

# Retail Experience Conference

06 July 2016, London

## The store strikes back

While the influence of digital on shopper behaviour continues to grow, investing in getting the physical shopping experience right remains a key priority as latest ONS figures reveal that 87% of retail sales come from bricks and mortar retail.

This event will enable you to discover how to achieve impact, improve engagement and grow sales.

**Who should attend:** Retailers, brands, agencies and manufacturers looking to develop effective in-store solutions.



### Innovating the retail space to create a brand experience

- Maximising the impact of a mid-mall retail environment
- Using experiential to immerse shoppers into our content
- Creating meaningful conversations and showcasing the product in a way that only Sky can



**Fran Scorer**  
Retail Marketing Controller



### Barkers for Dogs from concept to creation

- Where did the idea come from
- How did we go about shaping the opportunity and create the brand
- How did we bring it alive and deliver it to the high street and customer



**Caroline Norbury**  
Head of Store Proposition



### Christmas at Liberty of London

- Creating eye-catching retail experiences at the busiest time of year
- Developing a heritage brand to ensure it stays unique, with a sense of splendour
- Surprising and delighting shoppers - old and new



**Liz Silvester**  
Head of Visual Identity



### Automotive retail experience

- Why is automotive retail changing
- How do we meet and exceed customer expectations
- What does a great 'Experience' look like



**Nikki Rooke**  
Head of Corporate Communications, Events & Sponsorship, Volvo



**Ben Taylor**  
Retail Experience Director, TRO Retail



### Reinventing the retail experience

- Why and what needed to change?
- A new approach to experience and service
- What does success look like?



**Bridget Lea**  
General Manager, O2



**Elise Holmes**  
Design Team Leader, Dalziel & Pow



### Designing where it's made and where it's sold

- How international brand Amouage 'travels' and how the experience subtly adapts to each new store's location
- Understanding Amouage's customer interfaces with the brand - the factory, visitor centre, retail and the online experience



**David Crickmore**  
CEO, Amouage



**Raj Wilkinson**  
Creative Director JHP

stylepsychology

The role of senses in building human-centred customer experience



**Kate Nightingale** - Founder & Consumer Psychologist



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# Speaker profiles



**Fran Scorer**  
*Retail Marketing Controller*



Fran is the Retail Marketing Controller for Sky UK overseeing a team of 5 servicing all marketing needs within their 260 strong mid mall retail estate.

Before working for Sky, Fran worked at several high profile shopper marketing agencies working with clients such as P&G, Coca-Cola, Kelloggs, Kerry Foods, Morrisons and Vue. Fran has a particular interest in the power of great creative and creating theatre in the retail environment.



**Caroline Norbury**  
*Head of Store Proposition*



Caroline joined Pets at Home 6 years ago and was initially appointed to lead the team responsible for the redesign of the company's biggest flagship store. The success of this was recognised with numerous awards including 'Specialist retailer store design of the year' at the Retail Awards.

Most recently Caroline headed up the company's new proposition to the market, 'Barkers for Dogs'. The concept store opened in March 2014 and a following 6 stores opened during 2015.

Caroline's expertise has been gained through her extensive experience working in senior roles in Visual Merchandising, Store Development and Marketing within the retail sector.



**Liz Silvester**  
*Head of Visual Identity*



After completing a textiles-focused post-grad in fine-art at the RCA, Liz Silvester, Head of Visual Identity for Liberty, began completing VM fabric installations, working for Louis Vuitton and Burberry, before heading Kurt Geiger's VM division where she and her team created a memorable sense of drama for the brand.

Having accepted the position at Liberty, Liz learned that a television series on the store would be filmed and broadcast just as she started her new job. Liz is bringing her love of textiles and pattern to this very special store.



**Nikki Rooke**  
*Head of Corporate Communications, Events & Sponsorship*



Nikki has been head of corporate communications, events and sponsorship for Volvo Car UK since August 2012, overseeing all PR and media relations, internal, B2B and consumer events and brand sponsorship activities. By creating memorable communications, experiences and events, Nikki seeks to drive brand engagement that challenges perceptions and builds a greater understanding of Volvo's advanced technology.

Prior to her current role, Nikki led the communications function at the motor industry trade association the Society of Motor Manufacturers and Traders (SMMT).



AMOUGE

**David Crickmore**  
*CEO*



David is CEO of Amouage, an international luxury fragrance brand creating niche perfumes that are artistic masterpieces.

Amouage is gradually rolling out a programme of stand-alone retail shops in key cities around the world and today there are a total of 20 standalone shops.

David has 35 years experience in the luxury goods industry at brands including Savile Row tailor Oswald Boateng and men's clothing and accessory brand, Duchamp. He has also held senior positions with Pringle and Nautica, and was schooled by several years working internationally for Alfred Dunhill and Daks.



**Bridget Lea**  
*General Manager, O2*



Bridget is a retail specialist who before joining O2 worked across the industry in the UK and internationally for organisations including Marks and Spencer, Clarks, Uniqlo, Topshop and Oasis.

Bridget has a strong belief that 'great people' deliver results and puts developing high performance teams at the top of her agenda.

Having conceived and delivered a number of award winning industry initiatives across culture change, multichannel and new store concepts she has just opened two new 'future stores' and is constantly looking for innovative new ways to shape the future of retail for consumers.



**Raj Wilkinson**  
*Creative Director*



Raj is Joint Managing Director and Creative Director of JHP.

His creative energy has been fundamental to JHP's success since joining in 1985. His intuitive understanding of space and its potential for any and all commercial activity is one of the practice's greatest assets.

Neither happy nor comfortable without a sketchbook to hand, his work transforming London's Selfridges department store is legendary amongst the design fraternity.

Never afraid to be frank regarding clients' challenges and opportunities, he ensures that all JHP work is in harmony with the over-riding business proposition.

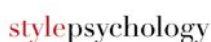


**Ben Taylor**  
*Retail Experience Director*



Ben has been at TRO for 7 years in total, amassing a broad range of experience across the marketing industry, delivering experiential focused projects across the UK and Australia, running a retail business, and developing retail concepts.

Ben now heads up the Retail Experience focused arm of TRO, working with clients across markets and sectors to deliver projects, and bring brand stories to life.



**Kate Nightingale**  
*Founder & Consumer Psychologist*



Kate is a consumer, fashion and brand psychologist with experience in retail, hospitality, marketing and construction industries. She has worked with companies from various industries and across all business departments. Some of her previous clients include Harvey Nichols, Next, intu Trafford Centre, British Heart Foundation, various design practices and brand strategy agencies as well as firms from corporate sector.

Kate is also a lecturer in Consumer Behaviour & Psychology at London College of Fashion as well as previously lectured on MSc in Consumer Psychology on London Metropolitan University.