



The Digital Food & Drink Shopper & Ecommerce Conference
8th September 2022, One America Square
London EC3N 2LS

Event Programme

Registration, Informal Networking & GIC Welcome

08.30 – 09.20

Morning Chair's Opening Remarks

09.20 – 09.30

Claire Martino
Head of Marketing
Bakkavor

Driving Ecommerce – Double Perspective

Activate Online Purchasing With Ecommerce Advancements: Boost Sales & Drive Revenue Online

- Ecommerce vs. instore purchasing: develop a winning digital journey online by exploring critical insights into shopper marketing today to stay agile in an increasingly competitive market
- Capitalise on growth opportunities to leverage your ecommerce potential and ensure increased profitability
- Determine where social media commerce sits within the whole digital framework in order to prioritise investment and evidence real digital value directly
- In a rapidly changing digital landscape, harness the power of ecommerce by effectively segmenting and targeting consumers to boost ROI

09.30 – 09.55 **Perspective 1**

Sarah Hepworth
Head of Sales – eCommerce
Dr. Oetker

09.55 – 10.20 **Perspective 2**

Shane Merrick
E-commerce Manager
Kopparberg UK

Presentation By Our Conference Partner - Profitero

10.20 – 10.35

Navigating The Ecommerce Headwinds: How Driving Action Through Data Can Guide Food & Beverage Brands To Success



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- Understand why the current economic and shopper headwinds have increased the importance of excellent Digital Shelf execution
- Pinpoint how Digital Shelf data can help you prioritise your actions to drive growth and focus your attention on activities to maximise the return on your teams and investments
- Determine where to focus your investment in improving your team's Digital Shelf capabilities

Andrew Pearl
VP Insights
Profitero

Morning Refreshment Break With Informal Networking

10.35 – 11.10

Shopper Insights & Behaviours - Panel Discussion & Q&A

11.10 – 11.40

Monetise The Latest Digital Food & Drink Shopper Behaviours, Habits & Trends To Drive Commercial Success

- Create innovative, refreshed and customer-centric digital strategies which keep pace with ever-changing shopper behaviours and expectations
- From weekly shop to impulse purchase, what are the macro digital shopper trends today, and how can you tap into them to tangibly increase online sales and profits?
- Successfully target your online shoppers by unlocking critical insights into changing shopper habits and harnessing real-time consumer experiences for next-level engagement
- Best understand the current consumer mindset, following their decision process journey from browsing to purchasing action to deliver data-led journeys that capitalise on purchases and subscriptions

Nicole Pilkington
Global Digital Shelf & eCommerce Acceleration Manager
Barilla Group

Anna Kochanska
Head of Marketing Alpro
Danone

Alex Haslam
Senior Shopper Marketing Manager
Diageo

Zlatko Popovic
Global eCommerce Business Acceleration Manager & Online Shopper Experience Lead
Barilla Group



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Presentation By Deloitte

11.40 – 11.55

The Future Of Multi-Experience Commerce Or Next-Generation Modern Commerce - Why Is It Important?

Marie Hamblin
Director at Deloitte Digital
Deloitte

Digital Shelf

11.55 – 12.20

Developing Digital Shelf Strategies to Maximise Brand Engagement

- Perfect your digital shelf strategies and hook your consumers in with seamless shopping experiences to maximise online conversions
- Cultivate a best-in-class digital shelf which engages shoppers at key touchpoints in their digital journey to drive growth and boost brand visibility
- Champion your products on the digital shelf through SEO and keywords to sky-rocket traffic and optimise product visibility for straight-into-basket shopper decision-making

Jason Simpson
Head of eCommerce
Lactalis UK & Ireland

Ross Watson
Chief Operating Officer
Brand Nudge

Presentation By Our Conference Partner - Brand Nudge

12.20 – 12.35

E-commerce: A Love Story

Ross Watson
Chief Operating Officer
Brand Nudge

Lunch For Delegates, Speakers & Partners

12.35 – 13.45

Afternoon Chair's Opening Remarks

13.45 – 13.55



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Sarah Hepworth
Head of Sales – eCommerce
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Delivery & Apps

13.55 – 14.20

Satisfy Increasing Consumer Demand & Keep Pace With The Rapidly Accelerating Digital-First F&B Market By Revamping Your Delivery & App Strategies For Maximum Impact

- In an increasingly competitive market, how can you stand-out from the pack with successfully implemented end-to-end strategies from shopper search to delivery?
- Accurately determine forecasting and demand in order to maintain rapid turnaround and ensure fast to-front-door delivery.
- Overcome the logistical barriers of supply chain and transport efficiencies in F&B delivery and implement a watertight approach to ensure products reach end users in the most cost-effective way to drive real value.
- How can you reach your target customers by maximising new technologies which bridge the gap and ultimately create better customer experiences?

Nur Eral
E-commerce Business Development Manager
Lavazza Group

Presentation By Our Conference Partner - PRS Invivo

14.20 – 14.35

Disrupting Habit Loops To Influence Shopper Behaviour

- Is Autopilot Shopping online a good or bad thing?
- How to create new and reinforce existing Habit Loops
- The Pros & Cons of E-Commerce in Grocery shopping

Andy Rushforth
Senior VP Market Development
PRS IN VIVO

Retailer Insights & Collaboration – Panel & Q&A

14.35 – 15.05

Develop Long-Term, Mutually-Beneficial & Collaborative Retailer Manufacturer Relationships To Boost Bottom Line Results

- Which trends do retailers perceive will have longevity in this ever-changing and increasingly growing digital F&B market, and how can we tap into them for profitable products and ranges?



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- Reinforce your online retail strategies to create a digital offering that will sky rocket sales.
- Examine best-in-class examples of enhancing collaboration and building strategic relationships to optimise brand-retailer relationships
- Critical questions answered: how can you stay agile within the F&B market to keep pace with the ever-changing retail landscape?

Sarah Hepworth
Head of Sales – eCommerce
Dr. Oetker

Claire Martino
Head of Marketing
Bakkavor

Lindsay Forster
CEO
Shepper

Andrea Frontelo de Mier
Senior Ecommerce Manager
Vibrant Foods

Afternoon Refreshment Break With Informal Networking

15.05 – 15.35

Case Study - Vibrant Foods

15.35 – 16.00

Roadmap To Building A Best-In-Class Online Activation Plan

Andrea Frontelo de Mier
Senior Ecommerce Manager
Vibrant Foods

To D2C Or Not To D2C

16.00 – 16.20

Business-Critical, Refreshed & Innovative DTC Insights To Successfully Connect Your Brand & Your Shoppers For Seamless Digital Experiences

- How can you refresh and reignite your D2C model to implement and maximise brand awareness and sales?
- Reflect on the ever-changing factors around your digital route-to-market... how can you drive growth across different channels?
- With the new barriers arising around IOS, data, and trafficking, develop your third-party data strategies through direct-to-consumer channels ensuring no privacy is invaded.



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Josh Clarkson
Senior eCommerce Manager – Marketplaces & D2C
The KraftHeinz Company

Afternoon Chair's Closing Remarks & Official Close Of Conference

16.20 – 16.30