



2023 Direct Commerce South West Agenda

10.00am-10.30am

Welcome & Introduction

10.30am – 11.00am

10 Must-Ask Questions to Maximise Your Marketing Results

Ben Barnes, Neural Edge

Using data to inform your decision-making is essential for eCommerce digital marketing success. In this 30-minute session, we'll be sharing the 10 metrics you should be tracking, how you can find that data and how to set a benchmark for success.

11.00am – 11.30am

How your brand can drive your success in 2023

Jonathan Alder, Alder & Alder

This session is for any company that wants to make an impact in 2023. It will look at the role that brand can play in driving business success, and the opportunities you have to influence that process.

11.30am – 12.00pm

The five whys and five rules of successful fulfilment outsourcing

David Fanous & Garry Taylor, Whistl

5 Whys:

- Typical reasons for outsourcing – why & when it makes sense
- What a fulfilment supplier can bring to the relationship
- What outsourcing achieves for retailers in terms of improving customer service
- Other benefits that may not be immediately apparent – savings on shipping (for example)
- Flexibility (managing peaks and troughs)

5 Rules:

- Treat the fulfilment relationship as a true partnership
- Communicate clearly and meet regularly – preferably on site
- Be clear and realistic about your expectations and agree service levels and reporting
- Ensure processes are as uniform as possible
- Share the benefits of efficiencies

12.00pm - 1.00pm Lunch & Networking

1.00pm – 1.30pm

Recruiting Customers in 2023

Allie Oldham & Simon O'Mahony

The past few years have had a great impact on customer sentiment. Many are choosing to abandon impulse shopping out of necessity. Even the most loyal customers are buying less and less often. Yet whilst consumers may be buying less, they are keener than ever to buy wisely. In this session, Allie and Simon will discuss key customer recruitment and retention considerations for these less certain times.

1.30pm – 2.00pm

Riding the crest of the wave

Luke Green, Red Paddle Co & Allie Oldham

As most in the South West are fully aware, paddle boarding is one of the primary activities that is enjoying strong growth not just here but around the world. Devon based Red Paddle Co is well placed to meet this demand. It is the world's number one inflatable SUP brand and, in this session, Luke will share the secrets behind the company's success.

2.00pm – 2.30pm

Savvy Circle Table 1:

Uncovering the Power of AI & Chat GPT in Marketing - What Should You Consider?

Hosted by Ben Barnes, Neural Edge

Savvy Circle Table 2:

TBC, Hosted by Whistl

2.30pm – 3.00pm

Making marketplaces work for your business

Glen Richardson, former Chief Omnichannel Officer of The Range

These days there are dozens of online marketplaces you could consider using to generate new streams of customers. Whether it is to test if there is sufficient demand in selected overseas markets in the least complex way or to sell more of your products closer to home. Finding a fruitful channel for selling off over-stocks and/or returned goods, via the likes of eBay, is certainly leading in the popularity stakes as we focus on reducing landfill. For strong brands, securing an online concession on another retailer's online store for an edit of your range can reap dividends but watch your margins! Here we consider how marketplaces fit into the channel mix and the key considerations to factor in, not least the fees levied by marketplace operators.

3.00pm – 3.30pm

Wrap-up & networking

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