



PLEASE JOIN US

COMMERCE 2020

"From Trends to Traction"

21st February 2017

BE OUR VIP GUEST AT COMMERCE 2020

The business conference for digital commerce and strategy

WHAT'S IT ABOUT?

Salmon is once again hosting its invite-only digital conference showcasing the digital trends, tech and strategies to adopt, to turn your ideas to reality, and inspire growth through digital.

With the theme "From Trends to Traction", we'll reveal the disruptive agents of change and emerging trends that will impact your business. Find out how these forces can support commercial growth and drive your organisation forward.

You'll have the opportunity to experience the latest, pioneering technologies and get up close to some of the leading tech start-ups driving innovation across industries.

WHY ATTEND?

Want to ensure your business is exploiting the opportunities that our digital-first world offers, and address the challenges it poses? Then join Salmon and your senior ecommerce peers from across retail, CPG, B2B and financial services.

Fronted by leading industry experts and retailers who are getting digital right, you'll learn first-hand how you can apply both knowledge and practice to your organisation.

WHEN AND WHERE?

Tuesday 21st February 2017,
09.15am - 1.30pm
30 Euston Square, London NW1 2FB
(same popular venue next to Euston station)

Lunch and refreshments will be provided.

RSVP here - With places limited, please register ASAP
More information? Contact events@salmon.com

INDUSTRY EXPERT SPEAKERS



Mike Butcher

Editor-at-large of TechCrunch

Mike is a driving force behind the biggest breaking news site on the world's hottest tech companies. He's widely regarded as one of the most influential people in tech. Mike's keynote presentation is on:

The Digital Disrupters: who is setting the trends today for commerce in 2020



Malcolm Pinkerton

VP Ecommerce and Digital Retail Insights, Kantar Retail

Malcolm leads Kantar Retail's ecommerce and digital insights practice for Europe. He has worked with the world's leading retailers and manufacturers to develop ecommerce strategies and deal with the disruption caused by the ever-changing omnichannel shopper. Malcolm is presenting on:

Today's ecommerce landscape: what's happening and how are Amazon and Brexit shaking things up



Hugh Fletcher

Global Head of Consultancy, Salmon

Ex-Audi digital guru, Hugh helps organisations set up for, and implement, digital change, inspired through innovation and other digital developments.

Hugh will be presenting on:

From Zero UI to Programmatic Commerce: Four Digital Trends that will impact your business by 2020



Russ Harte

Group Technical Director, DFS

Russ has a reputation for driving seriously smart transformation in an industry beset with challenge and opportunity. Passionate about multichannel retail and the use of online to drive outstanding CX, Russ will be presenting on:

From Trends to Traction: how to spot and implement new technologies, with buy-in, across the business



AGENDA

21st FEBRUARY 2017

#commerce2020

09.15 - 09.45

REGISTRATION

09.45 - 10.00

CHAIRMAN'S WELCOME

10.00 - 10.30

THE DIGITAL DISRUPTERS: WHO IS SETTING THE TRENDS TODAY FOR COMMERCE IN 2020



Mike Butcher, Editor-at-large at TechCrunch

Named one of the most influential people in European tech by Wired UK, Mike will share his unique vision on the future of technology, focusing on the digital disrupters already shaping this future, and what's top of mind for the tech industry's key innovators – and set to impact *your* business.

10.30 - 11.00

TODAY'S ECOMMERCE LANDSCAPE: WHAT'S HAPPENING, AND HOW ARE AMAZON AND BREXIT SHAKING THINGS UP



Malcolm Pinkerton, Kantar Retail, VP Ecommerce and Digital Retail Insights

In addition to delivering high impact market insights to help clients form and validate their ecommerce and digital strategies, Malcolm has been analysing retail and shopper behaviour for 15 years. So there are few better qualified experts to advise on the prevailing ecommerce trends and their business implications, and the influence of major market factors including Amazon and the move to Brexit.

11.00 - 11.30

COFFEE BREAK

11.30 - 12.00

FROM ZERO UI TO PROGRAMMATIC COMMERCE: 4 DIGITAL TRENDS THAT WILL IMPACT YOUR BUSINESS BY 2020



Hugh Fletcher, Salmon, Global Head of Consultancy

With the digital and ecommerce world in a constant state of change, innovation and evolution, it's important to recognise the key trends crucial to your company's strategic ecommerce roadmap. Inspired by learnings from clients, partners and the ecommerce industry itself, Hugh will walk through 4 major trends that you need to know about.

12.00 - 12.30

FROM TRENDS TO TRACTION: HOW TO SPOT AND IMPLEMENT NEW TECHNOLOGIES, WITH BUY IN ACROSS THE BUSINESS



Russ Harte, DFS, Group Technical Director

With its focus on customer experience helping to drive up pre-tax profits 93% this year, sofa specialist DFS is a star player in furniture retail. Making the case for digital change across all aspects of the business, Russ will share his insight on how to spot new trends and implement innovation effectively across the organisation, overcoming areas of resistance. He will reveal how DFS has taken inspiration from collaborating with tech start-ups and why, in the case of innovation, applying an agile approach can pay off - it's about taking a punt!

12.30 - 13.30

LUNCH

NOT YET REGISTERED? Be quick - spaces are limited. [Register here.](#)