



AUTUMN CONFERENCE

17 OCTOBER 2024 | LONDON

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From 8.30am – REGISTRATION & WELCOME COFFEE

9.30am – 10.00am

How to fuel AI Platforms like Google and Meta to maximise performance

Kevin Davis, Chief Data Scientist, More2

So much of digital media has been handed over to algorithms to manage – it is no longer efficient to have humans managing who sees which ad. So how do you take control, or compete? Whether it's product, customers or creatives, we'll talk about how to make these AI platforms work for you, sharing the foundations you need to maintain a competitive edge.

This is about having the right tracking, right audience and product feeds and navigating things like Google Consent Mode but we won't go into too much technical detail – this is a commercial perspective to help marketing leaders understand and prioritise.

10.05am – 10.30am

Putting a start-up mentality into existing businesses

Phil Haslam, CEO, Malaberg

Yes, there is a better way to develop your business! A strategy that gets your commercial people coming in every day, fired up and ready to grow the business. Just as it was for those here who have either started their own business from scratch or worked for a start-up. When I tell people that the business I am with has no sales or revenue targets, no time-wasting meetings where results are pulled to pieces, explained or defended, most are aghast. Yet, it really does work, the numbers speak for themselves.

10.35am – 11.05am

Savvy selling: Intellectual Property for retailers

Laura Newbold Breen, CEO, Anti Copying In Design (ACID) & Robert Lands, Partner, Head of IP & Commercial, Howard Kennedy LLP

In today's highly competitive and connected world, there is a great deal of unlawful Intellectual Property (IP) infringement taking place which potentially places your business at risk. IP can often feel complex, but ACID and Legal Affiliates Howard Kennedy LLP are here to help explain the need-to-know basics, and how you can develop a proactive IP strategy to protect your brand and products from copycats.

11.05am – 11.30am MORNING COFFEE & NETWORKING

11.30am – 12.00pm

Niche down to scale up & remove the competition

Thomas Parrott, founder, 8curve and former CEO of Naturisimo & Beachbody

Understanding how to develop a unique point of view for your business allows you to niche down and get much more specific about your offering. This will then attract loyal 'super-customers' who cannot find your proposition anywhere else. In an increasingly crowded market, it is possible to design, develop and own your new category, and take the majority of market share. Thomas will provide intriguing insight.

12.05pm – 12.45pm CHOOSE FROM:

Opportunities in the US market for UK brands

Marcus Fairfax Fountaine, Founding Director, Fairfax & Favor, Yasmin Zayee, marketing & Brand Manager, Woolroom, Emma Jones, Department for Business and Trade. Chaired by Richard Kent, i90 Media UK

The US market offers remarkable opportunities on a scale that is both compelling and unnerving. British brands have always been respected by discerning US consumers, but in such a vast and diverse market, how best can a brand team fact-find and evaluate the scale of the opportunity for their products? In this insightful session, our panel will help you set out on the right track.

12.45pm – 1.30pm LUNCH & NETWORKING

1.30pm – 2.00pm CHOOSE FROM:

How much does longer-term customer value depend on how you recruit?

Julian Berry, Executive Chair, UniFida

In reviewing examples of customer journeys that lead up to recruitment, it is possible to take a cohort view of longer-term customer value. This comes from maintaining a cradle-to-grave view of customer data. With case studies showing how longer-term value varies between recruitment channels, and factoring longer-term value into recruitment ROMI, Jo will also explain other key factors which influence longer-term customer value to help you generate and evaluate your results.

OR

1.30pm – 3.00pm

Operations focus

Improving customer experience

Chaired by David Fanous, MD, Whistl Fulfilment with Jim McDowell, consultant & former Chief Commercial Officer, Sarah Raven

100% successful direct-to-customer order fulfilment is the goal we would all love to deliver, but the reality can be somewhat different. Out-of-our-control supply chain issues do arise, product quality may be below par, delivery partners can let us down, we may even run into staffing issues ourselves & lack a contingency plan to outsource. Are our marketers guilty of over-promising? Is there sufficient communication between marketing, buying, merchandising and operations teams? How can we pull together to ensure that customers can be well informed of any likely issues? And how can we work collaboratively to 'contain' the volume of customer returns whilst also responding to the need to operate as sustainably as possible.

This all-important focused stream will include contributions from the following expert speakers on vital themes as we strive for our customer experience delivery to be the best it can.

An Introduction to Fibre Based Recyclable Packaging

Jon Clark, General Manager, BPIF Cartons

We are now all conscious of the need to address our business' sustainability. The packaging we use is one of the most visible customer-facing opportunities we have to show how much our business cares. With unboxing content attracting vast audiences on social media channels, customers are in control when it comes to naming, praising, or shaming brands' packaging choices. Jon will explain what fibre based recyclable packaging is and why it is proving to be a great solution for consumers, brands, and the planet.

The Future of The Contact Centre

Dan Garner, Chief Product Officer, Confer With

Dan will provide insight as well as practical examples of how contact centres are evolving from the current day to how they'll look in 7 years' time. Naturally including the impact that AI and Metaverse are having and how we can tap into these developments whilst delivering first class customer service.

Scaling eCommerce logistics - from bedroom to automated warehouse, how and when to take these steps

Gavin Parnell, The Supply Chain Consulting Group

Let's explore how businesses can scale fulfilment processes to support growth. From early days startups to established enterprises, we'll examine the challenges faced when scaling eCommerce operations. We will discuss the various strategies that can be employed to increase capacity efficiently and how these strategies evolve as businesses grow and scale their operations.

2.05pm – 2.35pm

How to drive record SEO revenue during peak

Ben Barnes, Managing Director, Neural Edge

Preparing for peak is a demanding process which always raises a lot of questions and conversations within the marketing department. Here are some of the questions we'll answer in this talk on peak SEO:

Will investing in SEO during peak drive more sales? | What parts of SEO should I focus on for peak? | When should I start planning SEO for peak? | What other channels should I focus on in peak? | Do all eCommerce businesses need a plan for peak?

2.35pm – 3.05pm

Why 95% of your website visitors don't buy and what you can do about it

Dan Croxen-John, Founder of AWA digital, and author of E-commerce Website Optimisation

Stop leaving money on the table! In this session, Dan, will guide you through the treacherous landscape of Conversion Rate Optimization, transforming your eCommerce business by transforming missed opportunities into a revenue-generating machine.

Key Takeaways:

- Unmask Hidden Pitfalls: Discover the most common CRO mistakes that are silently sabotaging your online sales.
- Data-Driven Mindset: Learn how to leverage data to make informed decisions that drive conversions, not guesswork.
- The CRO Periodic Table: Unlock the secrets of AWA's proven framework for CRO success, covering research, testing, and execution.
- Elevate User Experience: Understand the crucial role of UX in boosting conversions and discover how to create a seamless customer journey.
- Actionable Insights: Walk away with practical strategies you can implement immediately to start seeing real results.
- Whether you're new to CRO or looking to refine your existing strategies, this talk will equip you with the knowledge and tools to turn your e-commerce website into a sales powerhouse.

3.05pm – 3.30pm AFTERNOON COFFEE & NETWORKING

3.30pm – 5.00pm Direct Commerce Awards Presentation & Celebration drinks

2024 Direct Commerce Awards Presentation



No black tie required! Join your colleagues and peers for this unstuffy celebration of the businesses judged to have been the best in their respective categories for this year's Direct Commerce Awards.

Agenda Correct as of 1st October 2024

Rates (includes all refreshments & lunch):

Members - £195 per place OR 2 for £295 | Everyone else - £295 per place OR 2 for £490

All rates quoted are subject to VAT at the prevailing rate.

To book email events@directcommerce.biz or call 0208 092 5227