
Registration Opens

08:15 - 08:45

Chair Welcome and Introduction

08:45 - 09:00

KEYNOTE: Good Design as a Purchasing Motivator

09:00 - 09:45

Good design can greatly help to sell any product. In today's world, acceptable quality is the minimum starting point during the purchasing process. So what other factors influence the buyer's decision? Design is one of the most important. Why?

Participants

Frank Stephenson - Renowned Car Designer, Frank Stephenson Design Studio

How John Lewis is Blending the Physical and Digital Space by Redefining the Role of The Department Store

09:45 - 10:15

Louisa Nicholls heads up the Home Online Trading team at John Lewis, an award winning Department Store Retailer in the UK with a long and trusted heritage. In this session Nicholls will illustrate how her team at John Lewis is adapting to the new normal for in-store experience and blending physical and digital to recreate an entirely new department store experience.

Participants

Louisa Nicholls - Senior Manager – Online Trade, John Lewis

Understanding How to Drive Brand & Category Penetration | Presented by Shopper Intelligence

10:15 - 10:45

In 2018, Shopper Intelligence's huge UK shopper interview database (covering 130 categories and all main retailers) includes Purchase Outcomes™ for the first time. This innovation enables the Shopper Intelligence database to be used to identify both how retailers can grow store penetration most effectively, and how manufacturers can grow category or brand penetration. We will share a number of cross-category insights and show how Purchase Outcomes™ embeds Byron Sharp's laws of growth into the development of shopper marketing strategy, and helps brands and retailers focus on the activities that will drive growth.

Networking Break

10:45 - 11:15

Using Omnichannel to Build Awareness and Increase Sales

11:15 - 11:45

When dramatically improving your product propositions you need to make sure people will get to know and will buy the product. We've made the most out of Omnichannel together with Tesco by running a unique campaign connecting with shoppers at different touchpoints. We'll share with you a case that has just won 1st Prize in Excellence in Sales Performance given away at the Nestle Z-EMENA Sales Conference 2018.

Participants

Jiri Zeman - Category Development Manager, Nestle

Vladimír Šrp - E-commerce Specialist, Nestle

"Alexa, order Heineken" - Voice and the digital assistant, a wake-up call for marketing

11:45 - 12:15

Voice is more intuitive, is faster and has, within the private space of the people, the potential to become a dominant mode of accessing and interacting on the internet. When we see how young families - the early adopters - embrace Voice, it's very likely the entire consumer landscape will change: consumer behavior, the path to purchase, the way consumers interact with brands are all poised to change dramatically. Voice applications help us manage lives, be in control, facilitate, assist, inform, entertain. In this presentation we will consider how voice and the digital assistants are impacting consumer decision behavior.

To examine voice trends from a consumer and brand perspective, we conducted research in the USA, UK and Germany. Since Amazon, Google, Apple, and Microsoft have introduced voice platforms in these markets, they reflect the dominant "voice landscape" in the Western World for brands moving forward. We conducted the following interviews:

- Expert interviews within globally leading CPG companies regarding their digital marketing strategy and specifically regarding "Voice" for the coming years
- Quantitative primary research among consumers to assess the current and expected use of "Voice"
- In depth interviews with active "Voice" users

We will share the learnings of these interviews and the implications for marketers and insights professionals.

Participants

Nijat Mammadbayli - Senior Analyst, SKIM

Developing Successful Retailer-Manufacturer Relationships for Sustainable Commercial Success

12:15 - 12:45

Don't turn your buyer off! Get best-practice advice on grabbing buyer attention for sustained category growth and boosted sales. By learning about what do retailers really want from their suppliers and how to utilise the latest insights and trends for long-term collaboration. Walk away with practical advice on developing multi-channel retailer strategies which take advantage of the changing retail landscape.

Participants

Daniela Busseni - Head of Category Development, Premier foods

Lunch

12:45 - 13:30

How to take an Occasion-First Approach

13:30 - 14:00

Driving occasions have been identified as a big growth opportunity for the LEGO Group. In this session, we will be looking closer into occasions and how we have leverage on our shopper insights to build an occasion toolbox to win at retail.

Participants

Marie-Louise Laursen - Senior Manager – Shopper and Omnichannel Activation, LEGO Group

Eddie Kemp - Director, Shopper & Omnichannel Activation, LEGO Group

Consumers Do Not Think in Silos, So Neither Should We...

14:00 - 14:30

Make it relevant, stop selling a product, start being the solution by becoming part of her daily life. It is vital to understand how personalization is changing the landscape and requires a seamless hybrid online and offline experience. Here is where we not only have to bridge CDJ steps but also but connect siloed company departments and countries in our end-to-end proposition development.

I will take you on a journey on how to unlock the 'moments of truth' and convert potential consumers to shoppers, users and endorsers by building intelligence bridges within the company.

Participants

Anna-Sterre Mees - Senior Global Consumer & Market Intelligence Lead, Philips

'Fantastic Journeys and How to Find Them' - The Diageo Experience

14:30 - 15:00

Diageo was exploring how to influence consumers across touchpoints – digital and physical.

Some key questions they had:

- What role do touchpoints play in consumers' purchase journeys?
- How can they be best leveraged to drive specific goals for the brand?
- How could they customise content and media strategy to specific journeys?

Brandscapes Worldwide worked with Diageo to uncover a holistic view of how consumers experience and interact with their brands and evolved a framework to measure the impact of their investments.

Participants

Ashish Choudhari - Vice President, Brandscapes Worldwide Consultancy

Jayanth Narasimha - Business Head, Brandscapes Singapore & Senior Director Insights, Brandscapes Worldwide Consultancy

Networking Break

15:00 - 15:30

How to Build Happy, Long-Term Relationships with Shoppers?

15:30 - 16:00

A detailed explanation on how one of most traditional and strongest Spanish brands, strategically changed its positioning and communication, from a product based approach, to an emotional & differentiating connection with shoppers. During this presentation, we'll guide the audience through the process followed all along the path to purchase, from the opportunity detected, to the in-store activation strategy followed, including the key results achieved with this 360° plan.

Participants

Luis Fernandes - Global Customer and Shopper Director, Campofrio Food Group

PANEL DISCUSSION: A Shoppers' Path to Purchase: A Discussion on Better Nutrition & Environment Research

16:00 - 16:30

As most current researches are centered on consumption perspectives, this panel will focus on the shoppers' path to purchase specifics when looking for best nutrition and environment options:

- Where to shop -off and on line—for best nutrition and environment.
- What products/brands to buy giving best nutrition and environment guaranties.

How shoppers prepare for shopping in the connected environment.

Participants

Moderator: Louis-Michel Barbotin - President, SmartWorldShopper

Packaging & the Digital Shopper

16:30 - 17:00

As digital paths to purchase rise, shopper expectations of in-store and on-line packaging are changing. We'll share highlights from primary research of attitudes and behaviors from 7,000 shoppers around the world.

In this session, you'll learn:

- What motivates shoppers to buy online
- What shoppers expect from food & beverage and health & beauty packaging
- How packaging relates to their digital shopping experience
- What makes shoppers return products and which online purchases they return most often

Participants

Adrián Fernández - Vice President of Packaging at X-Rite and General Manager, Pantone

Danielle Sauv  - Marketing Technologist, Pantone

KEYNOTE: Data Is Not Difficult: How to Align Your Organisation Around the Customer to Deliver Breakthrough Commercial Success

17:00 - 17:30

VP of Insights at Asda Andrew Mann brings his experience from Asda, The Coca-Cola Company, Tesco, and Sainsbury's to showcase groundbreaking case studies that demonstrate how to apply data transformation to solve commercial & customer problems. Mann set will illustrate seven priorities for successful digital transformation and enable you to innovate and transform customer experiences by leveraging data-driven analytics and technology to drive growth and profitability.

Participants

Andrew Mann - Vice President of Insight, Asda

Cocktail Reception

17:30 - 18:30

SCHEDULE

DAY 1 - 29/10/2018

Shopper Insights & Retail Activation International

29-31 October 2018

Hotel Okura
Amsterdam, The Netherlands

| TIME | |
|--------------|--|
| 08:00 | 08:15 - Registration Opens 08:45 - Chair Welcome and Introduction |
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| 11:00 | 11:15 - Using Omnichannel to Build Awareness and Increase Sales 11:45 - "Alexa, order Heineken" - Voice and the digital assistant, a wake-up call for marketing |
| 12:00 | 12:15 - Developing Successful Retailer-Manufacturer Relationships for Sustainable Commercial Success 12:45 - Lunch |
| 13:00 | 13:30 - How to take an Occasion-First Approach |
| 14:00 | 14:00 - Consumers Do Not Think in Silos, So Neither Should We... 14:30 - 'Fantastic Journeys and How to Find Them' - The Diageo Experience |
| 15:00 | 15:00 - Networking Break 15:30 - How to Build Happy, Long-Term Relationships with Shoppers? |
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Registration Opens

08:30 - 09:00

Recap & Welcome from Chair

09:00 - 09:15

KEYNOTE: Amsterdam CTO

09:15 - 10:00

Session Details Coming Soon

KEYNOTE: Virtual Reality and Its Implication for the New Retail Experience

10:00 - 10:45

Amber Case studies the interaction between humans and computers and how our relationship with information is changing the way cultures think, act, and understand their worlds. In this session Case examines how this interaction is transforming and molding the new retail experience and discusses the implications for the future of retail from this lens.

Participants

Amber Case - Cyborg Anthropologist and Author, Calm Technology: Designing for the Next Generation of Devices, and Harvard Berkman Klein Center of Internet and Society

Networking Break

10:45 - 11:15

Data, Data Everywhere!

11:15 - 11:45

Retailers have an unprecedented amount of data available to them both big and small: customer transactions, web browsing, cx program tracking, competitor information through search terms and web scrapping, general search, weather, economic indicators - the list goes on. But, how do you take all of this information and make better business decisions as a result rather than drowning in the data lake? Julian Highley will be discussing how Marks and Spencer have approached creating a data network that enables the company to understand what impacts revenue and direct investments with confidence.

Participants

Julian Highley - Head of Insight Delivery, Marks & Spencer

Convergence of Retail and Digital Shopping Worlds

11:45 - 12:15

The physical, geographical and temporal boundaries, that have separated global markets for decades, are being slowly blurred by the relentless march of technology. This convergence has been rapid and has in many ways caught us unawares

In this session, Upma highlights how technology is empowering consumers and is bringing them evermore closer to different markets; and how it is causing a fundamental shift in their attitudes towards product consumption. No matter how remote the consumer maybe, it is no longer a question of whether a product from a far off market is locally available but how easily can it be bought.

Participants

Upma Vermani - Senior Manager, Consumer Insights, Adidas

Shopper Is the King. Science and Practice Behind Marketing to a Shopper.

12:15 - 12:45

The brain work. The first part of the presentation is aimed at getting an insight into how shoppers think and what drives their choice nowadays.

Path to purchase. Do consumers and shoppers converge at all times? In order to answer this, we will then walk along the current path to purchase from being a consumer to finishing off as a shopper in an online or a bricks and mortar store.

Shopper marketing. How to win hearts and cards of contemporary, highly demanding shoppers? Finally, practical tools and tricks of marketing to shoppers successfully will be brought forward and explained in detail.

Participants

Gurgen Melkonyan - Head of Shopper Marketing & Category Management, Unilever

Lunch

12:45 - 13:45

How Red Bull Identified Key Shopper Growth Segments to Optimize Need-State Based Behavioral Segments in Retail Across Channels

13:45 - 14:15

Red Bull undertook an extensive shopper segmentation project in 2017/2018 that sought to understand shopper behaviors, attitudes, motivations and preferences related to their purchasing of beverages for energy needs in order to identify actionable shopper segments across the retail landscape. Shoppers were profiled on need states and usage occasions for beverages providing energy and then surveyed in-depth to understand key path-to-purchase behaviors related to store choice, channel preferences, and in-store purchase patterns. Segments were identified based on economic potential and capturability. Resulting insights have informed ongoing channel role and strategy initiatives and are being leveraged with retail partners to drive differentiated in-store executions.

Participants

Laura-Lynn Freck - Director, Shopper Insights, Red Bull North America

Optimising the digital path to purchase in FMCG

14:15 - 14:45

Over the last few years I have often heard two competing narratives. One of them says "Digital is here, Online Grocery is here - we need to evolve, we need to spend money". The second one says "What's the point of the website? What's the point of Search? Email? Reviews?". To my mind, the second one is part of the solution to the first, and yet many FMCG businesses don't invest as heavily as they might in these "non traditional" marketing efforts. At Bel UK - we've put together a cross functional team drawing on Digital marketing, Sales, Category and Trade Marketing expertise to drive the agenda forward and work to optimise the digital path to purchase in whatever form that takes.

Participants

Charlie Clinton - Digital and Social Manager, Bel UK Limited

SESSIONS

DAY 2 - 30/10/2018

Shopper Insights & Retail Activation International

29-31 October 2018

Hotel Okura
Amsterdam, The Netherlands

Conversational Commerce; The Good, The Bad & The Ugly

14:45 - 15:15

Gone are the days when brands can sit back comfortably waiting for their customers to come to them. Loyalty appears more fickle than ever before and brands are increasingly being challenged to look for more exciting ways to engage customers where they are. This session is filled with real and practical use cases of successes, failings and suggestions. Among other questions, we will explore: What is conversational commerce? Who's doing it well? And who's not doing it so well?

Participants

Ulrich Boulon - Former UX Designer, Burberry

Oliver Kumawu - Former Product Owner, Burberry

Afternoon Networking Break

15:15 - 15:30

Tour & Tasting: The Heineken Experience- The Home of Heineken

15:30 - 17:30

Learn about the history of the Heineken-family, taste the ingredients and see the brewing process. Experience the energy of the brand and how it landed in 192 countries. Heineken, born in Amsterdam, raised by the world.

*This is included for all registered attendees. RSVP is required.

SCHEDULE

DAY 2 - 30/10/2018

Shopper Insights & Retail Activation International

29-31 October 2018
Hotel Okura
Amsterdam, The Netherlands

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SESSIONS

DAY 3 - 31/10/2018

Shopper Insights & Retail Activation International

29-31 October 2018

Hotel Okura
Amsterdam, The Netherlands

Design and Retail Trend Spotting Walk

10:00 - 16:00

Amsterdam Design and Retail Trend Spotting Walk

A guided walk through the streets of Amsterdam, a chance to explore the culture, food, retail and design trends through-out this city. An opportunity network beyond the event, hunt trends and uncover new design inspiration.

SCHEDULE

DAY 3 - 31/10/2018

Shopper Insights & Retail Activation International

29-31 October 2018

Hotel Okura
Amsterdam, The Netherlands

| TIME | AMSTERDAM DESIGN AND RETAIL TREND SPOTTING WALK |
|-------|---|
| 10:00 | 10:00 - Design and Retail Trend Spotting Walk |