

# The Digital Shopper WORKSHOP

**29<sup>th</sup> June** | 9am - 1.30pm  
30 Euston Square, London

This first-of-a-kind workshop will help shopper marketing professionals understand and navigate the minefield of how to select, strategise, plan and measure the various digital technologies available in today's retail environment.

Led by POPAI with expert panelists and case studies from retailers, brands and agencies, the day will pivot around interactive, focussed sessions. We will break down the lifecycle of digital shopper activations into tangible, manageable chunks. Working with each other and the expert panel, delegates will be able to explore the ins and outs of successful digital shopper campaigns and apply learnings to their own projects.

Places are strictly limited to 50 delegates

As well as having the opportunity to network, interact and share best practice with our panel, contributors and fellow delegates, attendees will also receive a digital shopper toolkit. Including all case studies from the day, as well as checklists and top tips this will provide the perfect framework around which to build successful, and appropriate, digital shopper activations.

Prices:

**POPAI members** - £450 +VAT

**Non-members** - £675 +VAT

**BOOK NOW: [popai.co.uk/events](http://popai.co.uk/events)**

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Sessions include:



## Shopper Engagement

- The macro picture
- Touchpoints and triggers for the modern shopper
- Digital vs 'traditional'



## Strategy

- Setting objectives
- Selecting the right digital tool
- Engaging relevant stakeholders
- Building a digital team
- Defining KPI's
- Putting design at the heart of the equation



## Planning & Execution



- Practical elements of the digital lifecycle
- Timescales
- Critical paths
- Inter-organisational collaboration
- Installation
- Sign off and approval
- Quality Assurance
- Testing



## Measurement



- Effectiveness of digital engagement
- Metrics
- Gauging the success of executions



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## Our speakers...



### Charlotte Willson, Creative Manager

Charlotte has worked at Boots for 5 years, after starting on the commercial graduate scheme. Having completed several roles across the business, she is now within the Creative Marketing team – ensuring that the in-store environment and online execution of the Boots brand is consistent, true to the core Boots proposition, as well as aligned with customer needs. Charlotte's previous roles within Boots have all been focussed on creating omni-channel customer journeys primarily in the healthcare space – understanding how digital enhancements can be an asset to the Boots store portfolio and in-store colleagues.

Charlotte will be presenting in the **Shopper Engagement** and **Planning & Execution** sessions and will cover:

- Striking a balance between the digital and physical worlds – ensuring they complement rather than substitute each other
- Weighing up digital vs traditional approaches to customer engagement
- Mapping the customer journey across multiple channels



### Helen Thomson, Global Mobile Payments Manager

From the hospitality sector to the forecourt, Helen's success has been built on a passion for customer relationships. After a career in the hospitality industry Helen joined shell in 2003 carrying out various roles in the company's sales and operations teams.

In 2011 Helen took the helm of the UK's Payment and Loyalty programme a role that combined her customer service experience with her expertise in digital marketing. Over the course of the next six years Helen led a number of key initiatives including refreshing the Shell Loyalty Scheme's customer value proposition, a new CRM strategy involving more than 40 million direct customer communications and most recently the launch of Fill Up & Go in the UK, the fuel retail sector's first ever mobile payment solution.

Helen will be presenting in the **Strategy** session and will cover:

- Creating Shell's Fill Up and Go initiative based on customer feedback
- Rolling the initiative out from the proof of concept store, through 600 sites across the UK and now globally
- Managing a multi-functional team across global and local businesses



### 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.

Fran will be presenting in the **Planning & Execution** and **Measurement** sessions and will cover:

- How Sky planned and created an Award winning innovative experiential digital campaign
- Working with and managing multiple stakeholders from internal departments to multiple agencies
- Formulating an approach to measure the effectiveness of in-store digital media



### Chris Gilroy, Retail Marketing Specialist (formerly Vodafone)

Chris is a senior marketing communications exec that has been specialising in retail marketing for over 8 years with the Vodafone and 3 mobile brands. Chris has been on the POPAI Awards judges panel since 2014 and has participated in the POPAI conferences in London and Sydney.

Chris will be presenting in the **Measurement** session and will cover:

- Understanding the need for measurement
- Establishing a metrics system that works for different internal functions
- Rolling out a rapid test-and-learn system and keeping it simple



Unilever

### Kathryn Griffin, Global Digital Shopper Marketing Specialist

Kathryn currently works for Unilever as their Global Digital In Store Specialist, working with a range of technologies to help build future retail strategy for the FMCG company. She manages trends across the global business, as well as undertaking a test and learn approach to emerging digital tech. She seeks out the most relevant and valuable tools to engage with shoppers and create a more omnichannel approach to brand marketing. She is passionate about using technology to help solve business problems rather than utilising tech for tech sake.

Prior to undertaking the role, Kathryn worked in the UK shopper marketing team for Unilever and previous to that came from a retail perspective having spent a few years working in various marketing roles for drugstore retailer Superdrug.

Kathryn will be presenting in the **Strategy** session and will cover:

- The process for identifying the most relevant technologies for retail
- Building the right team for projects
- Test and learn approach – defining KPIs