

Millennium Hotel Conference Centre Gloucester Rd, London SW7

From 08.30 REGISTRATION & WELCOME COFFEE

09.15 – 09.55

The year that was what's next

ORCHARD 1 Nigel Swabey, Chairman Emeritus, DCA & CEO, Scotts & Co; Shona Jameson, CMO, Cotton Traders; Graham Winn, Director, Fragrance Direct & Richard Bell, CEO, Sophie Allport
Join our panel & hear their views on the rollercoaster year we've all had. What's their take on current trading conditions? What do they think we need to focus on to keep our businesses on track.

10.00 – 10.30 CHOOSE FROM

ORCHARD 1 **5 secrets of growth marketing your agency won't tell you...**
Hannah Fairclough, Customer Growth Specialist, former Brand Lead, John Lewis
How do you scale in the face of tough economic times, global unrest and climate change? How do you build a strong brand and an even stronger customer base?

ORCHARD 2 **Online Marketplaces – What's next?**
Chaired by Claire Hart, Direct Commerce Magazine
Håkan Thyr, Chief Revenue Officer, Fruugo; Lubin Hoque, Spryker; Robert Bassett, eBay Channel Manager, Optimizon
Are marketplaces the future for growing ambitious brands? How can we protect our brand IP in the marketplace environment? How can we sell on more than just price? How can we leverage marketplaces to reach new customers in new territories? How can we manage marketplace trading more efficiently? Should we be looking to develop our own marketplaces? Join this session to hear some interesting points of view & get your questions answered.

SENTOSA TABLE 1 **Beyond GDPR**
Rob Bielby, GDPR Consultant
Pull up a chair and learn about the latest changes to data legislation and how it could affect your business. What you need to know about and how to prepare for what's coming next. Field your questions freely to access honest advice.

10.35– 11.05 CHOOSE FROM

ORCHARD 1 **Think customer, not campaign: putting people at the heart of your marketing strategy**
David Lockwood, Co-Founder & Analytics Director, Tapestry Agency & Lauren Juster, Sales and Marketing Director, Biscuiteers
Lauren and David will show how Biscuiteers' embarked on its journey to becoming an agile, customer-centric marketing organisation by

putting people at the centre and used data to deliver a customer-based measurement approach to drive its activity.

ORCHARD 2
Planning customer service around customer needs
Elaine Lee, Managing Director, ReynoldsBusbyLee
 In today's market customer service delivery is a key challenge facing almost every organisation - how do we ensure that quality customer service is accessible to all? This session explores how we begin to rise to the challenge and deliver fully inclusive customer service.

MARINA
WORKSHOP 1 running from 10.35-13.20
Prebooking is required for this workshop
How to optimise content for marketplaces in 2022
Mel Henson, Head of Creative, Optimizon
 Creating a listing on marketplaces such as Amazon and eBay is easy. However, getting it right is not (unless you know how). In this fast-paced workshop, packed with examples and interactive exercises, two copywriting experts will take you through the steps to create winning content on Amazon to help you beat the competition today and tomorrow.

11.05 – 11.35 COFFEE & NETWORKING - SENTOSA

11.40 – 12.10 CHOOSE FROM

ORCHARD 1
Live Interview with Nick Wheeler, Founder & Chairman, Charles Tyrwhitt
 The interview will be conducted by Claire Hart, Direct Commerce Magazine

ORCHARD 2
How your brand can drive your success in 2022
Jonathan Alder, Managing Director, Alder and Alder
 This session is for decision makers who want to make an impact in 2022 (and beyond). It will look at the role that brand can play in driving business success, and the opportunities business leaders have to influence that process.

SENTOSA TABLE 1
Shipping Goods from UK to Europe
Michael Boulton, Managing Director International & Steve Bennet, Head of International Sales, Whistl
 IOSS and Impact of IOSS on UK Businesses shipping to the EU
 Shipping – benefits and disadvantages using DDP for the EU (Delivery Duty Paid)
 Shipping - benefits and disadvantages of using DDU for the EU (Delivery Duty Unpaid)
 Impact on Export volumes post Brexit EU vs ROW
 The Impact of excess shipping costs in the backdrop of BREXIT, COVID and Ukraine (the perfect storm)

MARINA
WORKSHOP 1 (continued)
Prebooking is required for this workshop
How to optimise content for marketplaces in 2022
Mel Henson, Head of Creative, Optimizon

12.15 – 12.45 CHOOSE FROM

ORCHARD 1 **Buying & Merchandising Survival Tactics**
Samm Swain, Product & Merchandise Consultant, former Buying & Merchandising Director, Lakeland
 After 30 years in Buying & Merchandising I've seen my fair share of problems. From a beached ship containing my best selling tableware, to a factory fire; from selling a season's estimate in a day, to the many issues arising from Covid. Join me to hear about my survival tactics and what you can do to ride the storm.

ORCHARD 2 **Knowing what customers want, before they do**
John Meaden, Founder & Managing Director, Boards360 and ex Marketing Director, Toolstation
 Having spent 20 years delivering double digit growth for B2B and B2C businesses, John will share insights into developing a truly customer-centric, data driven approach which delivers results.

SENTOSA TABLE 1 **Own Warehouse vs 3PL – which is best for you?**
James Hayes, Business Development Director, Whistl
 Choosing to manage your warehouse yourself or to outsource is a common question in eCommerce. This round table will explore the pros and cons of each to help you identify if you should paddle your own canoe or let someone else steer your ship!"

MARINA **WORKSHOP 1 (continued)**
Prebooking is required for this workshop
How to optimise content for marketplaces in 2022
Mel Henson, Head of Creative, Optimizon

12.50 – 13.20 CHOOSE FROM

ORCHARD 1 **One marketing budget, many channels - how omnichannel attribution optimises these**
Jo Young, Client Director UniFida & Sarah Watson, CEO, Wentworth Wooden Puzzles
 For companies that use a range of channels, it is challenging to understand how channels interact and the optimal mix of marketing.

ORCHARD 2 **Delivering superlative customer service**
Elaine Lee, Managing Director, ReynoldsBusbyLee; Mark Mainstone, Technology & Business Services Director, The Folio Society; Alex Pratt, Founder, Serious Brands & Stuart Lally, CEO, Mango Direct Marketing
 Customers these days expect great service and responsive retailers are always looking to improve. In a world which has seen many businesses (still) using the pandemic as an excuse to cut their CS costs, those who acknowledge that great customer service is every bit as important as the ranges they sell have the advantage. Draw up a seat to find out what your CS policy and team can do to win the hearts and loyalty of your customers.

SENTOSA TABLE 1 **Practical strategies to navigating the ever-changing print & paper market**
Bridget Petty, Director & Sarah Stott, Head of Sales at JPS

Over the last couple of years, hundreds of thousands of tonnes of paper have been taken out of production, mills have closed or re-purposed into manufacture of packaging materials. In this session we will look at how to secure your supply, mitigate escalating costs and build stronger supplier relationships.

MARINA
[WORKSHOP 1 \(continued\)](#)
Prebooking is required for this workshop
How to optimise content for marketplaces in 2022
Mel Henson, Head of Creative, Optimizon

13.20 – 14.20 LUNCH & NETWORKING - SENTOSA

14.25 – 14.55 CHOOSE FROM

ORCHARD 1
Starting with the customer - putting first party data to work
Chris Simpson, CMO & Digital Director, more2 & Victoria Betts, CCO, Unbound Group
 Victoria Betts, Chief Commercial Officer at Unbound Group PLC, will join Chris Simpson, CMO and Digital Director at more2 to share how the business has made their 1st party customer data work harder to drive results. From winning the right auctions to delivering a more personalised experience, we'll hear how the group continues to innovate by starting with the customer.

ORCHARD 2
Your sustainable future
Georgie Hopkin, Consultant, Oakdene Hollins & Founding Director Myakka
 Sustainable Development Goals, Net Zero, Circular Economy, Regeneration, B Corp, the Just Transition... we all know we need to become more sustainable but what does it really mean for you and your business?

MARINA
[WORKSHOP 2 running from 14.25-16.00](#)
Prebooking is required for this workshop
Leveraging Lower Cost Print to Drive Web Sales
Norman Revill, Print Consultant
 The print & paper market has changed dramatically over the past few years and has forced something of a rethink of our use of print. In this workshop Norman will first provide a thorough grounding in the basics of print and the current market. He'll then explore cost-effective format options using current samples, as well as offer delegates the opportunity to have their own recent print work reviewed & questions answered.

15.00 – 15.30 CHOOSE FROM

ORCHARD 1
3 Make or Break Moments for Customer Loyalty
Lauren Ackerman, VP Client Strategy, J Schmid
Lauren will be presenting live from the USA

Keeping customers coming back is the key to a healthy business. While points-based loyalty programs are the norm they aren't the whole picture. Join Lauren as she shares 3 key make or break moments for customer loyalty

Mission Possible: reducing your business impact

ORCHARD 2 Georgie Hopkins, Consultant, Oakdene Hollins & Founding Director, Myakka; Adam Hall, Head of Sustainability, Internet Fusion; Ben Dreyer, Sustainability and Operations Director, Boden & Emma Barlow, Founder, Lighthouse Sustainability

In this session, Georgie and our panel will explore some of the exciting innovations that businesses are putting into practice on their journey to becoming more sustainable.

WORKSHOP 2 (continued)

MARINA **Prebooking is required for this workshop**
Leveraging Lower Cost Print to Drive Web Sales
 Norman Revill, Print Consultant

15.35 – 16.00 COFFEE & NETWORKING - SENTOSA

16.00 – 16.30 CHOOSE FROM

ORCHARD 1 **Just when you thought it was safe to get back in the water... just what should be in your marketing strategy this year?**
 Chloe Thomas, Managing Director, eCommerce Masterplan

In this session best selling author and award winning podcast host Chloe Thomas will be (attempting) to make sense of it all for you! Highlighting the trends you actually need to care about, sharing case studies of brands doing it well right now, and hopefully making everyone feel a little happier than this description suggests!

ORCHARD 2 **TBC**

16.30 – 17.00

ORCHARD 1 **The Great Debate**
 Chaired by Nigel Swabey, Chairman Emeritus, DCA & CEO, Scotts & Co

Have your say and get involved in this lively, no holds barred closing session. Ask questions, challenge your peers and share your opinions.

Rates: DCA Members - £225 per place or 3 for £585 | Non Members - £295 per place or 3 for £745

Rate includes lunch & refreshments – all bookings are subject to VAT at the prevailing rate.

To book [email us](#) or call 0208 092 5227 | Visit our [website](#) for more information