



CONNECT
WITH YOUR
COMMUNITY

Retail Hive meeting: Engaging the Connected Customer

Harnessing Innovation, Insight & Technology to Engage the Connected Customer

Wednesday 28th February 2018 * SkyLoft @ Altitude 360, 29/F Millbank Tower, 21-24 Millbank, London SW1P 4QP

Why should I attend ?

Retailers are racing to keep up with customers' swift adoption of digital technology AND their high expectations of service, brand and engagement. Hearing stories from your peers about how they are responding to this challenge will help everyone to unlock the power of personalisation, content, communities, social and other marketing tools to increase consumer engagement and achieve product and service differentiation in a crowded marketplace.

How does the day work?

The format of the day is tailored for senior people. It is very interactive to encourage genuine engagement and exchange and deep diving into the issues at the heart of the next generation of retail marketing. Furthermore, the agenda is live and shaped by our audience – the topics up for discussion are those generated by you, our Retail Hive members.

Who will I meet?

Over 90 CMOs, Heads of eCommerce and Heads of Digital Marketing, keeping the community small enough so you can have relevant and useful discussions, and big enough so the networking is valuable. Vendor participation is limited to just solution providers that have been recommended by the Retail Hive. Current confirmed attendees are:

CEO	Andrew Martin
Head of Digital Experience	B&Q
Head of Omnichannel	Benefit Cosmetics
Director of Creative Services	Boden
Head of Marketing	Boden
Director of Store Development	Boden
Director of Personalisation	Boots
eCommerce & Marketing Manager	Brompton Bicycles



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Digital Project Manager	Clarins Group
Digital, eCommerce and CRM Director	Clarins Group
Digital Director	Clarks
Head of eCommerce	Coast
Head of eCommerce & Data	Coopers of Stortford
Global Chief Experience Officer	Crabtree & Evelyn
Senior Multi Channel Manager	Crew Clothing
Category Manager, Home & Garden	Daily Mail
Senior Direct Product Owner	Dyson
Marketing Director	Evans Cycles
COO	Everything5pounds
Head of eCommerce	Express Gifts
eCommerce Content Manager	Express Gifts
Managing Director, Black & White	Farfetch
Head of Marketing	Feather & Black
Global Head of Digital Marketing	FitFlop
Head of Digital & eCommerce	FitFlop
Head of Marketing & Online	Fortnum & Mason
CEO	Fruugo
Chief Financial Officer	Fruugo
Founder & Director	Funkypigeon.com
Senior Marketing Manager, Consumer Engagement	Gap
Marketing Director EU	Gap
Loyalty Propositions Manager	Harvey Nichols
CRM Manager	Harvey Nichols
Director of eCommerce	Holland & Barrett



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Head of eCommerce	Hotter Shoes
Head of Digital Marketing	House of Fraser
Product Owner	Hunter Boots
Head of Customer Experience	Jigsaw
Marketing Director	Joe Browns
Head of eCommerce	Joe Browns
Senior Trading Manager, Home Online	John Lewis
eCommerce Director	Joules
Customer Data Strategy Director	Kurt Geiger
Head of Multichannel	Kurt Geiger
Director of Digital	Kurt Geiger
Head of eCommerce	La Perla
Senior Digital Marketing Manager	Lego
eCommerce Operations Manager	LifeStyle Sports
eCommerce Marketing Manager	LifeStyle Sports
General Manager Commercial Operations	L'Oreal
UK eCommerce Manager	Madeleine Fashion
Marketing Director	Madeleine Fashion
Head of Digital Customer Promise	Marks & Spencer
Head of CRM	Mercari
Head of Marketing & Communications	MIH Jeans
Senior Online Trading Manager	Monsoon
Senior Digital Marketing Manager	Monsoon
Digital Marketing Director	Moo
Senior Email & CRM Manager	Mr Porter
Head of eCommerce	National Trust



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Head of Digital	New Look
Head of eCommerce	Noose & Monkey
Head of Strategy & Business Development	Not on the High Street
Managing Director	Nourish London
Managing Director	Prezzybox
Marketing Manager	Prezzybox
Head of eCommerce	Radley
Senior Performance Marketing Manager	Ralph Lauren
COO	Secret Sales
CEO	Secret Sales
Marketing Director	shop.com
Head of Global Logistics	Smiffys
Director eCommerce Europe	Sotheby's
Data & Insight Director	Spar/ AF Blakemore
General Manager, COO & eCommerce Director	Surfdome
Global eCommerce and Digital Marketing Manager	Tateossian
VP eCommerce	Tempur Sealy
Marketing, Communications and CRM Strategist	Tempur Sealy
Global Head of Marketing and CX	Tempur Sealy
Head of Innovation & Communication	Tesco
Head of Online	The Entertainer
Director of Marketing and eCommerce	Toys R Us
Marketing Director	TTS Group
Head of eCommerce	TTS Group
Head of eCommerce	Turnbull & Asser
Director	Voho



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Head of eCommerce Development	Waitrose
Trading Director	Warehouse
VP eCommerce	World Of Books
eCommerce Director	Zoggs

On registration, you will be asked to select four Roundtables that best align with your current priorities and projects. For each of your discussions on the day, you will be grouped with other guests from outside your normal network to brainstorm and share experience on self-generated topics in small informal groups.

The topics are:

1. Automated and AI-Driven Merchandising
2. Analytics & Insight to Deepen Customer Engagement
3. Social Platforms & Marketing Through Communities and Influencers
4. Driving Loyalty & Customer Lifetime Value
5. Cross Border Brand & Marketing Consistency
6. Seamless Cross Channel Customer Journeys
7. The Marketing Team of the Future
8. Conversational Commerce & VUI
9. 1:1 Personalisation
10. Content Based Storytelling
11. Optimising Marketing Automation
12. Speed, Security & UX

If you have any further questions or to register please contact Jaydon Connolly-Graham, Retail Hive Network Manager on;

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