Learning from our heritage business – treating a parcel like a person to deliver a good customer experience • Gathering data to improve our product, because differentiation will come through the product • Insights into Addison Lee's rebrand and new mission as a business to be 'at your service' • How the increase of demand from retailers for a speedy delivery service led to developing a delivery business <p><i>David Bruce, Business and Corporate Development Director, ADDISON LEE</i></p>	14.45-15.30	<p>PANEL DISCUSSION: REIMAGINING RETAIL STORES FOR MOBILE SHOPPERS</p> <ul style="list-style-type: none"> • Delivering a mobile experience that is up to customers' standards –for example, the same quality and speed of performance as on a computer • How the growing use of mobile devices in-store is transforming the shopping experience • Are now stores at the service of smartphone? • Tackling the challenge of the checkout button <p><i>Moderated by Simon Blossie, Accenture Consulting, Products Customer & Channels UKI, ACCENTURE</i> <i>Karen Harris, MD, INTU DIGITAL</i> <i>Dave Abbott, Retail Omnichannel Manager, THE DUNE GROUP</i> <i>Rupal Karia, Managing Director - Retail and Hospitality, FUJITSU</i></p>
11.40-12.25	<p>PANEL DISCUSSION: INNOVATION IN RETAIL</p> <ul style="list-style-type: none"> • Overcoming the main barriers to innovation: time, investment, technology, strategy etc • Building a culture of innovation so innovation will come from within • Who should be in charge of innovation – should there be have a dedicated role or should it be embedded in all teams? • Measuring innovation through customer experience, increased revenue and newly attained customers <p><i>Moderated by: Spencer Izard, Chief Analyst, OVUM</i> <i>Martin Goldstein, Head of Purchasing, RIVER ISLAND</i> <i>Alexander Allen, Director of Strategy and Business Development, MAPLIN</i> <i>Steve Moore, Director of Connected Home, DIXONS CARPHONE</i> <i>Gemma Jennings, Senior Manager, Strategy, JOHN LEWIS</i></p>	15.40-16.10	<p>HYPERPERSONALISATION - USING REAL TIME DATA TO PERSONALISE MESSAGES IN REAL TIME</p> <ul style="list-style-type: none"> • An understanding of marketing in the moment, with hyperpersonalised messaging • Tangible next steps and tactics marketers can adopt immediately to improve their consumer relationships • Insight into the 2,000+ marketing technologies available today and which ones drive the most value <p><i>Charlie Aspey, Email Marketing Manager Europe, INTERCONTINENTAL HOTELS GROUP</i> <i>Nick Worth, CMO, SELLIGENT</i></p>
12.35-13.05	<p>PRESCRIPTIVE ANALYTICS, MACHINE LEARNING AND THE INTERNET OF THINGS</p> <ul style="list-style-type: none"> • Leveraging prescriptive analytics and machine learning capabilities to become as efficient and effective as possible • The unique potential in prescriptive intelligence to create a self-sustaining system of identifying profit increasing opportunities and flagging them appropriately in real-time • How to identify patterns in data to combat shrink, report proliferation, and create actions for employees at various levels that yield immediate results <p><i>James Newton, Insight Manager, ASDA</i> <i>Guy Yehiav, CEO, PROFITECT</i></p>	16.50-18.00	<p>BIG PARTY SPONSORED BY DILAX AT THE GLOODOO CHAMPAGNE BAR</p>
13.05-13.25	<p>20 MIN LUNCH BREAK</p>		
13.25	<p>CHAIRMAN'S INTRO AND WELCOME <i>David Evans, Managing Director, Market Insights, KANTAR RETAIL</i></p>		

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PAYMENTS CONFERENCE

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PAYMENTS CONFERENCE THEATRE

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10.10-10.15	CHAIRMAN'S WELCOME AND INTRO <i>Mark McMurtrie, Director, PAYMENTS CONSULTANCY</i>	14.05-14.55	HOW THE MODERNISATION OF COOP'S PAYMENTS INFRASTRUCTURE ALLOWED ITS CUSTOMERS TO BE SERVED MORE EFFECTIVELY <ul style="list-style-type: none"> • The rebuild of Co-op - business has returned to its founding spirit of focusing on its members and connecting with the local community • The modernisation of its payments infrastructure allows Co-op's customers to be served more effectively • Improving the customer experience and enabling its membership card to be revitalised • The challenges Co-op were facing and the payments strategies they employed to build for success <i>Paul Fletcher, Solutions Specialist EMV Payments, THE CO-OPERATIVE</i>
10.15-10.45	KEYNOTE: OMNI-CHANNEL RETAILING – THE DEMAND FOR CROSS CHANNEL PAYMENTS INFRASTRUCTURE SERVICE Key findings: <ul style="list-style-type: none"> • Consumers use mobile devices for cross-channel shopping in-store, in-app and online • Merchants follow the consumer cross-channel experience demands • Merchants demand for cross-channel payments infrastructure services • Merchants demand for multiple payment service acceptance services cross-channel and cross-borders • In the future digital payments world, the channels POS/MPOS/online shops/mobile apps are going to consolidate. Only the devices will be different. However, the infrastructure processing will be omni-channel. <i>Alex Rolfe, Managing Director, PAYMENTS CARDS & MOBILE</i> <i>Chris Harris, Sales & Marketing Director (Northern Europe), INGENICO</i>	14.45-15.30	PANEL DISCUSSION: IN-STORE AND REMOTE MOBILE PAYMENTS <ul style="list-style-type: none"> • Discussion around introducing payments mobility • Identifying the key differences between in-store and remote payment solutions • Learning's from early implementations and promoting best practices • Review of how the various mobile payment solutions differ <i>Moderator: Mark Beresford, Director - Head of Retail Payments Practice, EDGAR, DUNN & COMPANY</i> <i>Janine Albrecht-Webb, GM Digital & Technical Marketing Integration, SHELL RETAIL</i> <i>Liam Spence, Head of Product, PAY BY BANK APP</i> <i>David Poole, Business Development Director, MYPINPAD</i>
10.55-11.25	FROM 6 TO 21 TILLS - LESSONS LEARNT FROM A CASHLESS STORE <ul style="list-style-type: none"> • The problem - why customisable food is slow • The solution - new technology • Lessons learned <i>Vincent McKevitt, Founder, TOSSED</i>	15.40-16.10	MERGING THE PHYSICAL AND DIGITAL CHANNELS <ul style="list-style-type: none"> • Technology and payment trends impacting retailers • The future of digital payments instore • The digital transformation of Boots <i>Vicky Dring, Senior Omni-Channel Proposition Owner – Payments, BOOTS</i> <i>Simon Curtis, Head of Retail and Strategic Accounts, WORLDPAY</i>
11.35-12.20	PANEL DISCUSSION - LATEST PAYMENTS INNOVATIONS <ul style="list-style-type: none"> • Review of payment technologies, form factors, transaction types and devices • How much payments innovation is there and who are the key players? • What can be done to speed up the rate of adoption? • Discussion on the relevance and impact to a retail business <i>Moderator: Mark McMurtrie, Director, PAYMENTS CONSULTANCY</i> <i>David Baker, Head of Card Payment Innovations Unit, THE UK CARDS ASSOCIATION</i> <i>Martin Alden, Head of Commercial Development, WYVEALE GARDEN CENTRES</i> <i>Juan Andrade, Global Payments Manager, SECRET ESCAPES</i>	16.15-16.45	WHAT RETILERS CAN LEARN FROM TRAVELEX'S TRANSFORMATION INTO A PAYMENTS BUSINESS <ul style="list-style-type: none"> • The 2 year transformation plan: <ul style="list-style-type: none"> - What we planned to do and why - What we have actually achieved - What we learnt • Our learnings from taking baby steps, to hiring the right talent to bringing the business with you <i>Colin Swain, Product Director, TRAVELEX</i>
12.30-13.00	HOW RETAILERS CAN MAKE THE MOST OF DIGITAL PAYMENTS <ul style="list-style-type: none"> • What are the latest trends in payments and consumer shopping behaviour? • What can retailers of all sizes do to make the most of digital payments? • What are the innovations that will actually make a difference to retailers in the next few years <i>Scott Abrahams, Group Head Acceptance and Emerging Payments, MASTERCARD</i>	16.50-18.00	BIG PARTY SPONSORED BY DILAX AT THE GLOODOO CHAMPAGNE BAR
13.00-14.05	LUNCH BREAK		

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