

### 08.30: Registration, Informal Networking & GIC Welcome

### 09.10: Morning Chair's Opening Remarks

Manuela Pifani

Senior Director of Customer Experience & Insights

**Asda**

### **THE PRICING SQUEEZE – SURVIVING & GROWING DURING UNCERTAINTY**

### 09.20: Harnessing The Power Of Shopper Insight To Drive Category Growth Through 'Unsettled Times'

- Building shopper insight to enhance existing category management principles
- Exploring methods of building shopper understanding and converting to actionable insight
- Shopper insight driving internal thinking and external activations

Howard Chamberlain

Head of Category Development

**Premier Foods**

Farrah Mosaheb

Category and Shopper Strategy Controller

**Premier Foods**

### **SHOPPER BEHAVIOURS & TRENDS**

### 09.40 What Does The Future Hold For The Evolution Of Retail? React & Adapt To Emerging Shopper Macro Trends With Cutting-Edge, Savvy Campaigns & Products That Engage Customers In 2023 & Beyond

- As insurgent brands continue to gain traction and disrupt the market by listening and adapting their marketing and product strategies to meet customer demands, forecast which shopper trends disruptors are monitoring to get ahead of the curve, protect sales and drive brand success
- The return of 'little and often': yes or no? Ensure you are not left on the shelf by establishing what consumers are prioritising today and how their channel choices are changing to adapt your discount and pricing strategies
- As shoppers become more and more interested in their health, wellbeing and the environment, how are these trends impacting their shopper purchase habits and what are categories doing in these areas to maximise impact?

Simon Wainwright

Group Head of Insight & Foresight - Brand and Proposition

**Tesco**

Angela Bitzou

Category Manager World Foods

**General Mills**

Rocky af Ekenstam Brennicke

Former Director Brand & Creative, & Other Stories

**H&M Group**

#### 10.10 **Harnessing Consumer Insights To Stay Ahead Of Your Category Curve**

- Asli Ozciger Taylor, Global Head of Consumer Analytics at No7 Beauty Company, joins Natasha Hutchinson, Customer Success Principal at Attest for a deep dive into their insights strategy and how maintaining a consumer-centric approach to decision-making is the key to staying agile, maximising impact with shoppers, and ultimately staying ahead of your category curve

Natasha Hutchinson

Principal Customer Success Manager

**Attest Technologies Limited**

Asli Ozciger Taylor

Global Head of Consumer Analytics

**No7 Beauty Company**

### DATA-DRIVEN INNOVATIONS & MEASURING SUCCESS

#### 10.25 **Optimise Your Shopper Customer Experiences With The Latest Data Insights & Trends To Become A Customer-Driven Organisation That Adapts & Responds To Changing Shopper Behaviours To Skyrocket Sales**

- ‘Fiction versus reality:’ with the pandemic skewing data, where do you now turn to receive reliable, relevant insights to define and ensure your style of category management isn’t outdated?
- Monetise the latest ways tech, AI and digital tools are being used to support the tracking and monitoring of customer behaviours to produce evidence-based, successful shopper marketing
- Does the data show that consumers are cutting out big-ticket items? Examine where brands are seeing the decline of sales and translate insights into data-driven product development

Jessica Vara

Brand and Portfolio Team Leader

**BOL Foods**

#### 10.45: **Morning Refreshment Break With Informal Networking**

### TURNING INSIGHTS INTO ACTION

### **11.15 Translate Your Data Analytics Into Actionable Insights To Refresh & Renew Your Category Management & Shopper Marketing Campaigns**

- Delve into the drivers behind product purchases to decipher exactly what you are trying to achieve with your customer data to capture critical insights and transfer these into successful sales and marketing strategies
- Explore how to embed your data analytics in a future proof process to unlock the full potential of your category management in the hybrid shopping environment to benchmark your team's potential and translate this into the bottom line
- We are *all* consumers! Take a step back, picture yourself holding the basket and let captured data develop fresh and innovative customer approaches that redefine business objectives and enhance your shopper experiences

Manuela Pifani

Senior Director of Customer Experiences & Insights

**Asda**

### **11.35 Retail Horizons – The Future of Shopping**

- How shopping behaviour is different in Asia
- What is driving this behavioural difference?
- Why should we care?

Andy Rushforth

SVP Market Development

**PRS IN VIVO**

## **WINNING CHANNEL STRATEGIES**

### **11.50 Drive Channel Success & Dominate Sales With Tailored, Targeted & Agile Multi-Channel Strategies To Secure Both Online & In-Store Engagement**

- Consumers demand the same shopper experiences and product information whatever channel they use... ensure messaging is consistent across your channel mix for higher engagement and seamless purchasing journeys
- With rapidly maturing AR and VR technology, how can brands incorporate tech through their channels to augment shopper experiences and ensure products fly off the shelves?
- Adapting to the new normal...understand where omnichannel will go next to ensure you are investing resources into the right channel areas and staying ahead of the digital curve

### **12.20 Lunch & Informal Networking For Speakers, Delegates & Partners**

#### **12.50 Informal Breakout Discussions**

- A. Cost of Living & Supply Chain Impact
- B. Future of Retail
- C. Value Chain
- D. Consumer Health

### 13.20 Afternoon Chair's Opening Remarks

Emily Jones

Senior Category Strategy Manager

**Premier Foods**

### 13.30 From Insights To Revenue Forecasting

- What you need to translate insights into value prediction
- How to include shopper activation in revenue forecasting and optimisation
- Breaking the silos: holistic commercial planning to drive one team, one goal

Danielle van der Ende

Product Marketing Director

**Visualfabriq**

### **DRIVING IN-STORE ENGAGEMENT**

### 13.45 Refresh & Renew Your In-Store Strategies With Winning Campaigns & Product Placement To Deliver Exceptional Brand Interaction, Compel Consumers To Return To Store & Protect Sales

- Examine the future of shopper retail with the trailblazers shaking up the industry to understand what customers truly want from their in-store shopper journeys and how you can drive innovation to exceed expectations
- With hybrid working here to stay, rethink engagement strategies to drive consumers back to store with campaigns that reflect changing shopper behaviours
- Create an experiential and interactive cross-category store experience to integrate offline and online shopping experiences to keep up with the ever-changing concept of what being in-store means to consumers today
- With households feeling the pinch financially, explore pioneering ideas to protect high street retailers with product and marketing strategies that boost profit in a challenging market

Roger Harrison

Category & Insights Manager

**St Pierre Groupe Limited**

Heather Burgess

Marketing & Insights Manager

**St Pierre Groupe Limited**

### 14.05 Balancing Value & Lifestyle – Communicating In A Cost Of Living Crisis

- Consumers and brands have gone through an unprecedented period, coming out of the covid-19 pandemic and entering into a period of political & environmental uncertainty and a cost of living crisis.

- It's crucial that brands and organizations understand the realities consumers face in living under these pressures, but how can we understand how to communicate appropriately, or even to innovate products and ranges to speak to the needs at play.
- With our Signals methodology, we have teased out the subtle changes that brands across lifestyle points (inc. food, drink, wellness and entertainment) have been making both in the dominant and emergent space.
- These provide some key cues & opportunities, both visual & text based, to communicate with consumers as they look to continue engaging in the products and lifestyle routines they love, even under the increasing constraints & pressures they face.

Bridget Dalton  
 Director – Offer Development  
**Discover.ai**

#### 14.20 Afternoon Refreshment Break With Informal Networking

#### **RETAILER INSIGHTS & COLLABORATION**

#### 14.50 Your Questions Answered! Hear First Hand What Retailers *Actually* Want From Their Brand Partnerships To Ensure That Your Products Stand Out In-Store & Online In Today's Shopper Market

- Category managers, brand managers and retailers... an information exchange of wants and desires to ensure thriving, productive and collaborative relationships which continue to produce profit at both ends of the supply chain
- With video calling having replaced face-to-face meetings, review alternative avenues retailers and brands can communicate/collaborate today to ensure the new normal doesn't sour sales
- How can brands co-exist on retailers' shelves alongside private label ranges and guarantee your product portfolio doesn't get left on the shelf by value-driven consumers?

Anne Claypole  
 Category Controller  
**Kopparberg UK**

Maria Neves  
 Category Manager Head for UK&I  
**Anheuser-Busch InBev**

#### **SPOTLIGHT: EXCEPTIONAL SHOPPER & CUSTOMER ENGAGEMENT EXPERIENCES**

#### 15.25 Showcase Your Brand Through Innovative & Creative Data-Led Shopper Marketing Which Create Exceptional Hybrid Customer Experiences To Generate New Levels Of Loyalty

- How do brands and retailers use cutting-edge shopper experiences both in-store and online to attract customers during periods of economic difficulty and boost retention?
- Explore methods to use AI & tech to reignite digital CX activation and identify which e-commerce opportunities retailers and brands should invest in today to outshine competition and deliver exceptional shopper experiences

- As big retailers experiment with concept stores, promoting stock with innovative services and content, how can category managers leverage experience-related strategies to maximise spending?
- What strategic questions must be asked when dealing with vastly increased knowledge about customer data and their behaviour to truly understand their wants and desires?

Benjamin Diez

Manager Strategy & Insights

**McDonald's Deutschland LLC**

#### **SHOPPER CAMPAIGNS: MARKETING & ACTIVATION**

##### **15.45 Harness The Power Of Shopper & Customer Marketing Insights With Relevant & Engaging Campaigns Which Resonate With Your Target Audience, Drive Activation & Generate Sales In-Store & Online**

- Explore a range of shopper activations brands and retailers found successful, how tricky they were to implement, and how to bring to life the partnership between product developers and marketing teams for a synergised, energised activation campaign
- Face the challenges of who your target audience is and the interplay between your internal teams for exceptional shopper activation in-store and online
- Acquisition strategies and tactics... establish the appropriate tone of voice for your campaigns and target consumers, to ensure boosted customer retention and brand loyalty

Caroline Petit

International Advertising & Promotion Lead-Associate Director- Global Regulatory Affairs

**Takeda**

##### **16.05 Afternoon Chair's Closing Remarks & Official Close of Conference**

Emily Jones

Senior Category Strategy Manager

**Premier Foods**