

# SHOPPER TECHNOLOGY SUMMIT

Tuesday 21st May 2013 | 9.30am - 2.30pm  
The Commonwealth Club, 25 Northumberland Avenue, London, WC2N 5AP

## Get to the heart of key issues around technology, the store and the shopper.

This event will arm retail marketing professionals with valuable knowledge about **QR Codes** and **Augmented Reality** technologies, adopting **digital signage networks**, how to create a truly **integrated digital shopping experience**, the latest in **screen innovations**, and the rise of **NFC technology** on our high streets.

### PRESENTATIONS

#### ■ Using QR and Augmented Reality to engage shoppers

- Emerging and innovative technology to deliver shopper solutions
- Using shopper insight to deliver successful campaigns
- Technologies in action

Hugh Boyle, Global Head of Digital

OgilvyAction

#### ■ Integrated digital systems for retail

- Bringing digital media solutions together
- Managing smart store connections
- Incorporating the needs of the shopper

Hugh Coghill-Smith, Sales & Marketing Director



#### ■ Touch and gesture technology applications in-store

- Where interactivity is being used
- Drivers for interactivity
- Touch vs gesture

Geoff Robertson, CEO

media|zest

#### ■ Mobile: the personal screen

- The mobile platform and options available
- Challenges to overcome
- Best practice examples

James Connelly, Co-Founder and Managing Director



#### ■ Digital signage networks for retail

- Determining the need and asking the right questions
- Navigating choices and making it happen
- Challenges to overcome
- Delivering shopper-focused solutions

Nick Gale, Founder

realisation.

#### ■ Current and future screen innovations

- The future of high impact digital display in retail
- Display manufacturer's – who is doing what?
- Connecting your digital with the in-store experience

Stuart Holmes, CEO



#### ■ Near Field Communication on our high streets

- NFC trial in Reading, Berkshire
- Incorporating interactivity to drive calls for action
- Learning and insights

David McEvoy, Marketing Director

JCDecaux

### PANEL SESSION

An opportunity to question the experts and discuss the key issues arisen during the day.

OgilvyAction



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PRICE **Members:** £145 **NON-Members:** £300

More information: [popai.co.uk/events](http://popai.co.uk/events)

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## SPEAKERS

OgilvyAction

Hugh Boyle  
Global Head of Digital, OgilvyAction

Hugh has worked in the digital media industry since its inception in the early 90's. He joined the Ogilvy Group in 2005 to build OgilvyAction's global digital business. Since joining Ogilvy, Hugh has established a \$15m digital business at OgilvyAction in London. He has been responsible for many high profile digital solutions throughout his career for Coca-Cola, Virgin Atlantic, Kodak, Motorola, HSBC, Toshiba, Panasonic, GSK, Johnson and Johnson, Volvo and Vodafone. In the past three years Hugh has specialised in how digital, social and mobile technology impacts upon the shopper journey. Hugh has become a recognised industry expert in this area, regularly contributing editorial to industry publications and speaking at events.

JCDecaux

David McEvoy  
Marketing Director, JCDecaux

David McEvoy has been Marketing Director of JCDecaux, the UK's market-leading outdoor advertising company since 1999. Working across JCDecaux's portfolio of retail, roadside and rail environments, David has transformed the media industry's understanding of Outdoor's place in the wider media mix.

In March 2012, David launched the 'Test the Near Future' project – the UK's first large-scale trial of NFC-enabled advertising sites, working with 13 major brands. In September and October 2012 the first two national NFC-enabled Outdoor advertising campaigns went live.

media | zest

Geoff Robertson  
Chief Executive Officer, Mediazest

Following seven years with various parts of the Sony business, including Columbia Tristar Pictures and Sony Music, Geoff joined MediaZest plc in 2005. In January 2007 he took over as CEO and has since guided the company through six years of increasing acceptance of digital signage in the marketing community. MediaZest's clients include Nike, Adidas, JD Sports, Coca Cola, HMV, Barclays Bank and Samsung.

ONELAN

Hugh Coghill-Smith  
Sales and Marketing Director, ONELAN

With a career in digital signage stretching back over the last 12 years Hugh has managed numerous major digital signage rollouts in UK, Europe, Middle East and India. Originally an LCD display specialist with a degree in Electronic Systems Engineering, prior to ONELAN Hugh held senior international sales positions developing strategic relationships and channel strategies for companies including Coolsign and Planar.

realisation.

Nick Gale  
Founder, Realisation

Nick Gale has been involved in digital signage for retail screen networks for the last 15 years. He has been at the leading edge of thought development in creativity and the application of technology for networks. Recently his focus has been on technical convergence, performance measurement & ROI validation for digital signage networks. Realisation is recognised as one of the leading agencies specialising in operating and content production for digital signage networks in the UK and Europe for clients such as: Three, Toyota, Dyson, Nationwide, Dixons Retail, Argos and Telefonica Digital.

Fetch

James Connelly  
Co-Founder and Managing Director, Fetch

In the midst of the digital advertising boom in 2005, James stood out as an early believer in mobile. Having started his career with IPC Media, James moved to AdConnection where he co-created a new division focused specifically on mobile content and media planning and buying. After managing seven-figure mobile advertising campaigns and working with leading brands to define their mobile strategy in both London and Sydney, James launched Fetch, one of the first mobile marketing agencies in the UK, in 2009. More recently, James has been recognised as one of MediaWeek's 30 Under 30 and Growing Business' Young Guns 30 Under 30 Entrepreneurs, and can frequently be seen sharing his expertise on mobile marketing as a speaker at conferences and events.

PSCo  
GROUP

Stuart Holmes  
CEO, PSCo

With over 15 years' experience in the AV industry, Stuart's extensive knowledge and energetic business approach inspires people to think differently. Since joining PSCo in 2001, Stuart has successfully grown the business, creating two companies that focus on providing technologies, services and complete packages that deliver innovation and make a difference. Stuart is responsible for the vision and business models of the companies, driven by growth, service levels, client retention, new technologies and working as part of a successful, motivated team.