

CONNECTED SHOPPER SEMINAR

LONDON TRANSPORT MUSEUM | 21 MAY 2015 | 09:00-14:30

Technology has become a major driving force of change in retail. But the power of technology to link multiple touchpoints along their purchase journey has, as yet, not been fully exploited. Whilst far from simple to achieve, failure to deliver true connectivity along the path to purchase, and with shoppers, is a significant barrier to realising potential improvements in engagement and, ultimately, sales conversion in-store.

POPai UK & Ireland are hosting a special industry event examining best practice delivery and connectivity of multiple digital touchpoints along a shopper's path to purchase.

The event will feature time for networking and the following presentations:

Pre-store Connections



Opportunities & threats of the mobile online shopper

- The latest mobile and in-store digital solutions, how they work... and where they fail
- Beacons, smart-phones and APPS - proposing an alternative solution which is shopper friendly, mobile friendly... and avoids the major pitfalls
- Underpinned by findings of a major brand owner who has extensively trialled latest available technology



Digital and the High Street - Making It Happen

- Bringing iBeacons to the high street in a targeted and controlled way
- 'Retailer Crowd Sourcing' for consumers
- Mopons - mobile coupons made easy...

In-store Connections



'Cash is Dead, Long Live Cash': The Connected Cash Shopper

- Cash consumer behaviour in a digital world
- Mythbusting - driving footfall 2.0
- Keeping up with consumers in a future you can't predict



Re-inventing the car dealership / retail - how to make the experience more relevant to today's customer.

- Current state of play - an age old-retail model
- Transforming a sector
- The results - has it delivered?



In-store remarketing - how Heal's re-engages store shoppers digitally afterward to increase conversions

- Is your store connected or disconnected?
- How to get 30 out of every 100 shoppers to participate in a digital experience in-store
- Why in-store remarketing will be the next big thing in retail

Out-of-store Connections



Stores as a holistic marketing channel - how Tesco shared the love

- Using stores as a potent marketing channel beyond their physical footprint
- Surprising and delighting shoppers and creating amplifiable content
- The retailer operations perspective; creating the business case and understanding the impact

Post-store Connections



Journey of a hashtag

- Exploring the disconnect of brands with social
- STOP using hashtags without consequence
- How to achieve outcomes such as purchase through social interaction
- Best practices and success points

Global Round-up



The connected journey: are you on the right path? Observations of cutting-edge executions from around the world

- New ways to engage and interact with connected shoppers that go beyond the physical store
- Technological advances impacting how staff emotionally connect with customers
- Now is the time to engage with the connected shopper and ensure their journey leads to your brand



Sam Lutostanski, Digital In-Store Specialist, Unilever

Sam Lutostanski is a key member of Unilever's global shopper marketing team, focusing on ways to use the latest digital technologies to increase interaction between shoppers and brand at the point of purchase. Prior to his current role, he spent time in China working in Unilever's Innovation Centres where he investigated the latest technologies to improve collaboration with customers. His retail career began in the beauty and cosmetic sector.

David Williams, Chairman, Screen Media Technology

David Williams has over 40 years experience in the Marketing Services sector covering P-O-P Display, In-Store Marketing, and Screen Media Networks. Today he is focused on the use of innovative Digital Technology Solutions to enhance the shopper experience in-store. Founder Chairman of POPAI UK, former Chairman of POPAI Europe and POPAI Global Board member, David speaks at conferences and seminars around the world.



Colin Pizey, Regional Director, MoZONE

Colin Pizey has a career spanning 35 years at the cutting edge of technology, working with advertising, retail, telecommunications and scientific companies. One of the original pioneers of digital 6-sheet advertising, Colin has managed the deployment of several hundred digital advertising screens into shopping malls, retail and railway stations across the UK, as well as out-of-home digital advertising projects in mainland Europe, Australia, and the Middle East.



Rav Garcha, Store Owner, NISA

Rav Garcha currently has six stores in the Midlands and Portsmouth area, with all but one trading as Nisa Local stores. From a small family off-license business in Birmingham, Rav has overseen its rapid expansion to its six current stores. Rav is a proud member of the Association of Convenience Stores (ACS) as an independent board member as well as a regional representative of the TRA (Tobacco Retailers Alliance).



Matt Norbury, CEO, IAT

Matt Norbury founded his first tech start-up at the age of 18 and has spent the past 12 years innovating in technologies and platforms including toolbars, mobile apps, B2C websites and white label solutions. Now bringing his and IAT teams expertise to retail and wholesale and beyond, he and his team has proven experience in delivering success for global e-commerce, publishing brands and retailers.



Steve O'Neill, Marketing Director, PayPoint UK and Ireland

Steve O'Neill is responsible for the development of PayPoint's strategic marketing, consumer insight and brand development agendas across the retail network's key stakeholders of retailers, clients and consumers. Prior to joining PayPoint, Steve was formerly Head of Retail Marketing at HSBC, with responsibility for the development and delivery of marketing communications across both the retail and direct to consumer channels. Prior to this, Steve held senior roles at Carphone Warehouse, Orange and John Lewis.

Rockar. Simon Dixon, Founder, Rockar.com

Simon Dixon is founder of Rockar, the world's first digital car retailer. Simon began his motoring career in 1983, eventually merging his businesses with his family's company to create Dixon Motors. As CEO of what became the UK's third largest car retailer, he oversaw its floatation on the London Stock Exchange. He also played a pivotal role in the launch of online car retailer Jamjar.com, a joint venture with Direct Line.



David Dalziel, Group Creative Director, Dalziel and Pow

David Dalziel is Group Creative Director of Dalziel and Pow, the London-based agency with over 30 years' experience in brand and retail design that are unique and engaging for the customer. David is instrumental in directing the creative strategy across the agency for leading retailers including Argos, Next, Samsung, Primark and John Lewis. He is a popular guest speaker at industry events, and a leading media commentator on design related issues.



Oliver White, E-Commerce Director, Heal's

Ollie Bath, Managing Director, CloudTags

Simon Towndraw, Head of Strategy, CloudTags

Oliver White is e-commerce director of Heal's and previously multichannel program manager at Paperchase. Along with CloudTags' managing director, Ollie Bath and head of strategy, Simon Towndraw, he will share how the retailer has achieved a digital instore engagement rate of 20%, enabling Heals to remarket to customer online based on in-store interaction.

Arnoldklp Stuart Galvin, Associate Director, Arnold KLP

Stuart Galvin has over 15 years experience in retail marketing; selling cars in MINI dealerships, Shell motor oil in Indian truck-stops, mobile phones for EE, and pretty-well everything for Tesco – whose account he currently leads at Integrated Creative Agency, Arnold KLP. He has a particular interest in retail innovation, and improving shopper experiences through championing new in-store technology breakthroughs in relevant ways.



Tom Shardlow, Co-Founder/Director, Visual Voice

Thom Shardlow is an expert in creating award-winning and record breaking campaigns that focus on amplification and outcomes such as ROI and rewards. His career in the design and development of branding experiences has seen him work with companies including South African Beers, Warner Brothers, Sky and Honda, helping them to become 21st Century ready through the integration of intelligent online services.

Alex Newland, Co-Founder/Managing Director, Visual Voice

Alex Newland is a co-founder of the pioneering tech company Visual Voice who are responsible for groundbreaking social campaigns for likes of Sky, Honda, Argos and Carphone Warehouse. Most recently, he has launched the "Accurate Instant Response" platform. As a founding partner, he brings years of production experience and promotional management expertise, working for brands including Ferrari and the Brit Awards.



Colin Gentry, Innovation Researcher, GDR Creative Intelligence

Colin Gentry is an innovation researcher at GDR Creative Intelligence, bringing strategic inspiration to global retailers and brands. Previously, he has worked on consumer campaigns for the likes of Nintendo, Expedia and Adidas. Colin is also a broadsheets features writer for publications including The Guardian and Men's Fitness on the subject of emerging consumer trends.