



The Retail Conference 2017

Connecting Retailers – Sharing Innovation

17th May 2017 - Nottingham Conference Centre

The Retail Conference - Retail Operations and Customer Experience

Agenda: Wednesday May 17th 2017

8:45 - 9:30	Registrations & Arrival Refreshments: Bowden Suite
	Conference presentations take place in Kilpin Suite
9:30 - 9:45	Welcome and Opening Address, Clare Bailey, Founder, The Retail Conference
9:45 - 11:15	<p>Opening: The importance of the in-store experience in an omni-channel world: Kilpin Suite</p> <p>This session reflects on how, with so much attention diverted to ecommerce, digital retail and social media, that the store - possibly the most important part of the retail brand experience - has been somewhat overlooked in recent years. We will discuss how retail operations and customer experience professionals can leverage the physical asset of the store, ensuring it makes considerable contribution to customer journey - from initial point of contact to sales fulfilment and after sales service.</p> <p>Speakers:</p> <ul style="list-style-type: none">- Ian Golding, Customer Experience Consultancy Ltd: "Creating a customer journey that leads to long term loyalty"- Andrew McMillan, Engaging Service: "Innovation Through Seemingly Forgotten Strategies"- Chris Palmer, Hughes Network Systems Europe: "Creating a Digital Customer Experience In-Store"
11:15 - 11:45	Mid-Morning Break in The Bowden Suite
11:45 - 12:45	<p>Workshop Session: Kilpin Suite</p> <ul style="list-style-type: none">- Jonathan Brindley, Mobar Retail UK "Real-time insight into store status, no matter how geographically distributed your locations"
12:45 - 13:45	Lunch and Networking time in The Bowden Suite
13:45 - 14:45	<p>Solutions and Innovations: Kilpin Suite</p> <p>This session will consider the solutions and innovations impacting on customer experiences.</p> <p>Speakers:</p> <ul style="list-style-type: none">- Christina Dolding, Old Mutual Wealth: "Making Customer Experiences Magical - if financial services can do it - so can retail"- Sarah Davies, Strategic Partner Lead, Google: "Improving Customer Experience Through Data and Personalization"
14:45 - 15:15	Mid-Afternoon Break in The Bowden Suite
15:15 - 15:45	<p>Why physicality of presence is a competitive advantage in a consumer-facing environment: Kilpin Suite</p> <p>This session aims to close the day on a positive note, with a selection of success stories that showcase the ways in which leading retailers have utilised their store environments to increase brand awareness, enhance customer journey and experience, resulting in increased sales and customer loyalty.</p> <p>Speakers:</p> <ul style="list-style-type: none">- David Phillips, Solution Advisor, Brightpearl: "The future of Automation in retail, how can modern technology improve customer experience?"
15:15 - 16:15	<p>Closing: 'Ask the Expert': Kilpin Suite</p> <p>To close the day, this session aims to provide you with the opportunity to hear from Specialists in Customer Experience on top tips and examples from their experiences on what they believe are the winning factors on the main objective of the event... "To focus on how stores deliver a consistent, cohesive customer experience, appropriately representing their retail brand, in an efficient and profitable manner."</p> <p>Experts:</p> <ul style="list-style-type: none">- Ian Golding, Consultant, Customer Experience Consultancy Ltd- Andrew McMillan, Engaging Service- Christina Dolding, Old Mutual Wealth
16:15 - 16:30	Clare Bailey: Closing words
16:30	Delegates depart - we look forward to welcoming you at our Supply Chain event in November