

**2020 – One Step Beyond**

In Association with



**Venue:** The Other Palace Theatre, London SW1E 5JA

**Date:** Wednesday 4 March 2020, 09.30 – 16.30

**Conference Mediators**

Sophie Jump, Jump Start

Richard Siddle, The Buyer

**Programme**

09.30 Introduction, Sophie Jump and Richard Siddle

09.40 - 10.30 'A snapshot of commerce and why you need to start planning for the future now'.

*Naji Arifi, Head of Innovation, Wunderman Thompson Commerce*

10.30 – 11.00 'Voice: The New Interface'

*James Poulter, CEO, Vixen Labs*

11.00 – 11.15 Coffee break

11.15 – 12.15 'Direct to Consumer and The Subscription Economy / Diving into Digital'

*Paul Mabray, CEO, Emetry*

12.15 - 12.30 Interview with Polly Hammond, Managing Director, 5 Forests and Paul Mabray

12.30 – 13.15 Panel discussion with James Balcazar, Digital and Social Media Marketing - Treasury Wine Estates, Illy Jaffar, Managing Director - Kinetic Creative Communications and Liam Hirt, Director - Circumstance Distillery

13.15 – 14.00 Buffet lunch and networking

14.00 – 14.45 'How packaging and design can push the boundaries'

*James Harmer, Planning Director and Nicki Sherlock, Business Development Director, Touch*

14.45 – 15.15 'How we engage and entertain consumers in the future'

*Kevin Shaw, CEO and Founder, Stranger and Stranger*

15.15 – 15.45 'The future of retailing'

*Simon Mayhew, Head of Online Retail Insight, The Institute of Grocery Distribution (IGD)*

15.45 – 16.25 Panel discussion and Round-Up with Paul Mabray, CEO, Emetry, Robert Joseph, Consultant, Lucy Auld, Head of Marketing - Freixenet Copestick and Rollo Gabb, Director - London Restaurant Group/Journey's End Vineyards

16.30 Conference closure by Sophie Jump/Richard Siddle

16.30 – 18.00 Drinks reception and networking