



26-27 OCTOBER 2021

# The B2B eCommerce Show Online ANZ

Next generation digital strategies for manufacturers and distributors



## How do you...

Stand out, cut through the clutter and get to your audience?

Sell in a personalised way that is efficient and effective?

Build customer loyalty through a frictionless B2B eCommerce experience?

Marry up the value of human touch with your online experience?

When working in B2B eCommerce, it's easy to believe that all your customer wants is to purchase your stock. However, we need to be always mindful that we are delivering an end-to-end, customer-centric experience that drives customer engagement and loyalty.

COVID-19 has meant that most manufacturers and distributors are either starting, accelerating or re-focusing their digital transformation. At **The B2B eCommerce Show**, leaders of local and international experience will demonstrate how to transform digital purchasing to exceed customer expectations, and deliver value to tomorrow's customer.

### Key themes at this event include:

- **Accelerating digital transformation of B2B sales:** Successfully integrating digital and in-person experiences
- **Exceeding buyer expectations:** Achieving personalisation and optimisation for the digital first economy
- **Investing in the right technologies:** Improving the digital experience maturity of your organisation
- **Transforming people and process:** Ensuring organisational alignment for optimised digital B2B

### Confirmed speakers:

- Jon Tidd, Chief Strategy Officer, **Superloop**
- Tridoshanjay Jain, Lead – eCommerce, Marketing & Business Growth Strategy, **Healthier Tastier Foods**
- Jeremy Krause, Chief Innovation and Disruption Officer, **Global Media Brands**
- Brandon Soo, Head of eCommerce, **Total Tools**

Invited speakers:

- Philip Wohlsen, Head of Cross Border Ecommerce, **GSK**
- Daniel Lopes, eCommerce & Digital Specialist, **Kimberly-Clark**
- Joe Shaw, Head of eCommerce Australia & New Zealand, **The Kraft Heinz Company**
- Ashleigh Murray, SVP eCommerce (Global), **Lyre's Spirit Co**
- Amanda Green, Head of Digital, **Laminex Australia**
- Michael Drew, eCommerce Head, ASEAN and South Pacific, **The Coca-Cola Company**
- Jacqui Wonder, Leading eCommerce, **LEGO Australia & New Zealand**
- Alice Fitch, Founder, **Whola**
- Jenny Liu, Head Of Ecommerce, **Winc Australia**
- Fern Shannon, Head of Ecommerce, ANZ, **Unilever**
- Darren Gunton, General Manager Marketing, **Total Tools**
- EJ Gamboa, Head of Performance & Digital Media, **Vodafone**
- Yash Desai, Head Of Ecommerce, **Bowens - Timber and Hardware**
- Emma Graham, Head of Digital Marketing, Ecommerce & Communications, **L'Oréal Paris**
- Cara Pring, Ecommerce Director, **Winc Australia**
- Hannah Webb, eCommerce Producer, **Dan Murphy's**
- Jonathan Arango, B2B Marketing, **Ampol Australia**
- Kirat Khara, Head of Commerce, **Lenovo**
- Justin Lister, GM Digital Marketing and Advanced Analytics, **Blackwoods**
- Eric Thomson, Global CMO, **Pernod Ricard**
- Christian Halaguena, Digital Marketing Manager, **Hanson Australia**
- Jihong Seok, Ecommerce Manager, **Vic's Meat**
- Matt Edmonds, eCommerce Manager, **The Arnott's Group**
- Alex Tyrrell, Digital Platforms & Services Manager, **L'Oréal**
- Lauren Morgan, Senior Key Account Manager, Cross Border eCommerce, **Nestlé**
- Miriam J-Pearson, Ecommerce Marketing Manager, **HobbyKing**
- Marnie Davey, Marketing & Customer Experience Manager, **WesTrac Cat**
- Nick Rose, Technical Sales Specialist, **ICCONS**
- Natalie Wubben, eCommerce and Performance Marketing Manager, **Unilever**
- Henry Wong, Senior eCommerce Manager, Australia & New Zealand, **Dell**
- Eléonore Paulmyer-Pilot, eCommerce & Digital Manager, **Colgate-Palmolive Australia & NZ**
- Kate Croft, Ecommerce Manager, **Samsung Australia**
- Jessica Akers, National eCommerce Manager, **General Mills**
- Basil Hyman, Digital and Ecommerce Manager, **DuluxGroup**
- Hoang Nguyen, Ecommerce Manager, **Komatsu Australia**
- Bobby Mohan, Ecommerce Manager, **Thorn Group Limited**
- Romika Rodrigo, Ecommerce Manager, **Heritage Brands**
- Kris Wong, Ecommerce Manager, **Fiskars Group**
- Matt Riley, Digital Commerce Manager – Licensed, **Coca-Cola Europacific Partners**

# Conference Day One

Tuesday 26 October 2021

<p>10:00 – 10:40 AEST 12:00 – 12:40 NZST</p>	<p><b>Keynote Panel Discussion: The state of play in digital and B2b eCommerce – How brands are pivoting to meet changed consumer behaviour</b></p> <ul style="list-style-type: none"><li>• How COVID has increased broader consumer demand for purchasing online</li><li>• How B2B marketing and sales have had to change in the wake of COVID</li><li>• Understanding what products can be best served by an eCommerce B2B platform</li><li>• How COVID threw out marketing forecasts, and how do we plan from here?</li><li>• To what extent is the trend towards online purchasing here to stay?</li></ul>
<p>10:40 – 11:05 AEST 12:40 – 13:05 NZST</p>	<p><b>Thought Leadership Session: How to design your eCommerce offering to ensure a smooth customer journey</b></p> <ul style="list-style-type: none"><li>• Managing distributor relationships while selling online direct to customers</li><li>• Never losing sight of relationship building, pricing, product, marketing and branding</li><li>• How the price point can affect how comfortable your customer is purchasing online, and how to support this</li><li>• Putting the right platform in place for eCommerce and online catalogues</li><li>• Connecting your eCommerce site to our customer’s procurement system</li><li>• Digitising the contract process - what is required to do this effectively?</li><li>• How are business selling to multi-generational buyers?</li></ul>
<p>11:05 – 11:45 AEST 13:05 – 13:45 NZST</p>	<p><b>Panel discussion: How to properly plan a successful large-scale digital transformation for your B2B ecommerce business</b></p> <ul style="list-style-type: none"><li>• Operationalising a customer first strategy: setting short, medium and long term goals</li><li>• Measuring and demonstrating ROI on eCommerce efforts</li><li>• Talking to customers to ensure you are delivering exactly what they want from your ecommerce offering</li><li>• Why collaborating with all relevant stakeholders - from sales and marketing to supply chain and operations – is so crucial to your digital transformation success</li></ul>
<p>11:45 – 12:10 AEST 13:45 – 14:10 NZST</p>	<p><b>Presentation: Managing cultural change internally in order to imbed a digital first workforce</b></p> <ul style="list-style-type: none"><li>• Why IT, sales, marketing and operations all need buy-in for your B2B transformation</li><li>• Measuring employee engagement and supporting them through the transformation</li><li>• Role to be played by agile methodologies in your roll out</li><li>• What educational support does your team need to effectively imbed the new processes?</li></ul>

12:10 – 12:35 AEST  
14:10 – 14:35 NZST

**Case Study: Increasing Customer loyalty in B2B eCommerce**

- What do we mean by personalising the journey in a B2B eCommerce context?
- Understanding who we are marketing to and why this matters - Segmenting and targeting customers
- Lifetime customer value: is it a real metric?
- Loyalty going forward: does it matter? If so, how to do it
- What it really means to listen and understand your customers
- Starting from the customer and working backwards
- Achieving truly personalised experience – and how to deliver it

12:35 – 13:00 AEST  
14:35 – 15:00 NZST

**Case Study: Data and personalisation - How to harness customer insights to unlock the power of personalisation**

- Capturing valuable first party data using analytics and AI
- Understanding the tech landscape for personalisation – what is worth investing in on your data journey?
- Creating automated programmes when someone makes their first purchase
- Getting everything out of silos to have a single customer view
- Delivering at scale through customer data platforms

13:00 – 13:25 AEST  
15:00 – 15:25 NZST

**Case Study: Streamlining the Supply Chain for Optimised Delivery and fulfilment**

You are putting the technology in place for selling the product, but you have to get the stuff to the customer. It's the first and last mile delivery that causes the most challenges. Doing the basics is no longer good enough, and this speaker will speak to:

- What happened when they don't do what they say they will do
- Ensuring the product got to the customer – do you ask them or the delivery partner?
- Importance of sync online with stock availability
- Potential of an autonomous supply chain
- Order fulfilment - How is this business leveraging inventory in locations?
- Turnaround times with international shipping – how can you work around this?

13:25 – 13:50 AEST  
15:25 – 15:50 NZST

**How to support your customers through the new digital B2B experience**

- What to do when your customers still want have a fully manual transaction
- What communication they need pre-purchase, during purchase and post-purchase
- Why you need to constantly learn and improve throughout the roll-out

13:50 AEST  
15:50 NZST

**End of Conference Day 1**

# Conference Day Two

Tuesday 26 October 2021

<p>10:00 – 10:45 AEST 12:00 – 12:45 NZST</p>	<p><b>eCommerce Leadership Panel: Driving a culture for leading growth in your eCommerce business</b></p> <ul style="list-style-type: none"><li>• How to identify the opportunities to grow B2B eCommerce at scale</li><li>• Where should eCommerce sit (Sales, Marketing, IT)? Or across all of them?</li><li>• Where and how you should be growing - What metric should you looking at?</li><li>• Building the right teams internally</li><li>• Why marketing, sales, IT, CX and operations have to be in lock-step in a B2B eCommerce transformation</li><li>• Handling unevenness between verticals - when some products people are uncomfortable purchasing online</li><li>• Getting management buy-in: Methods for demonstrating the value of an automated B2B experience</li></ul>
<p>10:45 – 11:10 AEST 12:45 – 13:10 NZST</p>	<p><b>The role of content in supporting customers pre and post-sale</b></p> <p>When you scale back on face to face contact, the role of video and other content in explaining how to use your products is crucial. As customer trend towards acquiring more and more information about a product digitally, your advertising and product information must cut through the noise. This session will take a look at how your content and branding can help you stand out from your competitors and support new and existing customers in their purchasing decisions.</p>
<p>11:10 – 11:35 AEST 13:10 – 13:35 NZST</p>	<p><b>Thought Leaderships Session: Critically assessing which technologies you will need for a successful B2B ecommerce strategy:</b> Exploring the technology landscape and the fundamentals you need to establish first</p>
<p>11:35 – 12:00 AEST 13:35 – 14:00 NZST</p>	<p><b>Adopting a customer-centric digital transformation</b></p> <p>When selling online, it's easy to get bogged down in the technical capabilities and operations expectations. But ultimately, it is still people selling to people, and customer experience plays a crucial role in ensuring those customers return again and again.</p> <ul style="list-style-type: none"><li>• Ensuring you have systems in place for the voice of the customer and continues improvement</li><li>• Capturing which processes and aspects are working for customers and which need improvement</li><li>• Ensuring a good customer experience is achieved at every step of the purchasing and delivery journey</li></ul>
<p>12:00 – 12:40 AEST 14:00 – 14:40 NZST</p>	<p><b>Panel discussion: Marketplaces in B2B – Friend of foe?</b></p> <p>For some, marketplaces are providing another effective sales channel. For others, they are allowing our business to be undercut on price.</p>

In this panel, organisations will talk about

- How to use marketplaces to your advantage
- How to align your marketplace strategy with your eCommerce strategy for maximum performance of both
- Using marketing places to reach new customers and grow your business.

12:40 – 13:05 AEST  
14:40 – 15:05 NZST

**Panel discussion: Overhauling your digital procurement system to meet buyer expectations in digital first economy**

For so much of the B2B industry, we are still reliant on large sales teams, phone calls, emails and catalogues. However, just like it has in B2C, B2B is experience a huge customer demand for a streamlined digital experience. Not only will this free up your sales team’s time, it gives you much better ways of measuring and managing demand. This session will explore how and where your purchasing system scan be updated.

We will examine:

- What is possible in terms of sales automation
- Really listening to what your customer wants from their purchasing systems
- Personalising for your customers by offering them appropriate discounts and loyalty schemes

13:05 AEST  
15:05 NZST

**End of Conference Day 2**