



Stream 1: Rich Customer Experience

Chairman's Intro

Jeff Hunt, International Sales Director, Adobe/Scene7

Driving up revenue with multivariable testing and persona targeting

Alex Murray, Manager, Group Online Business, GAME

Sponsor slot: Tealeaf - Revealing website 'unknowns' - How to improve the customer experience and increase conversions

Nicky Doherty, Director, Tealeaf UK

Creating retail theatre online

Chris Poad, Head of E-Commerce, Otto UK

Creating a rich customer experience across all channels

Michael Robinson, Executive Director of Marketing, Anthropologie

Making product choices simpler using RIA technology

Oliver Bishop, e-Business Technical Architect, AkzoNobel Decorative Coatings, UK, Ireland & South Africa

Bringing products to life

David Kelly, CEO, Mydeco.com

UGC: More than 'Marketing 2.0'

Susan Young, Web Retention & Communications Manager, Screwfix Direct

Creating a rich customer experience

Hash Ladha, Marketing & Operations Director, ASOS.com



Stream 2: Fast Track to Success

- second mover advantage on the web

Chairman's Intro

Dr Mike Baxter, Managing Director, Sales Logiq

From nowhere to 'top store' within a year. Now the hard work really starts...

Peter Callaway, eCommerce Director, House of Fraser

Travel ecommerce: the need for speed

George Nolan, Head of Web Development Strategy at TUI Travel plc

The role of the contact centre in the online customer experience

Steven Holcroft, JD Williams Contact Centre Manager

Why ecommerce is hard

Michael Ross, Director, eCommera

Sponsor slot: 192.com Business Services - The Modus Operandi of a Fraudster

Michelle Dixon, Marketing Manager, 192.com Business Services

Sponsor slot: Home Delivery Network - Driving choice and convenience into the marketplace

Walter Blackwood, Chairman, Home Delivery Network Limited

Discussion - How do we solve the skills crisis in digital marketing and eetailing?

Panelists include:

Ian Jindal, Editor-in-Chief, Internet Retailing

Craig Hanna, Training Director, E-consultancy.com

Patrick Tame, Director, Beringer Tame

Ginny Powlson, Assistant Personnel, John Lewis Direct



Stream 3: Cross-channel - beyond multichannel

Cross channel strategies for success

Neil Saunders, Consulting Director, Verdict Research

Sponsor Slot: IVIS Group - Winning in a Multi-channel World

Qusai Sarraf, CEO, IVIS Group

Some channels less travelled: From the front room to mobile

Richard Burrell, Director of Engineering & New Media, QVC

Sponsor Slot: Maginus - Cross channel selling - now and in the future

Margaret Vaughan, Business Director at Traidcraft

Argos - Customer centric multi-channel development

David Tarbuck, Multi-Channel Programme & Operations Manager, Argos

The importance of a 360 degree view

Tony Smith, Head of Ecommerce, Jessops

Consumers and their evolving cross-channel habits

Panelists include:

Colum Joyce, Director of Strategy, IMRWorld

Jean-Christophe Defline, Associate Director, Copilot Partners

Mark Russel

Chris Pearce-Ramwell, B2Advantage

Where next?

Panelists include:

Malcolm Pinkerton, Senior Analyst, Verdict Research

George Nolan, Head of Web Development Strategy, TUI Travel

David Tarbuck, Multi-Channel Programme & Operations Manger, Argos

Chris Poad, Head of E-commerce, Otto UK