



A New Digital Decade: Putting Profitability First

Wednesday 7 October, County Hall, London

08:00 REGISTRATION & REFRESHMENTS

09:00 WELCOME ADDRESS

09:10 TRENDS & FORECAST: ***Digital Retailing for the New Decade***

09:30 POWER TALK
TBA

10:00 PANEL DISCUSSION: ***Paving the Way to Profitability***

With an increasingly complex retail landscape and in response to the pressure for growth and cost efficiency, brands and retailers are looking for ways to improve their speed to market and to implement sustainable innovation in their core product design, manufacturing and supply chain processes in order to ensure their business is profitable. The path to profitability can vastly differ from brand to brand however, and online retailers must perpetually balance investing in growth with generating cash flow. So, how do you strike the right balance?

***PANEL: Polly McMaster, CEO & Co-Founder, The Fold
Danny Clay, Head of eCommerce Trading, Matalan
Katie Cary, Founder, Rogue Matilda***

10:40 POWER TALK: ***Leveraging Consumer Insights to Grow Your Brand***

The highly competitive online fashion market requires brands to rethink and develop marketing strategies that really put consumers in focus. But a lot of brands still focus on the 'low-hanging fruit' KPIs - clicks, analytics, and sales - and don't take the underlying consumer motivation and mindset into account. However, when analysed and used strategically, deep consumer insights can act as a springboard for developing unique and creative stories, thereby strengthening the emotional bond with consumers, boosting the brand and, ultimately, enabling long-term growth. This session will provide example-based insights and advice to brands on how they can start utilising data better for creative campaigns and building a stronger brand for the new decade.

Dr. Andreas Antrup, Managing Director Zalando Marketing Services | VP Advertising Zalando SE

11:10 POWER TALK: **TBA**

11:30 COFFEE BREAK & NETWORKING

STAGE ONE <i>The Profitability Perspective</i>	STAGE TWO <i>Innovation & Investment</i>
12:00 PANEL DISCUSSION: <i>Customer Acquisition for the Future</i>	12:00 PANEL DISCUSSION: <i>From the Ground Up – A Profitable Approach to Growth</i>

<p>Every brand needs an influx of new customers to continue to grow and support sustainable success. But acquisition today is harder than ever with a continuous stream of new brands entering the market and traditional retailers investing in new platforms and strategies to stay ahead of the game. Online retailers need to evolve and analyse their customer acquisition <i>and</i> retention approach to ensure success. From having a powerful brand voice, to ensuring you have a loyal and captivated audience to optimise acquisition, developing a strategy that suits your brand is essential. So, which are the trends that retailers should embrace to ensure they're moving in the right direction?</p> <p>PANEL: Fiona Walter, Director of Marketing & Product, UK, Stitch Fix Brad Houldsworth, Strategy Manager, Remarkable.net</p>	<p>With many direct-to-consumer brands running losses for years and relying on endless cycles of funding rounds to cover the cost of acquiring new customers, it's important for digitally native brands to understand how to approach growth without operating at a loss. A number of start-ups fail to account for operating costs no matter how big they get or get derailed when a new competitor or a tweak to an algorithm unexpectedly drives up customer acquisition costs. Brands today need to strike a balance between building a sustainable business model and creating momentum. So how can a start-up grow fast enough to build a lead over the inevitable imitators, but not so fast that the money runs out before profitability is achieved?</p> <p>PANEL: Simon Monahan, Managing Director, Sara Da Silva Amy Montague, Ecommerce Director, Swear London</p>
<p>12:30 IN FOCUS: The Three C's - Content, Context & Community As new shopping behaviours emerge amid a fiercely competitive environment more creativity is needed than ever to win a customer's wallet share and avoid disappearing into irrelevance. Content, context and community is now key in maximising customer interaction on social media and in developing a direct relationship with your customer. Brands and retailers need to find new ways to nurture their community and encourage it to tell potential future customers about its products. This spotlight session will delve deeper into the three 'C's' and why they are essential to today's retailer marketing strategy. Natalie Hughes, Founder & Director, The Fashion Digital</p>	<p>12:30 SPOTLIGHT SESSION: POQ</p>
<p>12: 50 SPOTLIGHT SESSION: Blurring the Lines – Is Social Commerce the New Frontier? With consumers spending more time than ever before on social media apps, the line between social media and ecommerce has become increasingly blurred, positioning social commerce as the undisputable market breakout trend for ecommerce in the coming years. But is it for everyone?</p>	<p>12:50 SPOTLIGHT SESSION: Nosto</p>
<p>13:10 IGNITE TALK: TBA Will Charnley, Director of Customer Experience, Strategy and Innovation, Seasalt</p>	<p>13.10 IGNITE TALK: BounceX</p>

13:30 LUNCH & NETWORKING

<p style="text-align: center;">STAGE ONE The Profitability Perspective</p>	<p style="text-align: center;">STAGE TWO Innovation & Investment</p>
<p>14:40 PANEL DISCUSSION: Approaching Discounts Strategically - To Sale or Not to Sale? Discount promotions are one of the most common approaches for increasing sales. But just because discount promotions such as Black Friday are popular, it doesn't mean they're always effective. Lowering your prices might bring in customers, but if you don't execute your sale properly, you could cut into your profits and even damage</p>	<p>14:40 PANEL DISCUSSION: The In-Store Changemakers Stiff competition from online operators is shaking up the bricks and mortar retail model. In an effort to meet more demanding consumer expectations, offline players are adopting new technologies and convenience-driven systems. From stocking carefully curated products, to providing areas for socialising, and offering cutting edge technology, physical stores need to enhance the consumer</p>

<p>your brand and your reputation. It's important to weigh all the pros and the cons of running a sale or discount and to define your goals and actions, making sure to approach discounts from a strategic perspective. So how do you strike up the balance between driving sales volume and attracting new customers while ensuring you aren't damaging your brand's reputation or profit margins?</p>	<p>experience in order to boost efficiencies, and ultimately market share. So, what's needed to become an in-store changemaker?</p>
<p>15:10 IN FOCUS: Can Returns Ever be Profitable? Returns have become fully accepted as a cost of doing business online, but unchecked and ever-growing levels of returns do not need to be the case. With deep learning customer segmentation, businesses can now identify their most and least profitable customers, considering the rate of returns and thereby reducing returns can improve profitability by a significant percentage. With the advent of more insightful and predictive segmentation it is possible to predict customer behaviour and create a tailored approach that significantly impacts business performance.</p>	<p>15:10 IN CONVERSATION WITH: Never Fully Dressed Join Lucy for a look at her journey with Never Fully Dressed, as she tells us about the brand's dramatic growth, it's dynamic marketing and social presence, product and sustainability efforts. Lucy Aylen, Founder, Never Fully Dressed</p>
<p>15:40 SPOTLIGHT SESSION: It's the Last Mile that Counts The tremendous growth of the market has resulted in a corresponding increase in direct-to-consumer deliveries and in consumer expectations for fast, free delivery. Driving this interest in the last mile are the consumers at the end of the supply chain. Their round-the-clock purchasing habits and door-to-door demands are fuelling changes in retail businesses. Consumers want to be able to choose whatever meets their needs — the fastest. With the "last mile" considered the most expensive, inefficient and pollution generating segment of the supply chain, ensuring the right kind of logistics infrastructure is vital. Automation and technology solutions could help retailers improve profitability while meeting customers' delivery expectations, so what should retailers be focussing on to achieve this?</p>	<p>15:40 SPOTLIGHT SESSION: Accelerating Innovation in the Age of Disruption</p>

16:00 POWER TALK: **A Transforming Digital Retailer - TBA**

16:20 IN CONVERSATION WITH: **TBA**

17:00 CLOSE OF DRAPERS DIGITAL FESTIVAL