

		UVA2	UVA3	UVA4
Moderators:		Oisín Lunny	Muki Kulhan	Beth Parker
8.30	9.30	Registration open		
9.30	10.30	<p>Opening keynote: Henk Jan Gerzee CDO, Schiphol</p> <p>Innovating a 71 million customers Retail space: what you can learn from Schiphol</p>		
10.30	11.15	<p>Jolanda Lamboo eCommerce Manager, MS Mode</p> <p>The challenge of creating a digital dialogue to assist and advise the customer</p>		
11.15	12.00	Refreshment break		
12.00	12.45	<p>Umberto Tesoro Head of Digital, Trussardi</p> <p>How intent is changing the funnel</p>	<p>Damien Poelhekke Managing Director Benelux, MADE.COM</p> <p>MADE.COM, different by design</p>	<p>Carlo Klaasse eCommerce Manager, Stichting a Puma Company</p> <p>Mercedes and McLaren F1 Customers on Pole Position</p>
12.50	13.15	<p>Session by our Partner Redkiwi Martijn Baart, Digital Marketing Strategist</p> <p>Digital transformation within Marketing</p>	<p>Session by our Partner adgoji Alexander van Elsas, Founder and CEO</p> <p>How to build momentum by re-envisioning digital advertising</p>	
13.15	14.15	Lunch break		
14.15	14.40	<p>Session by our Partner Netprofiler Frans Appels, Managing Partner</p> <p>Growing your e-commerce business through smart use of data and conversion optimization (CRO)</p>	<p>Session by our Partner Spott Jonas De Cooman, Co-Founder</p> <p>'It's the content, stupid!' 11 best practices to elevate your content from inspiration to conversion</p>	
14.45	15.30	<p>Panos Millias Digital Acceleration Manager, Nestlé</p> <p>How to establish an eBusiness culture in your company</p>	<p>Michelle Capp Head of UK Retail Fashion, Facebook</p> <p>The Zero Friction Future</p>	
15.30	16.05	Refreshment break		
16.05	16.50	<p>Alexander Penk eCommerce Lead, Google</p> <p>How speed can boost your revenue</p>	<p>Sarah Metcalfe Head of Customer Service, Sure Petcare</p> <p>Creating great service through happy workplaces</p>	<p>Diego Cavallini Online Marketing Manager Europe, Crocs</p> <p>How to create relevant consumer experiences in the Retail industry</p>
16.55	17.30	<p>Fireside chat on The Future of Retail Jolanda Lamboo (Ms Mode) & Carlos Marquez (Heineken)</p>		
17.30	18.30	Closing Reception		