

June 6-7, 2023

Digital Commerce Conference

Generation 4: The next generation of commerce

How to prepare for the new global era of commerce and execute strategies and tactics that will drive success

The next generation of commerce will be technologically enabled, data driven, and more personalized than anything the retail community has seen before.

At Kantar's 2023 Digital Commerce Conference, our subject-matter experts will help you prepare for the next generation of global commerce at a strategic and tactical level.



Insights you'll gain from this event include:

- A strong grasp of the macro, retailer, and shopper trends that will define the new era of commerce
- Details of how key retailers (Walmart, Target, Amazon, etc.) are positioning themselves for this new era and how suppliers should partner with them
- Tactical advice on how to begin executing in this new era of commerce so that you are ahead of shopper trends and capitalizing on key shopper behaviors

Virtual Event

Listen live or consume later

Live:

Day 1 | 10:00 AM-4:30 PM ET

Day 2 | 10:00 AM-4:30 PM ET

Registration

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

June 6-7, 2023

Digital Commerce Conference

Kantar Presenters



Rachel Dalton
Head of Retailer Insights,
North America



Julie Craig
Vice President,
Shopper Insights



Chris Miles
Senior Analyst, Retail
Insights



Malcolm Pinkerton
Global Head of Retail
Insights



Anna Brennan
Senior Analyst,
Retail Insights



Kate McGee
Partner, Syndicated Retail
Platforms



Barry Thomas
Senior Retail Commerce
Thought Leader



Taylre Stumpf
Senior Analyst,
Retail Insights



Rohan Mazumdar
VP, Consulting — Retail



Amar Singh
Senior Director,
Retail Insights



David Marcotte
Senior Vice President,
Retail Insights



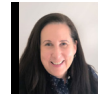
Michael Major
Omnicommerce
Director



Nishant Shrikhande
Senior Analyst,
Retail Insights



J. Walker Smith
Chief Knowledge
Officer



Karen Kelso
Vice President,
Retail Insights



Stefanos Nanopoulos
Senior Insights
Consultant



Kate Tilbury
Associate Director,
Organizational Performance



Simon Johnstone
Senior Director,
Retail Insights



Andriana Bantra
Senior Insights
Consultant



Kate Hohenstatt
Lead Analyst,
Retail Insights



Stephane Roger
Director, Retail and Shopper,
Kantar Worldpanel



Charlotte Page
Insights Consultant



Tiffany Hogan
Director, Retail Insights



Benjamin Cawthray
Global Shopper Director,
Kantar Worldpanel



Doug Hermanson
Principal Economist



Chris Carbone
Head, Futures
Practice Americas



Sian Davies
Global Head of Digital
Insights, Diageo



Ross Cloyd
Director, Retail Insights



Cherie Leonard
Head of N.A. Insights,
Colgate-Palmolive

DAY 1: June 6, 2023

10:00-10:15 AM ET

Welcome and introduction

Rachel Dalton, Head of Retail Insights, North America

Malcolm Pinkerton, Global Head of Retail Insights

10:15-10:45 AM ET

The future of commerce: Generation 4

Barry Thomas, Senior Retail Commerce Thought Leader

- Understand the global future of commerce context, often referred to as Generation 4.
- Get an overview of new business models and ways of working that will help future-proof enterprises.
- Review how data, AI, automation, and ecosystem retailers are driving a new era of commerce.

10:45-11:15 AM ET

Inflated expectations – the FMCG mirage unmasked

Benjamin Cawthray, Global Shopper Director, Kantar Worldpanel

- The checkout challenge: inflation's impact on FMCG growth and the role of the Discounter and e-commerce channels.
- Coping mechanisms shoppers are using to beat the inflationary crush.
- Regional nuances and consumer preferences driving growth

11:15-11:45 AM ET

Store at the core: Digitalization's impact on the future of omni

Amar Singh, Senior Director, Retail Insights

- Understand how technology is optimizing back-end efficiencies.
- Discover how retailers are deploying digital tools to drive engagement.
- Evaluate how digital touchpoints impact the shopper journey.

11:45 AM-12:15 PM ET

Innovation in last-mile delivery and pickup

Nishant Shrikhande, Senior Analyst, Retail Insights

- Survey the latest innovations and updates in the last-mile delivery space.
- Understand how the evolution in last-mile delivery is impacting retailers and brands.
- Determine key actions that will drive success with last-mile delivery providers.

12:15-12:45 PM ET

Lunch

12:45-1:15 PM ET

Social commerce and the next generation of retail

Andriana Bantra, Senior Insights Consultant

Charlotte Page, Insights Consultant

- Gain insights into the key social commerce elements impacting retail today.
- Understand how social commerce varies across global markets.
- Review key actions needed for social commerce success.

1:15-2:00 PM ET

Panel discussion: How FMCG companies are thinking about generative AI

Moderator: Barry Thomas, Senior Retail Commerce Thought Leader

Panelists: J. Walker Smith, Chief Knowledge Officer, Sian Davies, Global Head of Digital Insights, Diageo, Cherie Leonard, Head of N.A. Insights, Colgate-Palmolive Review generative AI and the core capabilities of interest to FMCG companies.

- Learn how and why retailers and restaurants have become early adopters of generative AI.
- Examine initial use cases to understand how generative AI can benefit FMCG brands.

2:00-2:30 PM ET

The big profit challenge for ecommerce

Doug Hermanson, Principal Economist

- Evaluate the impact of inflation on digital commerce.
- Define what macro finance means for digital.
- Consider long-term macro challenges and opportunities in digital commerce.

2:30-2:45 PM ET | **BREAK**

2:45-3:15 PM ET

The US Omnishopper: Now and next

Julie Craig, Vice President, Shopper Insights

- Define the omnishoppers of today and tomorrow.
- Examine where and how they shop online.
- Evaluate ways to engage these shoppers online and in store.

3:15-3:45 PM ET

Maintaining brand loyalty digitally during inflation

Anna Brennan, Senior Analyst, Retail Insights

Taylre Stumpf, Senior Analyst, Retail Insights

- Discover the digital strategies retailers are using to maintain shopper loyalty amid tough macroeconomic conditions.
- Understand how inflation is dictating shopper behavior and raising expectations.
- Develop a strategy to maintain and attract shoppers while driving long-term brand loyalty.

3:45-4:15 PM ET

Tools shaping digital transactions in retail

David Marcotte, Senior Vice President, Retail Insights

- Evaluate how QR codes and one-off validations are critical to protecting transactions and IDs.
- Take a look at the tools retailers test as they look to maintain a frictionless yet secure retail environment.
- Examine blockchain's function, frustration, and future potential.

4:15-4:45 PM ET

Day 1: Key takeaways

Rachel Dalton, Head of Retailer Insights

Malcolm Pinkerton, Senior Director of Strategic Insights

DAY 2: June 7, 2023

10:00-10:15 AM ET

Welcome and introduction

Rachel Dalton, Head of Retail Insights, North America

Malcolm Pinkerton, Global Head of Retail Insights

10:15-11:00 AM ET

Panel: What's next for FMCG and commerce?

Moderator: Rachel Dalton, Head of Retail Insights, North America

Panelists: David Marcotte, Senior Vice President, Retail Insights, Barry Thomas, Senior Retail Commerce Thought Leader, and J. Walker Smith, Chief Knowledge Officer

- Understand the most important human insights impacting brands and firms heading toward 2030.
- Review how companies can manage successfully through the disruptive context ahead.
- Discuss how digital and AI are impacting the industry and driving new growth platforms.

11:00-11:45 AM ET

Panel discussion: Experiments in organizational effectiveness

Moderator: Kate McGee, Partner, Syndicated Retail Platforms

Panelists: Rohan Mazumdar, VP, Consulting— Retail, Michael Major, Omncommerce Director, Kate Tilbury, Associate Director, Organizational Performance

- Understand why organizations need to prioritize integrating omnichannel capabilities as a fundamental aspect of their business.
- Gain insights into how to share knowledge and responsibility more widely within an organization to support an omnichannel strategy.
- Get practical tips for successfully implementing effective omnichannel capabilities.

11:45 AM-12:15 PM ET

The rise of global marketplaces

Stefanos Nanopoulos, Senior Insights Consultant

- Gain insight into the major online marketplaces and their operating models.
- Understand how marketplaces impact ecommerce retail and brands/suppliers.
- Learn how to successfully deploy winning strategies on online marketplaces.

12:15-12:45 PM ET

Lunch

12:45-1:15 PM ET

COVID's lasting impact: The emergence of digital health

Kate Hohenstatt, Lead Analyst, Retail Insights

Charlotte Page, Insights Consultant

- Develop a better understanding of COVID's influence on the growing health and wellness space.
- Learn how brands and retailers are messaging and engaging with consumers as digital health evolves.
- Explore the benefits and implications of healthcare services across retail.

1:15-1:45 PM ET

Effective tech: Beauty's leading edge in retail technology

Tiffany Hogan, Director, Retail Insights

- Explore how beauty retailers and brands use disruptive tech successfully.
- Learn how top players are using technology to drive ecommerce growth.
- Understand how to apply these strategies in any retail sector.

1:45-2:15 PM ET

Strategies for retail media success

Ross Cloyd, Director, Retail Insights

Chris Miles, Analyst, Retail Insights

- Understand the latest trends in retail media.
- Gain insights into what retail media success will look like in the future.
- Determine the action steps needed to win in retail media.

2:15-2:45 PM ET

The evolution of restaurant loyalty, digital sites, and apps

Barry Thomas, Senior Retail Commerce Thought Leader

Charlotte Page, Insights Consultant

- Understand the current context for food service loyalty, digital sites, and apps.
- Review the loyalty and digital site/apps framework for success.
- Learn from best practices in place at a diverse set of restaurant brands.

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

3:00-3:30 PM ET

Walmart's digital future

Karen Kelso, Vice President, Retail Insights

- Explore what Walmart's version of omnichannel entails for customers and suppliers.
- Learn how technology adoption reflects Walmart's strategic growth plans.
- Consider future requirements for integrating with Walmart's digital expansion and investment.

3:30-4:00 PM ET

How the global value channel leverages digital to compete

Simon Johnstone, Senior Director, Retail Insights

- Understand why value retailers are adapting as out-of-channel competition intensifies.
- Learn how digital innovation is complementing the value retailer model.
- Identify which strategies are short-term opportunities versus long-term disruptions.

4:00-4:30 PM ET

Day 2: Key takeaways

Rachel Dalton, Head of Retail Insights, North America

Malcolm Pinkerton, Global Head of Retail Insights