



25-26 MAY 2021

The eCommerce Show A/NZ

Online Retail and Digital Marketing for tomorrow's customer



How do you...

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

Reduce friction on a transaction throughout the customer journey?

Turn customers into lifelong fans through eCommerce?

When working in eCommerce, it's easy to become obsessed with selling a product and optimising the transaction itself. However, we need to be always mindful that we are delivering an end-to-end, customer-centric experience that fosters brand loyalty and love.

At **The eCommerce Show**, leaders of local and international experience will demonstrate how to exceed customer expectations, and deliver value to tomorrow's customer.

Key themes at this event include:

- **Integrating your Digital and Physical Brand** – Staying connected with your customers in the age of physical distancing
- **Demonstrating Agile Leadership** - How brands are pivoting to meet changing consumer engagement and UX
- **Hyper-Personalisation and Data** – Extracting maximum value from your data to optimise ecommerce performance
- **Simplifying Processes** – Developing a culture that drives growth in your eCommerce business
- **Future of Marketplaces:** Understanding the challenges and opportunities in today's marketplace landscape
- **Delivery and Fulfilment** – Streamlining the supply chain to ensure your last mile to customer is smooth

Confirmed speakers:

- Angus McDonald, CEO, **Barbeques Galore**
- Senior representative of **Zendesk**
- Mal Chia, Chief Marketing Officer, **Ryder Wear**
- Travis Wright, GM, **Esther & Co** (#11 in Ecommerce 2020)
- Richard Kelsey, Director, **Beer Cartel**, and Board Member, **Retail Drinks Australia**
- Suzanne Carroll, Founder, **Cool Clutch**

Conference Day One

Tuesday May 25

10:00 – 10:35 AEST
12:00 – 12:35 NZST

Keynote Panel Discussion: The state of play in digital and eCommerce – How brands are pivoting to meet changed consumer behaviour

- Is the massive adoption of online shopping here to stay?
- How fulfilment and delivery had to change in the wake of COVID
- Future growth of Amazon and other marketplaces in Australia – the challenges and opportunities for retailers
- Training your CX teams to deal with increasingly demanding customers
- To what extent are customers prioritising brand over product?
- How COVID threw out marketing forecasts, and how do we plan from here?
- Facebook, Google + Australian Media Guidelines – where will this move next?

Panellist confirmed:

Angus McDonald, CEO, **Barbeques Galore**

Travis Wright, GM, **Esther & Co**

Richard Kelsey, Director, **Beer Cartel**, and Board Member, **Retail Drinks Australia**

10:35 – 11:00 AEST
12:35 – 13:00 NZST

Thought Leadership session: Successful Delivery and Fulfilment

- How to future proof to get more agility into your tech stack
- Ensuring one point of inventory
- Latest developments in supply-chain automation
- How to create a seamless Amazon-like delivery experience

11:00 – 11:25 AEST
13:00 – 13:25 NZST

Presentation: Capturing Customers Emotionally in a Digital World

- Balancing hyper personalisation and data, with real experience of customers
- Revisiting self-service versus full service: Is a self-service experience the optimal CX solution for any organisation?
- What are the right channels to use?
- How to apply self-service to a large customer base, without losing the personal touch
- Achieving personalisation at all touch points

11:25 – 11:50 AEST
13:25 – 13:50 NZST

Thought Leadership session: We have the data, but how do we use it to design the right customer experiences?

- Capturing members emotionally to drive positive behaviour
- How we have approached hyper personalisation to support the customer journey
- Using predictive intelligence to mirror the customer journey
- Analysing the customer segments on the journey: Who owns those metrics and how do you lift them up?
- How AI and analytics can improve customer retention and new customer acquisition

11:50 – 12:15 AEST
13:50 – 14:15 NZST

Case Study: Data and hyper personalisation - How to harness customer data to unlock the power of personalisation across multiple touch points

- Understanding the tech landscape for personalisation – what is worth investing in on your personalisation journey?
- How to effectively source secondary and tertiary data for personalisation
- 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
- What data privacy rules will follow the SPAM act? A GDPR style regulation in Australia?

12:15 – 12:40 AEST
14:15 – 14:40 NZST

Thought Leadership Session: Leveraging Data and Human Centred Design to Improve Service Delivery

- The use of data and measurement insights, along with automation, to improve service delivery and design a more customer centric organisation
- Understanding what is the relationship between data modelling and CX and how to leverage that relationship to enhance overall CX
- Investigating how to design improved customer experience and organisational efficiency through automation
- Utilising Data and AI to model superior internal and external processes

12:40 – 13:05 AEST
14:40 – 15:05 NZST

Case Study: Integration of digital and physical brand

- What it really means to listen and understand your customers
- Starting from the customer and working backwards
- Why good design just makes sense – in store and online
- Connect the dots of people in store – how to tell how much your online activity is influence in-store activity purchases
- Achieving truly personalised experience – and how to deliver it in store and online

Speaker:

Angus McDonald, CEO, **Barbeques Galore**

13:05 AEST
15:05 NZST

End of Conference Day 1

Conference Day Two

Wednesday May 26

<p>10:00 – 10:35 AEST 12:00 – 12:35 NZST</p>	<p>eCommerce Leadership Panel: Driving a culture for leading growth in your eCommerce business</p> <ul style="list-style-type: none"> ● How to identify the opportunities to grow eCommerce at scale ● Where and how you should be growing - What metric should you looking at? ● Building the right teams internally ● Why marketing, CX and operations have to be in lock step in eCommerce ● Handling unevenness between verticals - when some products people are uncomfortable purchasing online
<p>10:35 – 11:00 AEST 12:35 – 13:00 NZST</p>	<p>Thought Leadership session: Achieving business Agility in your eCommerce offering</p> <p>eCommerce providers are being asked to move quicker than ever to scale up and meet the demands of particular channels, and add new channels altogether. This session will examine how to structure your business to be able to quickly meet these changing customer needs to deliver a frictionless customer experience online, including the following aspects:</p> <ul style="list-style-type: none"> ● Building the foundations of a customer centric culture ● Where is there currently a gap between what consumers expect and what businesses deliver? ● Keeping up with the pace of change in how consumers are engaging with your business
<p>11:00 – 11:25 AEST 13:00 – 13:25 NZST</p>	<p>Keynote address: Analyst perspective - eCommerce market outlook for the Australian and International market</p> <ul style="list-style-type: none"> ● Examining which industries are having the largest gains in eCommerce – and which have the most room for growth ● How COVID-19 transformed the eCommerce landscape
<p>11:25 – 11:50 AEST 13:25 – 13:50 NZST</p>	<p>Thought Leadership session: The role of search and SEO in driving eCommerce</p> <p>Search and SEO can make or break your business. Amidst an incredibly competitive marketplace online, what are you doing to stand out? This is about cutting through the clutter and focussing on what you do best. This session will look at:</p> <ul style="list-style-type: none"> ● Tricks for ensuing you rank higher and first in all categories ● Building your back links for optimised SEO ● How are search algorithms evolving to change what will float to the top? ● How brands are shifting more budget into shopping campaigns ● How to attribute to in store sales ● Audience use cases

11:50 – 12:15 AEST
13:50 – 14:15 NZST

Case study: How to design your returns process for a frictionless customer experience

- Ensuring solid returns policies and procedures that will support the CX journey: duration, conditions, exceptions, payment options and timeframes
- Syncing up with your delivery partners for reduced delays
- Tightening your process for completing customer payments
- Tracking your data on product returns
- Understanding what you should be looking for in your returns vendor landscape

12:15 – 12:40 AEST
14:15 – 14:40 NZST

Thought Leadership Session: Streamlining the Supply Chain for Optimised Delivery and fulfilment

You have 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?
- Click and collect - what's next?
- 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?

12:40 – 13:05 AEST
14:40 – 15:05 NZST

Case Study: Shopping Beyond the Shopping – Social Media as Engagement Channels

- How the changes with Facebook and news sharing will evolve and how it impacts user experience
- Augmented reality for eCommerce - what's next?
- Building a community: Driving engagement through social
- Scaling – How to know when to spend on your rollouts and which channels
- A review of latest trends on Facebook, Instagram, TikTok, Pinterest and Google Shopping
- Measuring accurate return on advertising spend on digital and socials
- How AI and VR are transforming the customer experience

13:05 – 13:30 AEST
15:05 – 15:30 NZST

Case Study: Successful Loyalty Programmes - How do we turn customers into lifelong fans?

- Getting a loyalty programme started – getting your fundamentals in place
- New ways of measuring the cost of new customer questions
- Using loyalty programmes to increase the value you can offer the customer (whilst maintaining price point)
- How loyalty programmes can stitch together your customer journey and increase customer lifetime value

13:30 AEST
15:30 NZST

End of Conference Day 2