

RetailWeek Conference 2011

Day One – Wednesday, 16 March 2011

08.00 Morning refreshments, networking & registration

09.00 Chairs' opening remarks

Declan Curry, Broadcaster, BBC



09.10 **UK retailing at the crossroads**

With retailing facing the prospect of a low-growth economy for the foreseeable future, coupled with a revolution in consumer behaviour through online and social networking, the challenges and opportunities facing the industry are enormous. The 2011 Retail Week Conference will be opened with a keynote address on the challenges and opportunities that lie ahead for the industry.

Andy Hornby, Group CEO, Alliance Boots



09.40 **How the UK consumer is changing**

No retailer understands the UK consumer better than Tesco, and few people are better placed than Richard Brasher – soon to take over as its UK CEO - to offer a unique and enlightening insight into how the behaviour of the UK customer is changing. Richard will highlight some of the key changes in how people are shopping, particularly as the power of the web grows, and what that means for major retailers like Tesco. He will also outline some of the ways in which Tesco is responding to these changes in consumer behaviour.

Richard Brasher, UK CEO Designate, Tesco



10.10 **Reviewing the impact of the global economy on the UK market**

This session will offer an invaluable perspective on the impact of rising commodity prices, international market developments, and the continuing uncertainty in the financial markets.

Jim O'Neill, Chairman Asset Management, Goldman Sachs



10.25 **UK retailing: how can it deliver growth?**

A panel of top retailers debate the key issues, and provide insight and a blueprint for growth.

- Reviewing the current shape of the industry
- Debating the role of retail in the UK economy
- Discussing the changes in customer-confidence and trends

Carl McPhail, CEO, New Look

Ian Cheshire, Group CEO, Kingfisher

Rob Templeman, CEO, Debenhams

Helen Dickinson, Partner, Head of Retail, KPMG



DEBENHAMS



11.05 Morning networking, Fringe Programme & refreshments

11.35 **The changing face of UK Retail in today's multi-channel world**

Uncovering exclusive research into consumer purchasing habits and behaviour, Experian will explore strategies to keep your organisation at the forefront of the retail industry by embracing multi-channel marketing that harnesses customer engagement, improves the shopping experience and ensures that the great British High Street doesn't become a thing of the past.

Mark Zablan, Managing Director, Experian Marketing Services UK & Ireland

Nigel Wilson, Managing Director, Experian Marketing Information Services UK & Ireland

11.55 A leading retailer shares how a proactive IT strategy can drive business performance

Retailers have already identified the multichannel profit opportunities but increasingly customers expect a transparent shopping experience across trading channels. As retailers look at the technology solutions that can deliver their business strategy, the benefits of a collaborative approach with a forward thinking technology partner will be demonstrated in this session.

Nick Rennardson, IT Director, Republic



12.15 The drivers of change and social media







Over the 20 years of the Retail Week Conference the pace of retail change has accelerated at breath-taking speed. One of the greatest drivers of the new millennium continues to be the worldwide web and increasingly, social media. Talking exclusively at the Retail Week Conference on the advancement of social networking and the opportunities this holds for retailers will be runaway success story Facebook.

Rick Kelly, Head of Mid-Market Sales EMEA, Facebook



12.45 Lunch & networking

Afternoon focus groups - Choice of 3 sessions

GROWTH Driving efficiencies & growth	CUSTOMER INSIGHT 21 st century retailing	THE NEW CONSUMER International development
<p>Chaired by George MacDonald, Deputy Editor Retail Week</p> <p>13.45 – 14.30 Responding to the challenging trading climate</p> <ul style="list-style-type: none"> Adapting your business model to respond to market challenges Managing margins and sustaining profits in a flat economy <p>Darcy Willson-Rymer Managing Director Starbucks</p>  <p>John Lovering Former Chairman Debenhams</p>  <p>Mitchell & Butchers</p> <p>Peter Williams, Non-Executive Director, ASOS</p> 	<p>Chaired by Declan Curry</p> <p>13.45 -14.10 Winning your share of the wallet through behavioural analytics</p> <ul style="list-style-type: none"> How to measure and monitor your true share of wallet Best practices in optimizing share across customers and channels Actions to drive increased customer loyalty and lifetime value <p>Andy Mantis Group Head, Merchant Information Services MasterCard Advisors</p>  <p>14.10 – 14.45 Millennium marketing: putting the customer at the heart of your business</p> <ul style="list-style-type: none"> Raising service and engagement with customers across all touch points Driving customer loyalty in a highly competitive market place <p><i>Panellists</i> Claire Harrison-Church Director of Brand Communications Sainsbury's</p>	<p>Chaired by Ian McGarrigle, Congress Director World Retail Congress</p> <p>13.45 – 15.00 Breaking new geographies: how can you grow your brand abroad?</p> <p>This session will offer unrivalled practical tips, tales and insights into the strategies for entering new international markets, including China, Mexico, Turkey and the US.</p> <p>Andrew Gerrie CEO Lush</p>  <p>Bob Willet Group CEO Al-Futtaim AE</p>  <p>Gilbert Harrison President Financo</p>

Sainsbury's

Anthony Norman
Commercial Director
GfK Retail & Technology

GfK

Andy Mantis, Group Head,
Merchant Information
Services
MasterCard Advisors

MasterCard Advisors
Profit from Our Perspective™

FINANCO

14.30 – 15.30

Driving profits in the 'new reality'

- Current shape of the industry in the UK, speed of recovery and customer confidence
- Driving efficiencies in a low growth economy
- Impact of rising commodity prices, global sourcing and labour costs

Richard Pennycook
Group Finance Director
Morrisons



Tony Shiret
Retail Analyst & Managing
Director, European Retail
Equity Group
Credit Suisse



Tim Bettley
Managing Director
Peacocks

PEACOCKS

14.45 – 15.30

**Diversifying your offering to grow
market-share**

- What is the winning formula for product range?
- Customer trends: catering for the 2011 consumer
- Innovative retail propositions that capture your consumer
- Creating a rich and fluid customer journey to drive profits
- Offering an intelligent and interactive customer experience

David Wild
CEO
Halfords

halfords

Kate Bostock
Executive Director –
General Merchandise,
Marks & Spencer

**MARKS &
SPENCER**

**Meg Lustman, Managing
Director**
Warehouse

WAREHOUSE

15.00 – 15.40

**Different ways to think about home
delivery**

- Previous dynamics in the carrier industry
- What we have learnt in the past year
- Changing customer behavior
- The relationship between retailer / carrier / customer
- Innovation at Yodel
- The future for Yodel and its customers
- Questions & thoughts

Jonathan Smith
CEO
Yodel

YODEL

15.45 – 16.30

Sustainability: back to the future

As we celebrate 20 years of Retail Week Conference, Helen Dickinson Head of UK Retail at KPMG looks ahead 20 years to the next big retail challenges, and concludes that if we are to address the issue of Sustainability in the retail supply chain, we will have to act quickly and learn from the past successes of innovation in how to solve the problem.

Helen Dickinson
Partner, Head of Retail
KPMG



Chaired by **Luke Johnson**, Chairman of Risk Capital Partners & Columnist
Financial Times

15.30 – 16.30

Releasing the retail entrepreneurial spirit

- Brand differentiation to win market-share
- What are the current retail dynamos doing to win customers and drive profits

Angus Thirlwell
Co-Founder
Hotel Chocolat



Mark Constantine
Co-Founder & Managing Director
Lush



Ben Phillips
Managing Director
Steamer Trading Cookshop



Tom Joule, CEO
Joules



15.45 – 16.30

Passionate about Pets, Passionate about Colleagues, Passionate about Customers

- Improving business performance through renewed focus on both colleagues and customers
- Taking a forward-thinking approach to measuring and improving the in-store experience to reap tangible benefits

Jeremy Michael
Managing Director, **SMG**



SERVICE
MANAGEMENT
GROUP™

Dave Poole
Retail Operations Manager
Pets at Home



16.30 Afternoon networking, Fringe Programme & refreshments

16.50 Business trouble-shooter: turning around your business against the odds

Iconic business leader Archie Norman is back in the public eye leading another major business out of what appeared to be terminal decline. Drawing parallels with his turn around at ASDA, Archie Norman discusses his key learnings from chairing ITV as it re-invents itself for a new era.



Archie Norman, Chairman, ITV

17.20 Retail: the big debate

Retail Week Conference is delighted to welcome to the stage three of the greatest minds in retail and offers delegates the exclusive opportunity to put your questions to this unique line-up of retail genius.

Sir Philip Green, Owner, Arcadia Group & BHS
Ian Cheshire, Group CEO, Kingfisher

Tony Shiret, Retail Analyst & Managing Director, European Retail Equity Group, **Credit Suisse**



18:00 **Retail Week Conference – The 20th Birthday Party**
Live music, entertainment, special prize-draw and guest-speaker.



Day Two – Thursday, 17 March 2011

08.00 **Morning refreshments & networking**
08.45 **Chair's opening remarks**

09.00 **Winning today's customer: the Waitrose success story**
Innovation and transformation: how a quality brand responded to the recession-hit consumer and won market-share.

Mark Price, Managing Director, **Waitrose**

09.30 **The past, present and future of retail – insights from leading retailers**
Brian Kalms discusses the dramatic pace of innovation in retail in the last twenty years, with a view to the future and the drivers that will shape the industry in the next twenty years. Based on original research and interviews with the Retail Week Conference Advisory Board.

Brian Kalms, Managing Partner - Retail UKI, **Accenture**

09.50 **UK retail: how the market is changing**
With consumer confidence fragile in the UK, Asda President and CEO Andy Clarke will discuss how he sees the challenges and opportunities for retailers in the years ahead. Looking at the impact of the web, the economy, international retailing and drawing on Asda's own survey of household spending, this session will offer unrivalled business insights into trading in the new reality.

Andy Clarke, President & CEO, **ASDA**

10.15 **The Retail Week Conference Debate: seizing the challenge of the global market**
The leading minds in retail come together in this hard-hitting and thought-provoking debate highlighting the future growth opportunities in the rapidly globalisation retail industry.

Jeremy Seigal, CEO, **AS Watson UK**

Stewart Binnie, Chairman, **Jane Norman** & Non-Executive President, **Aurora Fashions**

Ben Gordon, CEO, **Mothercare**

Janet Hoffman, Managing Director Global Retail Practice, **Accenture**

10.50 **Morning networking & refreshments**

MORNING FOCUS GROUPS 11.20 – 13.15

CUSTOMER	GROWTH	TECHNOLOGY
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Chaired by Tim Danaher, Editor Retail Week

11.20 – 13.00

The future of the high-street

- Focusing a 20 year lens on the high-street: the long-term impact of current trends
- Responding to retail and consumer trends across your store and online touch-points
- Seeking out new opportunities to drive growth

Alex Gourlay, CEO – Health & Beauty Alliance Boots



Sean Connolly, Director Egremont Group



Remodelling your business to keep pace with the consumer

- Planning and modelling for the velocity of change
- Blurring retail channels for business benefit
- The in-store experience: engaging the customer and differentiating your proposition

Simon Fox, CEO, HMV hmv

Alan Giles, Chairman Fat Face



Chaired by Declan Curry

11.20 – 11.55

Differentiating your offering through excellent customer service

- Delivering a holistic and engaging customer experience in-store, online and virally
- Winning the battle for market-share with exemplary customer service
- Driving loyalty through unrivalled customer service

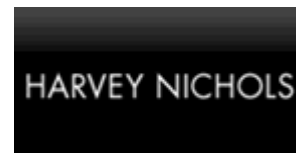
Steve Lewis, CEO Majestic Wines



Hugh Harvey, Managing Director Comet



Joseph Wan, CEO Harvey Nichols



Gary Topiol, Managing Director Empathica UK



11.55 – 13.00

Multichannel: a modern vision for a modern customer

- Managing and driving a seamless customer journey
- Delivering the consumer promise across multiple channels
- Ensuring cross-channel brand synergies when entering the online market

Simon Russell, Head of Multichannel John Lewis

Chaired by Joanna Perry, Special Projects Editor, Retail Week

11.20 – 11.45

Making the everyday epic: a customer-driven future

- Using technology to support new retail propositions and enhance the customer experience
- Emerge a winner through customer centric technology strategies
- Harnessing technology for business-wide benefit

Nick Lansley, Head of Research & Development Tesco.com

www.tesco.com

11.45 – 12.25

Think tank debate Harnessing technology to drive your multichannel proposition

As online continues to demonstrate the highest growth potential, a selection of the most dynamic retailers and technology experts share their KPIs for success.

Steve Robinson, CEO M&M Direct

John Lewis

Mike Pell, EMEA Director
BI, **Oracle**

ORACLE

Jonathan Wall
Group Ecommerce Director
Shop Direct

shop direct group

Senior Executive
Royal Mail



Senior Executive
Barclaycard



Nick Lansley, Head of
Research & Development
Tesco.com

www.tesco.com

Helen Slaven
Vice President, **Torex**

Torex™

12.25 – 13.00
**Managing data and relevance - the
future of creativity in advertising**

With the abundance of technology and
the ubiquity of the web, what is the
changing role of advertising in the
customer journey?

Michael Steckler
Managing Director
Criteo

criteo.

13.00 Lunch & networking

14.00 Customer-centricity: using their brains to build your brand

One of the advertising industry's legendary figures will present his unique, insightful and highly thought provoking views on how in these challenging times you can attract new customers by understanding how their brains work.

Robin Wight, President, **Engine**

ENGINE

14.30 The digital revolution: UK retailing at the tipping point

- The worldwide web: how can you harness its power to unlock revenue opportunities?
- The pace of change: who is setting it, and how can you keep up?
- How is the customer using online and mobile channels to shop and share information?

Google™

Peter Fitzgerald, Director – Retail, Technology & Business Market
Google

15.05 The consumer market in a digital age

- Exclusive insights from industry leading consumer experts
- Responding to consumer behaviours in a multichannel world
- Structuring your business to enable innovation and growth

Katie Vanneck-Smith, CMO, **News International**
Jody Ford, Senior Director of European Marketplaces, **eBay**
Carolyn Bradley, UK Marketing Director, **Tesco**



15.45 The missing science: a new approach to marketing - and the role of behavioural economics in retail

An overview of how businesses and brands are evolving and developing to survive and prosper in a digital and globalised world.



Rory Sutherland, Executive Creative Director, **One London** & Vice Chairman, **Ogilvy Group UK**

16.00 The future

Three visionaries with unrivalled expertise in consumer insight, the digital future and the next retail zeitgeist conclude the 20th anniversary Retail Week Conference with inspiring ideas and a blueprint for the next 20 years.

Martha Lane Fox, Non-Executive Director, **Marks & Spencer** & UK Digital Champion, **Race Online 2012**

Peter Fitzgerald, Director – Retail, Technology & Business Markets
Google

Rory Sutherland, Executive Creative Director, **One London** & Vice Chairman, **Ogilvy Group UK**

David Parfect, UK Country Sales Manager, **Facebook**



16.40 Close of Conference

19:30 – Oracle Retail Week Awards - www.oracleretailweekawards.com

