

From 08.30 – REGISTRATION & WELCOME COFFEE

09.30 – 09.35 OPENING SESSION

LIFFEY SUITE: Introduction & welcome - The decade so far; what comes next

What a rollercoaster start to this decade with more change in two and half years than we have ever seen. Long-established, well-loved brands have collapsed, changed hands, stores gone. Administrations, headcount cuts, it has been gruelling. Licensing brands to others, losing unique identities and direction. Consumers under financial pressure, the repercussions that came from getting Covid under control only then to deal with the inflation incurred because of Russia's war to take Ukraine. But, we're still here together, looking to win back consumer confidence and find new channels to market, new partnerships and the route back to positive, profitable trading.

09.40 – 10.10

LIFFEY 1: Ways to increase your LTV and create recurring revenue streams

Priya Ghai, MD, Passionfruit Direct

It is no secret that repeat customers are more valuable than a one-time purchaser. The world of ecommerce is highly competitive and in order to survive and flourish, companies need to create brand loyalists. But how do you do that effectively?

In this session, we will cover the best practices to increase your LTV as well as take a deeper look into the world of subscriptions.

LIFFEY 2: Who buys clothes when the world cup is on?

Colin Crawford, Director of Data Science, Predyktable

There are a lot of decisions you make that impact how your business operates and performs. But there is also a world around you that has subject causes and events completely outside of your control. We want to show how using data we can account for the world around us giving us better ability to forecast demand thus resulting in a wide range of potential benefits that this knowledge enables.

10.15 – 10.45

LIFFEY 1: Live Interview with Brad Aspers

Brad Aspers MBE, Founder & Chairman, Rarewaves.com – interview by Allie Oldham, Marketing Consultant

Founded in 2005, Rarewaves.com is an award-winning cross border eCommerce seller of entertainment and consumer products. It recently received The King's Award for Enterprise: International Trade 2023 and is one of the fastest growing retailers in the world. During this session, Brad will share the story of Rarewaves' meteoric rise.

10.45 – 11.10 COFFEE & NETWORKING

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11.10 – 11.40 CHOOSE FROM:

LIFFEY 1: Transform to Thrive

Paul Kendrick, CEO, Studio Retail & Simon O'Mahony, former Marketing, Transformation & Digital Director at National Timber Group, Toolstation, Nisbets – chaired by Tim Curtis, Consultant, Duxbridge

We have all faced a steep learning curve in these past few years and had to radically overhaul many of our processes to regain our ability to compete on a level playing field with market leaders. What can we learn from our peers and apply to our own businesses? Where are the major gains to be found? What can be achieved in a relatively short timescale? What are the pitfalls to avoid?

11.45 – 12.15 CHOOSE FROM:

LIFFEY 1: The US Market: How to make a profitable Impact

Panellists: Priya Ghai, MD, Passionfruit Direct & TBC, All Response Media

In inimitably British 'coals to Newcastle' style, many UK businesses view the US market as the one to crack. Some have made the leap and had their fingers burned. Others have carved out a significant presence, albeit with high investment behind them. In this session we look at the realities of entering such a potentially large and fragmented market - reviewing different approaches, what is working and what isn't, which channels may prove to be the least risky to test – as well as a few new ideas to help you take your brand into this potentially lucrative market.

LIFFEY 2: Sustainability: Bringing your business to account

Mirry Christie, Sustainability Consultant

These days consumers expect to see that their favourite brands are not merely greenwashing, but instead have an honest commitment to managing their social and environmental impact. How do you start in creating a strategy for your business that serves your stakeholders and how does your strategy support the global strategy? From our investors to our customers, learn how we ensure that we are effectively setting up and monitoring our pathway to become more sustainable for the future. Mirry will focus on what you need to do to get started, some tips for success and what constitutes best practice and there will be a chance to answer any questions you might have.

LIFFEY SUITE - ROUND TABLE:

Untangling complex customer journeys - Hosted by Jo Young, MD, UniFida

Are you closer to understanding your customer journeys? How? To what benefit?

In this roundtable discussion, we can share the impact that complex customer journeys are having, how we can go about untangling customer journeys and discuss the benefits that businesses have gained – or expect to gain - from understanding customer journeys better.

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12.20 – 12.50 CHOOSE FROM:

LIFFEY 1: We are scaling: Sustainable business growth, what you need to know

Beth Francis, former business growth director, RIXO, Mint Velvet

During these tougher times, it is vital not to allow business growth activity to slip down the agenda. Arguably those who invest now in developing and implementing the right business growth strategy stand to gain measurably as the market improves. But it is vital that the strategy is both well considered and that the business can both fund and manage growth in demand. In this session Beth will share her experience gained with mid-market independent fashion brands.

LIFFEY 2: Catalogues: Connecting with consumers, converting sales

Sophie Grender, Director of New Business, MarketReach from Royal Mail

Sophie will present brand new research on catalogues - what's changed and how it impacts consumers.

LIFFEY SUITE – ROUNDTABLE:

The customer value optimisation revolution

Hosted by Peter Gardner, Blend Commerce

Learn how to shift your focus from Conversion Rate Optimisation (CRO) to Customer Lifetime Value (CLV) using data-driven strategies. Discover how prioritising CLV can drive sustainable growth for your Direct-to-Consumer (DTC) business.

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12.50 – 13.50 LUNCH & NETWORKING

13.50– 14.20 CHOOSE FROM:

LIFFEY 1: Beauty in Partnerships

Graham Winn, Director, AllBeauty, Alice Harper, MD – Beauty Category, THG Ingenuity – chaired by Tim Curtis, Consultant, Duxbridge

THG is very well known for its own beauty brands which it sells globally with its skilled inhouse teams leveraging the strength of its THG Ingenuity Platform. It is a platform which is also proving lucrative for other brands in the beauty space. AllBeauty is one of the latest brands to form a partnership with THG Ingenuity driven by the decision not to recreate the wheel but instead to enlist its partner's expertise, deep sector knowledge, technology and fulfilment capabilities. In this session, Graham Winn who, via Maximo Investments, directs both AllBeauty and its sister brand Fragrance Direct and Alice Harper, beauty category managing director of THG Ingenuity explain how the relationship is developing and answer questions posed by Tim Curtis, Consultant, Duxbridge.

LIFFEY 2: The right KPI's to put the customer at the heart of the business

David Lockwood, Director, Tapestry Agency & Adrian Flowers, eCommerce Director, Nkuku

Well thought through KPI's can transform the way you view business performance, the wrong ones can lead you very quickly down the wrong path. Learn how to distinguish between the two and see the difference they can make.

LIFFEY SUITE - ROUNDTABLE:

TBC Hosted by All Response Media

14.20 – 14.50 CHOOSE FROM:

LIFFEY 1: How to drive online conversion in a tougher economic climate

Aynsley Peet, Head of Growth, The Pixel and former eCommerce Director at Cox & Cox

This session will cover getting the best out of your tech stack and how you can leverage on-site optimisation. With spotlights on a mobile first approach, conversion rate optimisation and A/B testing with key takeaways for your business.

LIFFEY 2: How insight on customer journeys drives growth

Jo Young, Managing Director, UniFida

Most organisations understand the importance of being customer - not product or channel - focused. But very few have access to the data we have around the complex multi-channel journeys that customers take on their way to making a purchase. We would like to present our customer journey findings based on the evidence we have collected. We can show how insights on customer journeys reveal opportunities to increase conversion, reduce cost per sale and ultimately drive growth.

14.55 – 15.25 CHOOSE FROM:

LIFFEY 1: Marketing and the wider picture in these tougher times

Panellists: Claire Flanagan, Head of Customer Strategy, Cotton Traders, Paul Pates former Managing Director at Greenregis, Priya Ghai, MD, Passionfruit Direct – chaired by Allie Oldham, Marketing Consultant

With swathes of consumers switching to value supermarkets and variety stores to save money on every-day shopping how do we ensure that our customers remain loyal to us. Is personalisation going to become more important as time goes on? Will loyalty schemes come into their own? How can we cope with the ever-increasing costs of customer acquisition and re-activation with costs for paper, print and postage having risen exponentially and off the page advertising and loose inserts reaching fewer consumers? With digital response falling and far greater price-led focus from competitors – how do we ensure we hold onto our brand values and margins? Where will the marketing focus be in the future? Our panel will share their experience and invite you to share yours in what will be a very insightful session.

LIFFEY SUITE – ROUNDTABLE:

How do I know what's working? Attribution and Incrementality

Hosted by David Lockwood, Tapestry Agency

How do I know what return I am getting on my marketing spend through each of my channels in this increasingly complex multichannel world of retail. We will discuss proven strategies to understand channel incrementality and how that impacts on attribution.

15.25 – 15.45 COFFEE & NETWORKING

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15.45 – 16.15 CHOOSE FROM:

LIFFEY 1: How customer data is the first lever of growth for any business

Oliver Spark, Director, Sweet Analytics

- Understanding levers to grow for any D2C business
- The basics of attribution
- The current state of attribution
- What GA4 offers
- What to do next!

LIFFEY 2: TV more economic than PPC?

Dylan Moss, Director, All Response Media

We'll show you why activating TV advertising for your business costs less than you might think ... and how 2023 TV trading conditions are advantageous versus digital marketing. Measure and optimise TV performance campaigns just like PPC. Plus, TV ad creative - don't underestimate its importance and what makes for a great DRTV commercial.

LIFFEY SUITE – ROUNDTABLE:

Hosted by Robin Beech, former eCommerce Marketing Director, Baker Ross

WFH policies have been great at getting us through the Covid restrictions but it has prevented many of our people – particularly those new to our businesses or to their current roles – from absorbing much of the culture and many of the nuances that underpin our organisations. What this means is that we are probably only seeing a small part of what our new team members are truly capable of and that many remote working employees may lack the confidence to question the 'strangers' who lead their teams. What this session addresses is the need to focus more energy on team performance by bringing our people together more regularly and with greater frequency, to share knowledge and inspiration more freely.

16.15 – 17.00

LIFFEY 1: Quickfire ideas to improve your website & increase orders

Panellists: Rosie Bailey, CEO, Nibble, Edward Upton, CEO, Littledata, Serge Milbank, CEO, Confer & Neil Forrest, Head of Partnerships, Gorgias – chaired by Peter Gardner, Co-founder & CVO, Blend Commerce

There are many new and exciting tools to improve online sales. These include: one that helps capture buying intent that may otherwise become (yet) more abandoned baskets. Seamless order building prompts, invitations to share news of purchases with others, & other well thought through and effective solutions that work with most web platforms. In this interactive session, our panellists will share their knowledge to give you new ideas to boost online sales.

Agenda correct as of 18th May 2023

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