

# 2013 RETAIL MARKETING CONFERENCE

Thursday 7th February 2013 9.00am-3.00pm

The Commonwealth Club, 25 Northumberland Avenue, London, WC2N 5AP

**This essential event features inspirational speakers from the world of retail marketing.**

Providing an invaluable forum for retail marketing professionals to gain unique insight as well as to share, debate and network with their peers, the agenda will cover **leveraging shopper insight, new technology, store format optimisation, and the growth of pop-up retail.**

## THEMES FOR 2013

### ■ Digital screens within a luxury retail environment

- An introduction to Harrods Media
- Why have screens in-store?
- Challenges of the environment
- Are they working?

Guy Cheston | Harrods

Harrods

### ■ Store design development – the Stratford City Food Hall journey

- Role of the designer
- Understanding the brand
- Making it happen

Chris Sampson | Marks and Spencer

YOUR M&S

### ■ The challenges and opportunities of travel retail marketing

- Evolving the travel agent window
- Delivering an integrated campaign into store
- Managing own brand visibility via POS

Amanda Lakin | TUI

TUI  
UK & Ireland

### ■ Dove Spa – refreshing the spa experience

- The journey of giving the Lakeside spa a new look
- Understanding the reality of the existing environment
- The creative challenge of global brands
- Ensuring a cost effective solution that delights the shopper

Nick Widdowson | Dove Spa

Dove spa  
Real Beauty from Real Care

### ■ Premier Foods – an insight into a shopper marketing approach

- An introduction to Premier Foods
- The evolution of a shopper-centric strategy
- The role of shopper marketing in driving sustainable category growth

Amy Lydiate | Premier Foods

PREMIER  
FOODS

### ■ The cult and evolution of pop-up retail

- What worked and what's next
- Pop-ups as part of a multichannel approach
- A short term solution that's here to stay

Sheena Patel | GDR Creative Intelligence

GDR  
CREATIVE  
INTELLIGENCE

# 2013 Retail Marketing Annual Conference

## YOUR 2013 SPEAKERS:

### Guy Cheston

Media Sales Director | Harrods

Guy Cheston has over 30 years experience in the European media industry, having started his career in magazine advertising sales with Haymarket Publishing. Guy joined Harrods in 2004, with the remit to establish Harrods as a media property to develop a commercially viable digital screen network into the famous store. Guy set up Harrods Media in 2011, an in-house media sales division, which includes magazine publishing, storewide promotions, direct marketing and developing third party commercial relationships for the Group.



### Chris Sampson

Food Store Designer | Marks and Spencer

Chris Sampson has over 30 years experience as a retail designer for stores such as Scholl and Waitrose. Chris joined M&S in 2006 as store designer for food and hospitality. He has developed new designs for wine, bakery, cheese and the introduction of the deli. The first 'all new look' store opened in 2011 and has been deemed a success becoming known as Concept11 which is currently being rolled out to all UK stores.



### Amanda Lakin

GM, Retail & Local Marketing | TUI UK&I

Amanda Lakin is responsible for window and in store marketing for Thomson and First Choice travel shops and superstores, including digital screens and shop events. Amanda also owns the planning and delivery of regional advertising throughout the UK. Prior to joining TUI UK&I, Amanda specialised in on and offline marketing at British Airways Holidays and Travelbag.



### Nick Widdowson

Merchandising Manager | Unilever

Nick Widdowson began his career in store management before moving on to roles in merchandising and range planning for The Co-operative, and later refurbishment and store development with high street retailer Superdrug. He joined Unilever in 2001, now managing all aspects of in-store visibility – from category management deployment and space planning to retail marketing campaigns and digital asset management.



### Amy Lydiate

Shopper Marketing Controller | Premier Foods

Amy Lydiate is responsible for the planning, development and execution of Premier Foods' shopper marketing strategy within ASDA. Prior to joining Premier Foods in August 2012, Amy has held a variety of roles within leading retailers and brands including ASDA, Morrisons and Warburtons. She brings with her a wealth of FMCG marketing experience across retail, brand and shopper marketing.



### Sheena Patel

Features Editor | GDR Creative Intelligence

After studying English literature at Bristol University, Sheena moved into journalism at The Reel, a B2B advertising magazine, and joined GDR Creative Intelligence in 2007. In her role, Sheena works closely with creative agencies all over world, to gather and analyse the latest retail innovation and thinking. She specialises in changing customer behaviours, multichannel integration and how brands can use both to build competitive edge.



## EXPERT PANEL SESSIONS

### PANEL DISCUSSION 1 RETAIL TRENDS

#### John Ryan

Group Stores Editor | Retail Week

John Ryan is group stores editor of Retail Week and Drapers magazines, as well as European editor for US store design journal VM&S. He has covered the sector for more than a decade and in a previous life was a retailer for 15 years, working for a value retailer in Germany and the UK.



#### Nicky Herbert

Senior Innovation Researcher | GDR Creative Intelligence

GDR Creative Intelligence is a retail foresight consultancy that helps leading brands identify the latest trends and innovations in retail and turn them into actionable insights. Nicky heads up the research team's work in identifying emerging trends in brand strategy, design and consumer culture. Her specialist areas include retail and hospitality design, POS and packaging, social media and e-commerce. She writes features for the Global Innovation Report, as well as regularly contributing to external publications, and is an experienced conference speaker.



#### Trevor Harvey

Director of Planning | Saatchi & Saatchi X

Having worked in the marketing industry for over fifteen years, Trevor has spent the past eight years in senior planning positions in London agencies across a broad range of industries, guiding how shoppers interact with brands. Planning on international brands as diverse as HTC, Diageo, Barclaycard, Whiskas and News International has helped him to understand the motivations behind shoppers, and even how they buy their mobile phone, credit card or cat food across a range of retail environments, be they phone shops, banking halls or grocery retailers.



### PANEL DISCUSSION 2 SHOPPER MARKETING AND INSIGHTS

#### Ben Hovanessian

Head of In-store Marketing | Tesco

Ben has worked both client and agency side on some of the UK's biggest and best loved brands. Entering the industry agency side in the early 1990s he has been responsible for implementing corporate identity projects for clients including Vodafone and Royal Mail, later managing FMCG packaging projects for Mars and Holstein Pils and more recently campaigns for brands including Coke, P&G, Diageo and Heinz. Ben has also held roles at The Body Shop as International as Head of Creative with a remit covering POS, packaging, visual merchandising and literature, and the National Lottery as Head of Creative Services to launch and manage an in-house creative department.



#### Danielle Pinnington

Managing Director | Shoppercentric

A passionate exponent of shopper research Danielle Pinnington began her career as a consumer researcher in the late 90s before eventually launching Shoppercentric. She has worked with a wide variety of retailers, suppliers and agencies in the area of shopper research providing the likes of BP, L'Oreal, Cadbury, Coca Cola, LEGO and GSK amongst others with shopper inputs to their trade strategies.



#### Tara Horobin

Shopper Marketing Controller | Premier Foods

Tara has over 9 years experience in Strategic Shopper Marketing which spans across both Blue Chip FMCG and Retail sectors in both European and Australasian markets in varying marketing disciplines from brand and category management, insights and Shopper Strategy. Her current role at Premier Foods is focused around the medium to long term view of the Shopper, understanding what their motivations are, and most importantly how we change the "consideration" mindset into "actual" purchase through leveraging the communications toolkit.



#### Adrian Green

Head of Channel Marketing | Samsung

Adrian Green started his career in product marketing, before moving onto roles in customer marketing, channel marketing, and account management. He has worked for recognised global consumer goods companies such as Unilever, Carlsberg and United Biscuits, culminating in a successful 3 year role as Shopper Marketing Controller for UB. He is currently the Head of Channel Marketing for Samsung SEUK, with responsibility for customer management and all retail and shopper execution in TV/AV.

