



Digital Commerce Conference

16 September, Online

Plenary Session + Masterclass, 10:00am - 2:30pm CET/ 9:00am - 1:30pm BST

Optional Elective, 3:00 - 4:00pm CET/ 2:00 - 3:00pm BST

Event Onboarding

Tech check, intro to tools and platform, speaker meet & greet

Plenary Session: Channel Strategy (10:00 - 11:40am)

Welcome to the New Digital Decade

The 2021-25 Retail Landscape

Kantar delivers its latest insights on the European DC landscape using data and observations from the previous 6 months of how this monumental shared experience has impacted what was already a strong shift in demand to online shopping

The 2021-25 Shopper Landscape

A look at how shopper demands for digital have triggered tectonic shifts and disrupted future predictions

eCommerce Comes of Age: Net Revenue Management

As digital's age of adolescence comes to an end, learn how to manage digital commerce channels for peak efficiency

Keynote: The New Role of Digital Commerce in post-COVID-19 Business Planning

Manuel Berquet, Digital Commerce Director Europe, Coca-Cola, delivers insight into what brands need to do to navigate the new retail reality and create a roadmap for 2025 and beyond



Lunch Break (11:40am - 12:40pm)

Optional Facilitated Networking - Bring your lunch (12:10 - 12:40pm)

Speaker meet & greet, connect with other delegates

Interactive Masterclass: Omnichannel and Bricks & Clicks (12:45 - 2:15pm)

Winning with Bricks & Clicks Retailers

eJoint Business Planning, key priorities and best practice

Activating Brands on Bricks & Clicks

Assortment, content, on-site media

Case Study: Winning in European Omnichannel Grocery

Hear from a top brand the strategies they are using to win in the grocery channel online (Speaker TBC)

Omnichannel/ Bricks & Clicks Q&A Clinic

Interactive group discussion to hone learnings, explore next steps and identify action plans

Wrap Up (2:15 - 2:30pm)

Optional Elective - Interactive Masterclass: DTC and Social Selling (3:00 - 4:00pm)

When/How You Should Go Direct-to-Consumer

Evaluate your brand's readiness for DTC

Creating Compelling Brand Experiences

Learn how to create amazing brand experiences online

Driving Traffic/Conversion on DTC

Learn how to make your brand discoverable using DTC channels

Case Study: What we can learn from Digital Native Brands

Hear from a digital native brand how to maximize the power of social selling (Speaker TBC)



DTC/Social Selling Q&A Clinic

Interactive group discussion to hone learnings, explore next steps and identify action plans

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Plenary Session: Channel Capability (10:00 - 11:50am)

Welcome: Digital Commerce Ecosystem Wars

Do you have the resources you need to win in the new normal?

Live Benchmarking: Is your Organization Fit to Win in the Digital Commerce Channels?

Is your brand under- or over-performing? Create a personalized DC fitness plan across eMerchandising, content, marketing/media, channel capabilities and organization performance

The Consumer-Journey-Focused Organization

The customer-journey-focused organization & the new must-have commercial competencies.

Keynote: Building and Scaling a Winning Digital Commerce-enabled Business

Speaker TBC

Lunch Break (11:50am - 12:50pm)

Optional Facilitated Networking - Bring your lunch (12:20 - 12:50pm)

Speaker meet & greet, connect with other delegates

Interactive Masterclass: Pureplay and 3P Marketplace (12:50 - 2:20pm)



Winning in Pureplay Retailers

Assortment, 1P/3P Strategy, Key tradeables

How to Build Winning Campaigns on Pureplay

Case Study: How to Manage Amazon on Your Own Terms

Hear from a top brand how to maximize sales growth on Amazon

Pureplay/3P Marketplace Q&A Clinic

Interactive group discussion to hone learnings, explore next steps and identify action plans

Wrap Up (2:20 - 2:30pm)

Optional Elective - Measuring Success (3:00 - 4:00pm)

Keynote: You Can't Manage What You Can't Measure

Hear from a top brand how to use data and analytics to drive business success (Speaker TBC)

Leverage DC Data & Analytics

Our analytics experts will look at how you can leverage data for insights and activation

DC Sales and Brand Equity Tracking

How to use DC platforms to maximize your brand strategy

Wrap-up and Close

Identify next steps and action plans

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