

		Stage 5	Stage 6	Stage 7	Stage 8	Stage 12	Stage 14	Stage 15
Moderators:		Oisin Lunny	Manu Raivio	Alexandra Jankovich	Jorn Moraal	Matthew Tod	Ben Cooper	Beth Parker
<b>8.30</b>	<b>9.30</b>	<b>Registration open</b>						
<b>09.30</b>	<b>09.45</b>	<b>Opening by Gijs Vroom (Publisher Emerce)</b>						
<b>09.45</b>	<b>10.30</b>	<b>Opening Keynote: The times that are A-changin' by Molly Williams - Siemens</b>						
<b>10.30</b>	<b>11.15</b>	<b>Refreshment break</b>						
<b>11.15</b>	<b>12.00</b>	Messaging CX for the modern passenger <b>Steve Gooder</b> <i>Virgin Trains</i>	Progressive Web Apps: Start Fast, Stay Engaged <b>Bas Jansen</b> <i>Google</i>	The road towards personalised shopping experiences <b>Katarina Dzedziul</b> <i>Staples</i>	What is Your Influencer Marketing Strategy? Marketing between Credibility, Content, and Commerce <b>Léonie Hoenisch</b> <i>Alpro</i>	The evolution of wehkamp. From a traditional retailer to a digital company <b>Maarten Tibosch</b> <i>Wehkamp</i>	How adidas is working to create the Premium Shopping Experience <b>Tom Burrow &amp; Milo Maneo</b> <i>Adidas</i>	How can web-to-store bring value to the luxury retail experience? <b>Christel Cassimatis</b> <i>Chanel</i>
<b>12.05</b>	<b>12.30</b>	Session by our partner: In Conversation: The Vibrant Future of Commerce Marketing <b>Pepijn Breijder</b> <i>Criteo</i>	Session by our partner: L'Oréal Success story : driving engagement and online conversions with User-Generated content <b>Ben Macklin &amp; Cédric Tabapsi</b> <i>Olapic and L'Oréal</i>	Session by our partner: How we use beacons to turn physical stores into digital stores <b>Claus Rødgaard</b> <i>Valtech</i>	Session by our partner: Four key challenges for brands today <b>Hans Maltha</b> <i>Burst</i>	Session by our partner: In the valley of the blind, the data-guy is king <b>Jeroen Visser</b> <i>Usabilla</i>	Session by our partner: How to chase away your customers with retargeting <b>Bram de Jonge</b> <i>AdRoll</i>	Session by our partner: Panel discussion: The digitisation of B2B fashion wholesale <b>Pernille Geneser, Christoph Lange &amp; Harry Bijl</b> <i>BESTSELLER, Zalando and INretail</i>

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12.35	13.20	<p>What are the 'new retail KPI's' with Omni-channel? A conversation on investing in technology, increasing sales and improving profits</p> <p><b>Michael Lemner</b> <i>Tim-Tam Consulting</i></p>	<p>Envisioning a New Meaning of Retail Services: Lessons Learned from Design Driven Innovation</p> <p><b>Virginio Accettullo &amp; Emilio Bellini</b> <i>Vodafone &amp; Politecnico di Milano</i></p>	<p>Machine Learning, how artificial intelligence is changing the game\</p> <p><b>Raj Balasundaram</b> <i>Emarsys</i></p>	<p>How to drive and bring new BtoB with digital tools</p> <p><b>Jaana Knuutinen</b> <i>Nespresso</i></p>	<p>What e-commerce should learn from retail</p> <p><b>Erik van der Pasch &amp; Ger van den Buijs</b> <i>Sligro Food Group</i></p>	<p>The evolving of the world of Influencers</p> <p><b>Anju Madan</b> <i>The Circle</i></p>	<p>VR/AR and Fashion – hyper or value?</p> <p><b>Lisette Vonk</b> <i>Amsterdam University of Applied Sciences</i></p>
13.20	14.20	<b>Lunch break</b>						
14.20	14.45	<p>Session by our partner: Machine Learning + AI Scaling True Personalisation</p> <p><b>Raj Balasundaram</b> <i>Emarsys</i></p>	<p>Session by our partner: Be More Human: How digital emotion can save retail</p> <p><b>Marco Morales</b> <i>Mirabeau</i></p>	<p>Session by our partner: Why pricing &amp; marketing automation need to be integrated</p> <p><b>Sander Roose</b> <i>Omnia Retail</i></p>	<p>Session by our partner: Every contact with our customers is like a first date</p> <p><b>Steven Oudejans</b> <i>Zendesk with Ace &amp; Tate</i></p>	<p>Session by our partner: International delivery guaranteed!</p> <p><b>Mark Eldridge</b> <i>Spring Global Mail</i></p>	<p>Session by our partner: Advanced Performance Optimisation</p> <p><b>Supriya Dev-Purkaystha</b> <i>Forward3D</i></p>	<p>Session by our partner: Understanding The Modern Consumer: The Jumbo Story</p> <p><b>Jamie Merrick &amp; Jeroen Janssen</b> <i>Salesforce &amp; Jumbo</i></p>
14.50	15.35	<p>How online and offline have to work on tandem</p> <p><b>John Whitley</b> <i>Hertz</i></p>	<p>How to build the perfect online shopping experience: managing an ecommerce of handicraft and Made in Italy products in the luxury sector</p> <p><b>Alessandro Gasparotto</b> <i>FiloBlu</i></p>	<p>Brand Commerce – chances and challenges for manufacturers and world leading brands in building eCommerce platforms</p> <p><b>Peyman Pakzad</b> <i>Brita</i></p>	<p>Digital disruption in the candy kingdom</p> <p><b>Daan Simonis</b> <i>Perfetti van Melle</i></p>	<p>Omnichannel Heroess</p> <p><b>Joost Kamstra</b> <i>Sissy Boy</i></p>	<p>Niche fashion eCommerce</p> <p><b>Beatriz Heredia Ruiz</b> <i>Norton Clothing (Pepe Jeans Group)</i></p>	<p>Lessons learned from going fast</p> <p><b>Thomas Stegelmann</b> <i>Denham Live</i></p>

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15.35	16.15	Refreshment Break						
16.15	16.40	Session by our partner: Taste estimation: Predicting the next best seller <b>Alexander van Eerden &amp; Tim Wetsels</b> <i>Building Blocks and Swarovski</i>	Session by our partner: How understanding online gaming can improve your ecommerce <b>Olly Wright</b> <i>Emakina</i>	Session by our partner: How to create a flawless buyer journey - lessons learned from Dutch and Swedish retailers <b>Joost Vugts</b> <i>Centric</i>	Session by our partner: How To Stay At The Forefront Of The Rapidly Evolving Ecommerce World <b>Emile Bloemen</b> <i>ProductsUp</i>	Session by our partner: Last mile in cross-border delivery: convenience is key Kathleen van Beveren & <b>Reinier de Jonge</b> <i>B-Post &amp; Frank.nl</i>	Session by our partner: The future of shopping: a blueprint for your omni-channel roadmap <b>Jaap van Oort</b> <i>DigitasLBI</i>	Session by our partner: How translation drives ROI for online retailers <b>Adam Emsley</b> <i>Gengo</i>
16.45	17.30	Channels, Personalization, Metrics – Finding the eCommerce Strategy That Works for You <b>Joerg Weise</b> <i>Former Apple</i>	A smooth and balanced expansion of B2B and B2C will allow your business to prosper on the long-term <b>Mickael Rhétier &amp; Maria Brask</b> <i>House Doctor Apps</i>	The challenges of an online start-up anno 2017 <b>Galyna Nitsetska</b> <i>Silkarmour</i>	Conversational Commerce: Moving from transitions to relationships <b>John Becket &amp; Lesley Cordial</b> <i>ChannelSight &amp; FrieslandCampina</i>	The End of Online Shopping <b>Wijnand Jongen</b> <i>Thuiswinkel.org</i>	How brands can take advantage of influencers for mutual benefit <b>Catherine Summers</b> <i>Not dressed like a Lamb blog</i>	Power To The i-Brains <b>Marco Wolters</b> <i>GfK Research</i>
17.30	18.20	Drinks: Closing Reception						
19.00	22.00	eRetail Europe / eFashion Europe Dinner						