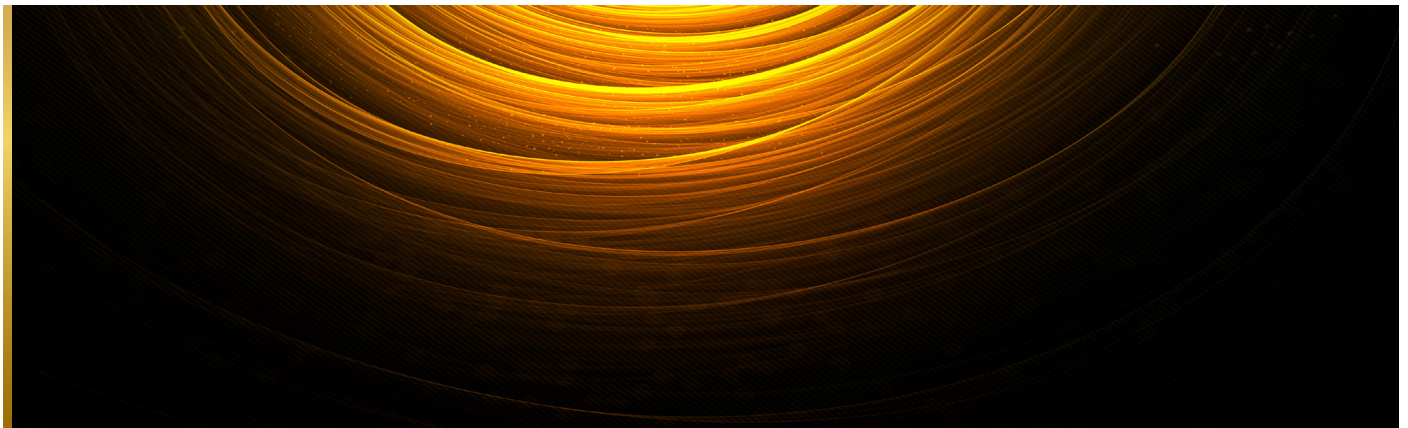


June 8-9, 2022

Digital Commerce Conference

The digital 360: The latest trends in digital commerce and how to leverage them

At Kantar's 2022 Digital Commerce Conference you'll gain critical knowledge and deep insights into the future of digital commerce, with best-in-class thinking on the hottest trends and execution strategies. Join us as we bring together the brightest of Kantar expertise and company experiences to help shape your future in digital commerce.



Insights you'll gain from this event:

- Next-level ecommerce strategies focusing on the latest trends impacting digital commerce
- How brands and retailers are capitalizing on emerging commerce modes
- Effective ways to optimize efficiencies so you can meet increasing digital commerce expectations
- Implications of digital technology trends, social commerce, and the metaverse on your business

Registration

Register today by emailing
events@kantarc consulting.com
or visiting our [event website](#)

Hybrid: Virtual and In person

Boston, MA or virtual

Live:

June 8 | 10:00 AM-6:00 PM ET

June 9 | 8:45 AM-4:15 PM ET

Hilton Boston Back Bay

40 Dalton Street
Boston, MA 02115
(617) 236-1100

Room rate: \$409

Room cut off date:
5/13/2022

Book your
reservations [here](#)

DAY 1: June 8, 2022

10:00-10:15 AM ET

Welcome and introduction

Ted Riedel, North America Retail Practice Leader

10:15-10:45 AM ET

Quick commerce lessons from Europe, birthplace of ultrafast

Rachel Dalton, Head of Retail Insights

Malcom Pinkerton, Senior Director of Strategic Insights, Kantar UK

- Understand the latest in European and global quick commerce trends.
- Review the current US quick commerce landscape and the current impact on shoppers.
- Learn how these ultrafast models are evolving, influencing future commerce.

10:45-11:15 AM ET

Macro trends influencing the digital future

Doug Hermanson, Principal Economist

- Learn how inflation and changes in affordability will affect digital shoppers.
- Find out how food assistance programs are becoming a bigger part of the online food story.
- Apply Kantar's online category forecasts to your business.

11:15-11:45 AM ET

How Gen Z will shape the future of ecommerce and the metaverse

Celia Van Wickel, Senior Director, Digital Commerce

- Learn the emerging Gen Z trends that companies should pay attention to for future digital engagement.
- Discover how Gen Z will impact the future of global ecommerce shopping.
- Understand how Gen Z behaviors are influencing the metaverse.

11:45 AM-12:30 PM ET

Omnichannel fulfillment, challenges, and opportunities

Kate McGee, VP, Syndicated Retail Platforms

Brittain Ladd, Retail Consultant

Tony Crecca, Director, eCommerce & Digital Activation, Johnson & Johnsons Consumer Health

Brady Smallwood, Sr. Director - eCommerce Strategy, Planning and Operations, Kroger

- Evaluate which omnichannel fulfillment initiatives are succeeding and where the challenges are.
- Discuss how companies should think about their omnichannel fulfillment strategy.
- Identify opportunities for brands, retailers, and companies to work together on omnichannel fulfillment.

12:30-1:00 PM ET | **Lunch**

1:00-1:30 PM ET

Unattended commerce is getting big

Rachel Dalton, Head of Retail Insights, Kantar

- Explore the evolution of unattended commerce.
- Evaluate automated retail across stores, restaurants, and delivery modes.
- Discover opportunities to capitalize on this global trend across retail.

1:30-2:00 PM ET

Rethinking retail tech and robots

David Marcotte, SVP, Global Retail and Technology

Amar Singh, Senior Director, Retail Insights

- Survey the impact of software and cloud services on retail technology integration.
- Review the role of advanced analytics, artificial intelligence, and automation.
- Learn how vendors can engage with retailers in this area.

2:00-2:45 PM ET

Fireside chat: 360-degree view of retail media

Celia Van Wickel, Senior Director, Digital Commerce

Mindy Fashaw, COO, Pacvue

Alison Dempsey, Head of eCommerce Customer Marketing, PepsiCo

Nirali Mehta-Shah, Director eCommerce Marketing, Ferrero

- Find out how to leverage the shopper journey in retail media from online to offline.
- Analyze important considerations in setting objectives for retail media.
- Discuss what brands should consider when measuring retail media and how they can show the value in their organizations.

2:45-3:15 PM ET | **Break**

3:15-3:45 PM ET

DTC brand strategy for shopper connection

Nishant Shrikhande, Senior Analyst, Digital Commerce

Celia Van Wickel, Senior Director, Digital Commerce

- Discover demonstrated examples of leading brand DTC initiatives.
- Learn how brand DTC initiatives can extend beyond a website.
- Understand how future commerce will influence new DTC brand opportunities.

3:45-4:15 PM ET

Elevating digital engagement in store

Amar Singh, Senior Director, Retail Insights

- Learn how retailers and brands are enabling digital activation on shelf.
- Find out how interactive digital tools are driving disruption.
- Discover how AI and autonomous systems are evolving to streamline shopping.

4:15-4:45 PM ET

Global online wholesale growth practices

Barry Thomas, Senior Retail Thought Leader

- Look into how the future of online wholesale is evolving globally.
- Identify ways suppliers can grow their share in the channel.
- Review best-in-class examples of eB2B selling.

4:45-5:00 PM ET

Day 1 wrap-up

Ted Riedel, North America Retail Practice Leader

5:00-6:00 PM ET

Welcome networking reception

Day 2: June 9, 2022

8:45-9:45 AM ET

Breakfast topic roundtables

9:45-10:00 AM ET | **Break**

10:00-10:15 AM ET

Welcome and introduction

Ted Riedel, North America Retail Practice Leader

10:15-11:00 AM ET

The omni impulse future

Barry Thomas, Senior Retail Thought Leader

Lauren Winkler, VP, Head of Category Insights

- Learn how shoppers are changing their impulse purchases across categories and channels.
- Apply a new omnicentric framework for impulse purchases.
- Review the latest impulse learnings from North American and international markets.

11:00-11:45 AM ET

Ecommerce is getting more social, live, and shoppable

Celia Van Wickel, Senior Director, Digital Commerce

Taylor Galland, Principal Analyst, Retail Insights

Bryan Moore, CEO and Co-founder, TalkShopLive

- Explore how technology is creating new shoppable touchpoints.
- Consider the evolving role of shoppable content on your business strategies.
- Learn the new rules of engagement and gain inspiration for your own offer.

11:45-12:30 PM ET

Panel: How 5G, Web 3.0, voice, and edge computing are changing commerce

David Marcotte, SVP, Global Retail and Technology

Barry Thomas, Senior Retail Thought Leader

Adnon Dow, Chief Strategy Officer, Centerity

- Learn how 5G, Web 3.0, and voice technology will impact commerce.
- Understand what edge computing is and what's next for the industry.
- Find out how device integration across the store creates a new environment.
- Dial into the changes we can expect from conversational commerce.

12:30-1:00 PM ET | **Lunch**

1:00-1:45 PM ET

Proving your digital measurement worth in your organization

Mike Black, CMO, Profitero

Josh Pearlstein, Manager, Digital Shelf North America E-commerce, Bayer Consumer Health

- Pinpoint key objectives that companies should consider as they measure their ecommerce initiatives.
- Discover how companies can triangulate data sources to see the full digital measurement picture.
- Learn how companies are using ecommerce measurement to support programs within their organizations.

1:45-2:15 PM ET

Ecommerce content fundamentals 3.0

Nishant Shrikhande, Senior Analyst, Digital Commerce

Colombe Bommelaer, Senior Director, Category Insights

- View highlights of product page best practices across major categories.
- Survey examples of PDPs with exceptional digital content.
- Ensure suppliers understand the optimal PDP content across major product categories.

2:15-2:45 PM ET

The true winner in online grocery

Karen Kelso, VP, Mass and Club

Ross Cloyd, Director, Grocery Insights

Rachel Dalton, Head of Retail Insights

- Kantar experts debate who among Walmart, Amazon, Kroger, or third parties wins the shopper.
- Discuss who has the best online grocery strategy.
- Evaluate who will offer the best experience.

2:45-3:00 PM ET | **Break**

3:00-3:30 PM ET

Amazon and Walmart: The rivalry continues

Nishant Shrikhande, Senior Analyst, Digital Commerce

Kate Hohenstatt, Senior Analyst, Retail Insights

- Highlight the major omnichannel initiatives from each retailer in the past year.
- Compare and contrast each retailer's omnichannel strategy.
- Get actionable insights to help drive your omnichannel business with each retailer.

3:30-4:00 PM ET

The shifting online shopper

Julie Craig, VP, Shopper Insights

- Consider key trends that set the stage for the future of shopping.
- Explore how the evolving digital landscape changes shopping behavior.
- Get details on how marketplaces, social shopping, and other emerging ways of engaging with retailers and brands fit into shopping routines.

4:00-4:15 PM ET

Event wrap-up

Ted Riedel, North America Retail Practice Leader

Celia Van Wickel, Senior Director, Digital Commerce

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Kantar Presenters



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Guest Speakers



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Johnson & Johnson Consumer Health



Brady Smallwood
Sr Director - eCommerce Strategy,
Planning, and Operations, Kroger



Alison Dempsey
Head of eCommerce Customer
Marketing, PepsiCo



Nirali Mehta-Shah
Director eCommerce Marketing, Ferrero



Josh Pearlstein
Manager, Digital Shelf North America
E-commerce, Bayer Consumer Health