

WHAT'S ON - DAY ONE - WEDNESDAY 11 OCTOBER		
Time	Agenda	Theatre
10:00	Introduction by Adela Popilkova, Search Account Executive, Bing	Keynote Theatre - eCSN Market Leaders
10:00	David Bowen, Head of Product Management, Episerver & Joel Spence, Sales & Marketing Director, twentysix	Intelligent Commerce Theatre
10:00	Sam Milton, Corporate & eCommerce FX Consultant, World First	eCommerce Theatre
10:00	David Wise, Director Channel Sales EMEA, Magento "Digital Transformation"	Digital Transformation Theatre
10:05	Lawrence Jones MBE, CEO, UKFast "A welcome from UKFast CEO Lawrence Jones MBE"	Keynote Theatre - eCSN Market Leaders
10:20	Darren Ratcliffe, Founder, Digitl "Getting a competitive advantage on eBay"	Export Success Theatre
10:25	David Pert, Head of eCommerce, DW Fitness First "Evolving eCommerce, one omni-channel step at a time"	Keynote Theatre - eCSN Market Leaders
10:40	Dan Sheridan, Director of Interactions Operations, Stein IAS	Intelligent Commerce Theatre
10:40	Martin Calvert, Marketing Director, Blueclaw "Content marketing and PR"	eCommerce Theatre
10:40	Ian Cassidy, Director of Digital Commerce, CTI Digital "Checkoutless Commerce"	Digital Transformation Theatre
10:45	Ross Matthews, Chief Marketing Officer, icelolly.com "Our Journey from Analogue to Digital"	Keynote Theatre - eCSN Market Leaders
11:05	Sebastian Dubois, Head of User Experience, Park Group "Park's journey of digital transformation – The X Factor"	Keynote Theatre - eCSN Market Leaders
11:20	Dan Nutter, Technical SEO Specialist, twentysix "The importance of site speed to the digital user journey"	Intelligent Commerce Theatre
11:20	Jesse Wragg, Business Development Manager, InterCultural Elements "From Hundreds to Hundreds of Thousands: How Manchester Businesses are Making the Most of Cross Border Trade"	eCommerce Theatre
11:20	Adam Hindle, Managing Director, Fluid Digital "Three Steps To eCommerce Heaven"	Digital Transformation Theatre
11:20	Scott Hanson, Senior Solutions Specialist, Pimberly "How to create a rich product experience to satisfy your customers and sell more"	Export Success Theatre
11:25	eCSN Market Leaders Q&A	Keynote Theatre - eCSN Market Leaders
11:40	Nicola Byrne, CEO, RiskEye "Online reputation security. What does harm look like online, who's doing the harm and why do they do it? From unfair reviews to employee bad practice, we'll look at how you can protect your reputation online."	Intelligent Commerce Theatre
12:00	Bjorn Espenes, CEO, Finch "How Technology is Fixing a Broken PPC Industry"	Keynote Theatre - Marketing Session
12:00	Laura Bailey, Business Development Manager, Steamhaus "Why public cloud is the best platform for eCommerce"	Intelligent Commerce Theatre
12:00	Neil Tunbridge, Director & Co-Founder, Pivot "Tophatter.com – how to access one of the world's fastest growing Marketplace"	eCommerce Theatre
12:00	Simon Wharton, Managing Director, PushON "Successfully planning for your eCommerce website"	Digital Transformation Theatre
12:00	Tim Anderson, Associate Director & David Morgan, Executive Principal, NCC "Understanding how attackers select and research targets, and how this allows them to conduct effective attacks is fundamental to countering a broad spectrum of threats."	Export Success Theatre
12:25	Ann Payne, Agency Development Manager, Google "Pivoting from Conversions to Customers"	Keynote Theatre - Marketing Session
12:40	Ben Ambridge, Psychologist, Endless Gain "The pain of paying"	Intelligent Commerce Theatre
12:40	Melanie Shabangu, Tax Partner, AVASK Accounting & Business Consultants, Avask	eCommerce Theatre
12:40	Rabia Qureshi, Customer Success Manager UK & IE, Nosto "From Brand Awareness to Increased CLV: The Black Sheep Wools Story"	Digital Transformation Theatre
12:45	Richard Robinson, VP CA Commercial, Cambridge Analytica "How Big Data and Psychographics are Changing Marketing"	Keynote Theatre - Marketing Session
13:05	Dave Chaffey, Co-founder & Content Director, SmartInsights.com "eCommerce Marketing Trends for 2018"	Keynote Theatre - Marketing Session
13:25	Marketing Keynote Session Q&A	Keynote Theatre - Marketing Session
14:00	Mudit Jaju, Head of MEC Commerce, MEC "Introduction & Scene Setting – The Inescapable Impact of eCommerce"	Keynote Theatre - Why eCommerce is Everyone's Business
14:00	Elizabeth Clark, CEO, Dream Agility "Get the better of Brexit with AI"	Intelligent Commerce Theatre
14:00	James Brockbank, Managing Director, Digitaloft "eCommerce SEO: How to Compete with Industry Leaders on a Smaller Budget"	eCommerce Theatre
14:00	Steph Kershaw, Channel Sales Manager, Magento "Magento Case studies – Kurt Geiger & BigBus Tour"	Digital Transformation Theatre
14:00	Matt Fawthrop, Digital Growth Advisor, Business Growth Hub "Business Growth Hub – Fully funded expert support for SME's across GM"	Export Success Theatre
14:15	Fireside Chat – Harnessing the Power of eCommerce – A Client's View	Keynote Theatre - Why eCommerce is Everyone's Business
14:20	Abdul Alim, Co-founder, Bidooh "The future of personalised eCommerce advertising on digital billboards"	Export Success Theatre
14:30	Abi Brodie, Director of eCommerce, DHL "Growing Your International eCommerce"	Intelligent Commerce Theatre
14:30	Dave Furness, Director & Co-Founder, Understanding E "Minimising Risk with Multi-channel eCommerce"	eCommerce Theatre
14:30	Brian Sheldon, Technical Sales, Nublue "Protecting your online store"	Digital Transformation Theatre
14:50	Matt Hunt, CEO, Apadmi "Growing revenue through mobile apps"	Export Success Theatre
14:55	Panel Discussion – Solving Problems with eCommerce Innovation	Keynote Theatre - Why eCommerce is Everyone's Business
15:00	Richard Jones, User Experience and Insights Director, twentysix "How to define journey science with consumer psychology"	Intelligent Commerce Theatre
15:00	Nilay Oza, CEO & Founder, Klevu "Amazonification of discovery: Intersection of conversations and AI"	eCommerce Theatre
15:00	Robyn Potter, Sales Account Manager, Temando "How to Turn Shipping into Lifetime Customer Value"	Digital Transformation Theatre
15:35	Mudit Jaju, Head of MEC Commerce, MEC "Conclusions – Reasons to be Optimistic & Where Next?"	Keynote Theatre - Why eCommerce is Everyone's Business

WHAT'S ON - DAY TWO - THURSDAY 12 OCTOBER

Time	Agenda	Theatre
10:00	Paul Cooper, Managing Director, Mediacom "Creating Brand Loyalty in a Digital World"	Keynote Theatre - eCSN Market Leaders
10:00	Trent Yunus, Analytics & Conversion Director, twentysix "Achieving a connected vision: ecommerce digital transformation"	Intelligent Commerce Theatre
10:00	Craig Agutter, Head of eCommerce EMEA, World First	eCommerce Theatre
10:00	David Wise, Director Channel Sales EMEA, Magento "Digital Transformation"	Digital Transformation Theatre
10:00	Richard Silk, Creative Director, Gather Digital "Why eCommerce leaders are turning towards Product Information Management (PIM) for 2018"	Export Success Theatre
10:20	Tom New, Co-Founder & CPO, Formisimo "The neglected part of your site that's losing you revenue"	Export Success Theatre
10:25	David Lawson, Managing Director, AO.com "How AO approaches their customer experience"	Keynote Theatre - eCSN Market Leaders
10:40	Saima Alibha, Managing Principal Consultant EMEA, Oracle Bronto "Treat Your Customers as Individuals. Not as Part of a Crowd"	Intelligent Commerce Theatre
10:40	Chris Leo, Director of Innovation & Tom Wild, Lead Strategic Designer, MadeByPi "Big ideas for brave businesses"	eCommerce Theatre
10:40	Lewis Sellers, MD & Douglas Radburn, Senior Developer, PinPoint Designs "Creating Omnichannel brands and experiences through ecommerce"	Digital Transformation Theatre
10:45	Mark Leach, Head of eCommerce, Missguided "Northerners, why we have a natural talent for eCommerce"	Keynote Theatre - eCSN Market Leaders
11:00	Chris Murphy, Digital Growth Advisor & Doug Tracey, Digital Growth Advisor, Business Growth Hub "Business Growth Hub – Fully funded expert support for SME's across GM"	Export Success Theatre
11:05	Richard Gibbons, Global eCommerce Director, Kellogg's "Kellogg's global approach to setting eCommerce foundations and accelerating growth with eRetailers"	Keynote Theatre - eCSN Market Leaders
11:20	Simon Jack, Creative Scientist & Martin Lucas, CEO, Mastermindset "How to read your customers mind"	eCommerce Theatre
11:20	Jon Woodall, Founder & Managing Director, Space 48 "Think Differently About eCommerce Myths"	Digital Transformation Theatre
11:20	Sam Davies, Associate Director, Knight Corporate Finance "M&A trends in the eCommerce sector"	Export Success Theatre
11:25	eCSN Market Leaders Q&A	Keynote Theatre - eCSN Market Leaders
12:00	Introduction by Pure360	Keynote Theatre - eCommerce Delivered
12:00	Chris Cox, Google Cloud Platform Technical Lead, Cloud Solutions "The opportunities offered to eCommerce with Google Cloud Platform"	Intelligent Commerce Theatre
12:00	Gavin Masters, Head of eCommerce Consulting, Maginus "How can you turbo-charge results from your B2B eCommerce Platform?"	eCommerce Theatre
12:00	Jonathan Bowers, MD of Enterprise, UKFast "Five Killer Moves to Increase Conversions"	Digital Transformation Theatre
12:00	Peter Wright, Solicitor, Digital Law UK "GDPR – the rules, the regulations and the impact"	Export Success Theatre
12:05	Jim Cahill, Head of eCommerce Sales Sector, Royal Mail "Offering our Customers Improved Services Fit for the Future"	Keynote Theatre - eCommerce Delivered
12:20	Neil McGowan, Digital Technology Adviser, Octashop "Don't miss the opportunity – Digitally Disrupt your product supply chain"	eCommerce Theatre
12:25	Neil McKay, CEO, Endless Gain & Craig Elwell, Head of eCommerce, Express Gifts "How to use Biometrics and Psychology to Increase Revenue"	Keynote Theatre - eCommerce Delivered
12:40	Steve Tucker, CEO, Bunting "The most dangerous product recommendation mistakes that hit large retailers – and how to fix them"	Intelligent Commerce Theatre
12:40	Graham Broughton, Managing Director Europe, We Are Pentagon Ltd "The A to Z of Managing Marketplaces Local, Regionally and Globally"	eCommerce Theatre
12:40	Gavin Laugenie, Senior Account Director, dotmailer "Hitting the mark"	Digital Transformation Theatre
12:45	Simon Jacobson, SMB lead UK, Microsoft Search Advertising "Set Yourself up for Seasonal Success with Bing Ads"	Keynote Theatre - eCommerce Delivered
13:05	Jonathan Bowers, MD of Enterprise, UKFast "GDPR Explained"	Keynote Theatre - eCommerce Delivered
13:25	eCommerce Delivered Q&A	Keynote Theatre - eCommerce Delivered
14:00	Introduction by Paul Fennemore, Digital Transformation Consultant, Sitecore	Keynote Theatre - Innovation & Future of eCommerce
14:00	Abdullah Farighi, Senior Business Development Manager, Plenty Markets "Why Multichannel selling is worth it"	Intelligent Commerce Theatre
14:00	Marketplace Panel	eCommerce Theatre
14:00	Steph Kershaw, Channel Sales Manager, Magento "Magento Case studies – Graze & Oliver Sweeney"	Digital Transformation Theatre
14:00	Joseph Darwen, International Digital Trade Adviser & James Hayes, Parcel Station "Optimising Shipping for International eCommerce"	Export Success Theatre
14:05	Kristal Ireland, eCommerce and Retail, Virgin Trains East Coast "Rise of the Machines"	Keynote Theatre - Innovation & Future of eCommerce
14:25	Philip Driver, Head of eCommerce EMEA, Canon Europe "Building Digital Agility into eCommerce Teams"	Keynote Theatre - Innovation & Future of eCommerce
14:30	Ben Christensen, Cheetah Digital Consultant, Cheetah Digital "Do you need another copywriter? Or a data scientist? Ever been struggling for something to say to your customers? You need to keep pushing out content to cut through the noise. But does it all feel a bit samey?"	Intelligent Commerce Theatre
14:30	Rob Jackson, Head of Paid Search, Mabo Media "Feed optimisation tips to supercharge your Google Shopping performance"	eCommerce Theatre
14:30	Darren Bull, Head of Strategy and UX, 2J Commerce "People buy stories, not products"	Digital Transformation Theatre
14:45	Zak Edwards, Managing Director, Prezybox "Don't be Awesome! Just be alright at everything!"	Keynote Theatre - Innovation & Future of eCommerce
15:00	Panel Lead: Ben Morgan, Head of Commercial, Priceseacher SEO Q&A Session: Michael Scowcroft, Group SEO Manager, AO.com "SEO Q&A Session: How AO uses their SEO to get its appliances online?"	Intelligent Commerce Theatre
15:00	Andrew Campbell, Martech Director, First 10 "Realise the true value of content marketing by understanding user interactions to reveal and serve real-time purchase intent."	eCommerce Theatre
15:00	Stephen Kenealy, Co-Founder, Monsoon Consulting "Blurred Lines – Context Driven Commerce in B2B"	Digital Transformation Theatre
15:05	Paul Fennemore, Digital Transformation Consultant, Sitecore "The Customer Experience Reinvented"	Keynote Theatre - Innovation & Future of eCommerce
15:25	Innovation & Future of eCommerce Q&A	Keynote Theatre - Innovation & Future of eCommerce