



**ECOMMERCE  
EXPO**

**TECHNOLOGY  
FOR MARKETING**

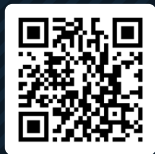
23-24 September 2026 | Excel London

# 2026 POCKET GUIDE

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**INCARD**

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# HEADLINE



**Brittany Baumgarten**  
Founder / Head of Events  
& Partnership  
The Social Executive Network,  
Retail Women In Tech



**Millie Bright OBE**  
Former England Lioness,  
Chelsea Captain  
UEFA Women's EURO  
Winner



**Maria Carlton**  
Founder & Principal Advisor  
Forth & Forward Advisory  
(Former Sr. Director,  
Under Armour)



**Lynda Carnal**  
Director Global Customer  
Acquisition  
Dr. Martens plc



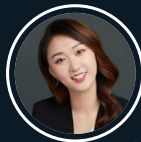
**Suze College**  
Commercial Director  
Space NK



**Gaelle Comte**  
SVP, LIONS Learning  
LIONS



**Toju Duke**  
Founder  
Diverse AI



**Sharon Gai**  
CEO & Founder  
Culture Fluid



**Douglas Gremmen**  
Chief Growth Officer /  
Member of the Board  
HYROX



**Joe Jaques**  
CEO  
Jaques of London



**Caroline Johns**  
Vice President, Corporate  
Communications  
Saatva

# SPEAKERS



**Karl Lillrud**

Speaker & AI Expert



**Vinny O'Brien**

Podcast Host the  
Ostrich Report



**Tim Parker**

VP, Retail & Operations  
**G-Star RAW**



**Lee Pettman-Felss**

Head of Strategic  
Development & Initiatives  
**B&Q**



**Hilary Platt**

Director  
**OpenAI**



**Kayleigh Sampson**

UK & Ireland Head of Trading  
**Lovehoney Group**



**Richard Shotton**

Author of The Choice Factory  
**Astroten**



**Joe Strolz**

VP, Global Revenue  
& Support  
**Shopify**



**Jenny Kamal**

Events and Community Lead  
**Passionfruit**



**Frankie Thorogood**

Founder and CEO  
**Pott'd**



**Ellen White MBE**

Former England Lioness,  
Record Goalscorer  
**UEFA Women's EURO**  
Winner

# THE HEADLINE STAGE

## 23<sup>RD</sup> SEPTEMBER 2026

**10:00 - 10:45** **When AI Starts Shopping: What Still Makes People Buy?**

Richard Shotton, Author of *The Choice Factory*, **Astroten**

**11:00 - 11:45** **See Online Agenda for Updates**

**12:00 - 12:45** **From Race Day to 365-Day Community Growth**  
*Fireside chat*

M: Frankie Thorogood, Founder and CEO, **Pott's**  
Douglas Gremmen, Chief Growth Officer / Member of the Board, **HYROX**

**13:30 - 14:15** **AI Governance for eCommerce: The Risks, Red Flags and Rules That Matter**

Toju Duke, Founder, **Diverse AI**

**14:40 - 15:10** **How Agentic Commerce is Reshaping Retail**

Joe Strolz, VP, Global Revenue & Support, **Shopify**

Hilary Platt, Director, **OpenAI**



**15:30 - 16:15** **Building High-Performing eCommerce & Marketing Teams: The Leadership Habits that Keep Women In (and Moving Up)**

*Panel*

C: Brittany Baumgarten, Founder | Head of Events & Partnership, **The Social Executive Network** | Retail Women In Tech

M: Jeannine Walden, Chief Executive Officer & Host, **Liftoff Enterprises**

Gaelle Comte, SVP, **LIONS Learning**, **LIONS**  
Caroline Johns, Vice President, Corporate Communications, **Saatva**

Lynda Carnal, Director Global Customer Acquisition, **Dr. Martens plc**

## 24<sup>TH</sup> SEPTEMBER 2026

**10:00 - 10:45** **AI and the End of Traditional eCommerce**  
Sharon Gai, CEO & Founder, **Culture Fluid**

**11:00 - 11:45** **Would You Let an AI Move £50,000 For Your Business?**

Klaas van Raaij, Managing Director, The Netherlands, **Incard**

**INCARD**

**12:00 - 12:45** **The Retail Growth Playbook: How Online Retailers Win Profitably When Customers Shop Everywhere**  
*Panel*

M: Maria Carlton, Founder & Principal Advisor, **Forth & Forward Advisory** (Former Sr. Director, **Under Armour**)

Suze College, Commercial Director, **Space NK**  
Tim Parker, VP, Retail & Operations, **G-Star RAW**

Lee Pettman-Fell, Head of Strategic Development & Initiatives, **B&Q**

**13:30 - 14:15** **From AI Experiments to Commerce Advantage: The Operating Model That Makes AI Convert Your Visitors**  
Karl Lillrud, Speaker & AI Expert

**14:30 - 15:15** **What Customers Say vs What They Do: The Signals Retailers Should Actually Trust**

*Panel*

M: Steve Webster, Founder, **Barking Cat Advisory**, Prev. Global eCommerce Director, **Barbour**

Patrick Osborn, Senior Manager, Customer Analytics, **Selfridges**

Kayleigh Sampson, UK & Ireland Head of Trading, **Lovehoney Group**

Joe Jaques, CEO, **Jaques of London**



**15:30 - 16:15** **No One Wins Alone: Building High-Performing Teams Under Pressure**  
*Panel*

M: Vinny O'Brien, Podcast Host, **The Ostrich Report**

Millie Bright OBE, Former England Lioness, Chelsea Captain, **UEFA Women's EURO Winner**  
Ellen White MBE, Former England Lioness, **Record Goalscorer UEFA Women's EURO Winner**

# FUTURE OF DIGITAL COMMERCE STAGE

Sponsored by



## 23<sup>RD</sup> SEPTEMBER 2026

10:00 - 10:25 From One Shirt Idea to Omnichannel Growth: Lessons from UNTUCKit

10:35 - 11:00 Preparing for Peak Shopping Seasons: How to Win Christmas



11:10 - 11:35 How To Optimise Your Data For LLM Workflows

11:45 - 12:10 Simplifying Complexity: Lessons from Businesses Taking an 'Outside-the-Box' Approach to eCommerce



12:20 - 12:45 The Future of Shopping: Winning the New Buying Journey in an AI, Voice and Zero-Click World

12:55 - 13:20 Conversational eCommerce: From Purchase Intent to Conversion with Doofinder's AI Assistant



13:30 - 13:55 Digital Product Passports: Who Actually Owes One, And When

14:05 - 14:30 Commerce Is Being Rewritten. Are You Building for What Comes Next?



14:45 - 15:25 Building Trust, Accessibility and Revenue in Social Commerce

15:35 - 16:00 When AI Does the Shopping: Why Product Data Decides Who Gets Found



16:10 - 16:35 It's Just Maths: How Being Inclusive Increases Conversion

## 24<sup>TH</sup> SEPTEMBER 2026

10:00 - 10:25 Mastering the Bot Economy: Securing and Scaling Agentic Commerce



10:35 - 11:00 The Big Shop, Done by Bots: Who's in Charge?

11:10 - 11:35 The Agentic-Ready Catalogue: How LLMs and Shopping Agents Read Your Catalogue (And Why Most Brands are About to Go Invisible)



11:45 - 12:10 From Hype to Revenue: How Goddiva Built AI That Cuts Returns, Builds Confidence, and Scales International Growth

12:20 - 12:45 Beyond the Hype: AI Discovery and Immersive CX That Actually Converts



12:55 - 13:20 AI & Analytics for Customer Insights: How Predictive Analytics and Connected Data Platforms Optimise Every Interaction

13:30 - 13:55 Introduction to Discovery Commerce



14:05 - 14:50 AI Is Becoming the Storefront: How Online Retailers Make Products Visible, Trusted and Buyable in AI-Assisted Shopping

15:00 - 15:25 The Hidden Cost of Growth: Why Successful eCommerce Brands Break as They Scale



15:35 - 16:00 Stepping into the Ama-verse

# CX AND LOYALTY STAGE

Sponsored by **Columbus**  **Dotdigital**

## 23<sup>RD</sup> SEPTEMBER 2026

**10:00 - 10:45** How Brands Earn Loyalty and Trust in an Age of Infinite Choice

**10:55 - 11:20** One North Star: Getting the Whole Business Behind the Customer

**Columbus**

**11:30 - 11:55** Finding the Path: From User Insights to Product Decisions

**12:05 - 12:30** How Personalisation Works in the Real World

 **Dotdigital**

**12:40 - 13:05** Implementing Membership & Loyalty (Digital & Physical)

**13:15 - 13:40** How AI-Powered Product Discovery Drives Growth and Creates Better Shopping Experiences

**nosto** 

**13:50 - 14:15** From Prototype to Production: How Gousto Ships Digital Products Faster

**14:25 - 14:50** From Wallet to Relationship: How Google Wallet Becomes a New Engagement Channel

**Brevo**

**15:00 - 15:25** CRO as the Backbone of D2C Design

**15:35 - 16:00** Churn is a Choice: The 5 Things Every High-LTV Subscription Program Needs

**Loop**

**16:10 - 16:35** Faster UX, Safer Decisions: How to Use AI Without Losing the Customer

## 24<sup>TH</sup> SEPTEMBER 2026

**10:15 - 10:40** How to Turn Your Customers Into Your #1 Growth Channel

 **Loyoly**

**10:50 - 11:15** Making AI Service Feel Personal: What Abbott Lyon Learned Building "Lucy"

**11:25 - 11:50** Cracking TikTok Shop: The Strategy Behind Sustainable 7-Figure Growth

**social  
united**

**12:00 - 12:25** Service That Solves: From First Contact to Lasting Loyalty

**12:35 - 13:00** Surviving the Clickpocalypse: Your Guide to Winning AI Search

 **SITECORE**

**13:10 - 13:55** The Evolving Role of Personalisation in the Shopper Journey

**14:05 - 14:30** From Customer Insight to Product Impact: How Every Team Can Experiment and Drive Value

**CreativeCX**

**14:40 - 15:05** Turning Zero-Party Data into Personalised Journeys Across D2C, Marketplaces and In-Store

**15:15 - 15:40** How ASOS Builds Better Shopping Experiences Through Search, Personalisation and Experimentation

# GLOBAL GROWTH AND DELIVERY STAGE

Sponsored by  InPost  ShipStation®

## 23<sup>RD</sup> SEPTEMBER 2026

**10:00 - 10:25** The Hidden Cost of Growth: Why Successful eCommerce Brands Break as They Scale



**10:35 - 11:00** See Online Agenda for Updates

**11:10 - 11:35** How Superdry Cut Delivery Costs by 19% with Out-of-Home Delivery



**11:45 - 12:10** The Future of Returns: Managing Cost, Profit, Fraud and Waste Without Damaging Life Time Value

**12:20 - 12:45** See Online Agenda for Updates

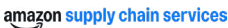
**12:55 - 13:20** See Online Agenda for Updates

**13:30 - 13:55** Why Out of Home Strengthens a Premium Delivery Offer



**14:05 - 14:30** Packaging Under Pressure: How Sustainability Rules are Reshaping eCommerce Operations

**14:40 - 15:05** Cross-Border eCommerce: How to Scale Fulfilment Without Scaling Complexity



**15:15 - 16:00** The Future of Post-Purchase: From Tracking Links to Predictive Customer Journeys

## 24<sup>TH</sup> SEPTEMBER 2026

**10:00 - 10:25** How to Scale Cross-Border eCommerce Without Losing Local Relevance

**11:10 - 11:35** Session to be delivered by Inpost



**11:45 - 12:30** Beyond Amazon: How UK Brands Can Scale on Emerging Global Marketplaces

**12:40 - 13:05** Locker Network Optimisation: How Skrutz Turned Parcel Lockers Into A Last-Mile Growth Engine



**13:15 - 13:40** 3 Ways to Monetise Returns and Second Hand

**13:50 - 14:15** Scaling eCommerce Support Across Borders with Scaling Cost



**14:25 - 14:50** Beyond the Doorstep: Rethinking Out of Home Delivery

**15:35 - 16:00** Launching TikTok Shop in Three Weeks: What Fast Social Commerce Really Takes

# CONNECTED COMMERCE STAGE

## 23<sup>RD</sup> SEPTEMBER 2026

10:35 - 11:00 Redefining the Way the World Pays with Credit



11:10 - 11:35 Trusted AI Starts With Better Data

11:45 - 12:10 Commerce Beyond the Storefront: How AI Agents are Rewriting Digital Commerce



12:20 - 12:45 Curated, Not Cluttered: Using UX and Personalisation to Make Premium Fashion Feel Relevant

12:55 - 13:20 AI Runs on Product Truth: Winning AEO with Inriver



13:30 - 14:15 Built for AI Commerce: Why Your Next Platform Decision Has to Work for Humans and Agents

14:25 - 14:50 You Can't See Conversion Problems When Your Website is on Fire



15:00 - 15:25 Brand Leadership in the AI Era



16:10 - 16:35 Choosing the Right Channel Strategy in 2025: How UK Brands Should Think About Marketplaces, D2C and Beyond

## 24<sup>TH</sup> SEPTEMBER 2026

10:00 - 10:45 From Ad to Checkout: Building a Funnel That Converts

10:55 - 11:40 From Customers to Fans: What Retailers Can Learn from Sport

12:05 - 12:25 How to Optimize the TikTok Shop Opportunity



12:40 - 13:05 Scaling on Amazon Without Silos: Connecting Product Data, Inventory, Fulfilment and PPC

13:50 - 14:15 From Service Platform to Marketplace: Turning Trust Into Scalable Commerce



14:25 - 14:50 Innovating inside a Heritage Brand: Stakeholder Buy-In, Social Commerce & Leaning into AR

15:00 - 15:25 Where Social Fits in the Future of Commerce. How Social Commerce is Evolving - And What We Can Learn from UK Brands

# OPTIMISATION STAGE

In partnership with



The UK  
eCommerce  
Association

## 23<sup>RD</sup> SEPTEMBER 2026

- 10:00 - 10:25** Your Best Channel is Your Worst Investment  
**precis.**
- 10:35 - 11:00** Complex B2B Buying Made Simple: How Schneider Electric Uses Data, Partner Planning and Operations to Improve Self-Service
- 11:10 - 11:35** What Happens When Everyone Can Experiment? How Accor is Using Kameleon to Take Experimentation Beyond the Central Team  
**Kameleon**
- 11:45 - 12:10** Modernising Regulated B2B Commerce Fast: How Cepheid Built Better Ordering and Order Tracking in Rapid Releases
- 12:20 - 12:45** Your Competitive Advantage Isn't AI. It's What AI Learns From.  
**Columbus**
- 12:55 - 13:20** See Online Agenda for Updates
- 13:30 - 13:55** Putting AI to the Test: Smarter Experimentation, Better Decisions  
**VWO ABTasty**
- 14:05 - 14:50** Inside the Judges' Room: How to Prove your eCommerce Impact  
**ECOMMERCE AWARDS**
- 15:00 - 15:25** The Six-Figure Website Nobody Uses: How to Get B2B Buyers to Self-Serve and Measure Results  
**rixio**
- 15:35 - 16:00** The Digital Shopkeeper: How Ocado Retail Activates the Online Shelf to Drive Discovery
- 16:10 - 16:35** We Asked ChatGPT to Recommend 500 Products. The Winners Had 4 Things in Common.  
**COSMOS**  
BY 978 DIGITAL

## 24<sup>TH</sup> SEPTEMBER 2026

- 10:35 - 11:00** See Online Agenda for Updates
- 11:10 - 11:35** Black Friday 2026: What Retailers Should Expect this Peak Season  
**imrg** The UK eCommerce Association
- 11:45 - 12:10** The Simple Maths Behind the World's Fastest-Growing Companies  
**CONVERSION RATE EXPERTS**
- 12:20 - 12:45** Where are the Growth Opportunities in UK eCommerce?  
**imrg** The UK eCommerce Association
- 12:55 - 13:20** The Replatform Effect: What the Data Says About Conversion After Moving to Shopify  
**SOZO**
- 13:30 - 13:55** How Retailers are Really Using AI - And Where It's Delivering Results  
**imrg** The UK eCommerce Association
- 14:05 - 14:30** Beyond Automation: The Rise of Autonomous Performance Marketing  
**So Labs What**
- 15:00 - 15:40** The eCommerce Clinic Live: The Industry's Biggest Challenges, Answered  
**imrg** The UK eCommerce Association **ECOMMERCE CLINIC**
- 15:50 - 16:15** Customer Journeys Across eCommerce Sites and their Pinch-Points  
**imrg** The UK eCommerce Association

# NEXT ERA OF MARKETING STAGE

Sponsored by **klaviyo** **Optimizely**

## 23<sup>RD</sup> SEPTEMBER 2026

- 10:00 - 10:25** What 18 Months of AI Forced our Marketing Team to Rethink  
**WEGLOT**
- 10:35 - 11:00** From Audience to Ally: How to Find Overlooked Customers and Build Relationships that Matter
- 11:10 - 11:35** From Hype to Habit: How TALA Turned Fans into Insiders  
**klaviyo**
- 11:45 - 12:10** From Search to Scale: Removing the Friction between Discovery and Conversion
- 12:20 - 12:45** How to Prioritize When Anything is Possible: Discovering High-Impact AI Use Cases for Marketing  
**Optimizely**
- 12:55 - 13:20** The Power of Partnerships: How Brands and Communities Are Changing the Landscape Together
- 13:30 - 13:55** Chaos is not a Strategy: How to Give AI Freedom Without Losing Control of Your Data  
**Supermetrics**
- 14:05 - 14:30** Bespoke Brand, Scaled Creative: How to Integrate AI without Losing Your DNA
- 14:40 - 15:05** GEO is Not Magic. It's Method.  
**lomo ai**
- 15:15 - 15:40** Organic Growth in a Pay-to-Play World
- 15:50 - 16:15** AI is an Accelerant. Make Sure You Know What You're Accelerating  
**Canto**

## 24<sup>TH</sup> SEPTEMBER 2026

- 10:00 - 10:45** Creator Marketing 2.0: What's Working Now (And What's Wasting Budget)
- 10:55 - 11:20** Creative Intelligence: The Vision for the Next Era of Advertising  
**Bannerflow**
- 11:30 - 11:55** Smart Communities: Using AI to Turn B2B Engagement into Growth
- 12:05 - 12:30** Your Best Channel is Your Worst Investment  
**precis.**
- 12:40 - 13:05** Wired Differently, Better Together: Making Intergenerational Teams Your Creative Advantage  
**The Marketing Academy Foundation**
- 13:15 - 13:55** Session to be delivered by Optimizely  
**Optimizely**
- 14:00 - 14:45** The Top 30 Awards Ceremony  
**TOP 30 MARKETING INFLUENCERS**
- 15:00 - 15:25** Looking Beyond Generational Bias: Too Old to Understand AI? Too Young to Lead a Team? Ageism Inside Modern Marketing Teams
- 15:35 - 16:00** The AI-Era CMO: What's Really Changing

# INTELLIGENT DATA & CUSTOMER INSIGHTS STAGE

## 23<sup>RD</sup> SEPTEMBER 2026

**10:00 - 10:45** Data to Decisions: How Insight-Led Brands Create Smarter Marketing

**10:55 - 11:20** Something in Your Business is Broken Right Now: The Five Signals 47 SKIN Watches Daily



**11:30 - 11:55** How to Actually Run a B2B Marketing Experiment

**12:05 - 12:30** Conversational Commerce: How TextYess Drives eCommerce Revenue with WhatsApp & AI Agents



**12:40 - 13:05** The Customers Your Data Can't See: Building More Inclusive Customer Insights

**13:15 - 13:40** AI Didn't Kill Your Website...It Exposed It



**13:50 - 14:15** See Online Agenda for Updates

**14:25 - 14:50** How to Combine First-Party Data, Third-Party Data & AI Derived Insights for a More Effective B2C Customer Intelligence Stack



**15:00 - 15:25** What if Your Best Customer Data Isn't in a Dashboard?

**15:35 - 16:00** See Online Agenda for Updates

**16:10 - 16:35** From Viral Views to 60% Subscriptions: How Element 5 Turned Customer Data into Growth

## 24<sup>TH</sup> SEPTEMBER 2026

**10:35 - 11:00** See Online Agenda for Updates

**11:10 - 11:35** Channel Measurement That Doesn't Lie

**11:45 - 12:10** Session brought to you by WP Engine



**12:20 - 12:45** From "Good Old Boots" to Growth Engine: How Boots Used Data, Loyalty and AI to Prove Marketing's Value

**12:55 - 13:20** AI Didn't Kill Your Website...It Exposed It



**13:30 - 14:15** Retail Media ROI: The Data Driving Sales Onsite, Offsite and on TV

**14:25 - 14:45** AI-Powered Data Collaboration: How Brands Work with Retailers Without Losing Control

**15:15 - 16:00** The Gloves are Off: What Marketing Leaders Really Think About Data

# AI-POWERED MARKETING STAGE

Sponsored by  Webflow

## 23<sup>RD</sup> SEPTEMBER 2026

10:00 - 10:25 Advertising Inside the Answer:  
Preparing for ChatGPT Ads and  
the AI Search Ad Economy

10:35 - 11:00 Beyond Assumptions and Silos: The  
Performance Marketing Reset



11:10 - 11:55 Why Your Paid Media Isn't Working  
(And How to Fix It in an AI-Driven  
World)

12:05 - 12:30 The Two Jobs Every Website Has  
Now: Speak to AI, Build for It



12:40 - 13:05 How AI Is Reshaping SEO Strategy  
for eCommerce Teams

13:15 - 13:40 Agentic Commerce: Designing for a  
World Where AI Decides First



13:50 - 14:15 See Online Agenda for Updates

14:25 - 14:50 Your Competitors are Publishing  
More With AI Than You. Here's Why  
That's Good News



15:00 - 15:25 See Online Agenda for Updates

15:35 - 16:00 The End of Seller Marketplaces: How  
Agents Decide Which Products Win  
- Live Demo



16:10 - 16:35 Small Data, Big Wins: A Strategist  
and a Business Owner on Turning  
CRM Into Real Revenue

## 24<sup>TH</sup> SEPTEMBER 2026

10:00 - 10:25 Black Friday Starts in AI Search:  
How to Win Visibility Before Peak  
Demand Hits



10:35 - 11:20 Who Signed That Off? Building AI  
Governance that Marketing Teams  
Can Actually Use

11:45 - 12:10 AI on Trial: Who's Actually Checking  
Your AI-Generated Ads?



12:20 - 12:45 Why Your Dirty Marketing Data is  
Sabotaging AI

12:55 - 13:20 Adopting AI Agents for Influencer  
and Social Media Marketing - the  
Industry Everyone Said AI Couldn't  
Touch



13:30 - 13:55 Regulating Innovation in the Age  
of AI

14:05 - 14:30 Opening the Black Box: How to use AI  
in Google Ads without Losing Control



14:40 - 15:05 The Future of Creative: AI, Avatars  
& Immersive Campaigns

15:50 - 16:15 Going Back to Basics with Generative  
AI: Why Critical Thinking has Become  
Critical

# THE HANGOUT

In partnership with



PROPELLER

## 23<sup>RD</sup> SEPTEMBER 2026

11:00 - Speaker Meet and Greet with  
11:15 Richard Shotton

12:30 - Speaker Meet and Greet with  
12:45 Caroline Johns from Saatva

13:00 - Speaker Meet and Greet with Miracle  
13:15 Inameti-Archibong

14:00 - Speaker Meet and Greet with Jen  
14:15 Wright

15:00 - Speaker Meet and Greet with Toju  
15:15 Duke

15:30 - Speaker Meet and Greet with Miya  
15:45 Knights

## 24<sup>TH</sup> SEPTEMBER 2026

10:00 - Speaker Meet and Greet with Yathu  
10:15 Kanagaratnam

12:45 - Pre-Ceremony Drinks Reception with  
13:45 the Top 30 - Invite Only



**MARKETING  
INFLUENCERS**

Top 30 Awards Ceremony will be held  
in the Next Generation of Marketing  
Stage At 14:00

13:45 - Speaker Meet and Greet with Suze  
14:00 College

14:00 - Charity Partner Meet & Greet - The  
14:15 Marketing Academy Foundation

14:30 - Speaker Meet and Greet with Lee  
14:45 Pettman-Felss

## WHY VISIT THE HANGOUT?

### The Confession Wall

Join Blame it on Marketing as they host the infamous confessions wall!

### Top 30 Mural

Celebrate the industry's brightest talent and snap a photo while you're there.

### Meet and Greets

Meet leading industry experts and continue the conversation away from the stage.

# VIP & SPEAKER LOUNGE

Sponsored by  **shopify**

## 23<sup>RD</sup> SEPTEMBER 2026

**11:00 - 12:00**      **VIP Networking Power Hour**

**12:30 - 13:00**      **Karl Lillrud Speaker Meet & Greet**  
Karl Lillrud, Speaker & AI Expert

**14:00 - 15:00**      **VIP Networking Power Hour**

**15:30 - 16:00**      **Shopify x OpenAI Speaker Meet & Greet**  
Joe Stolz, VP, Global Revenue & Support, Shopify  
Hilary Platt, Director, OpenAI

## 24<sup>TH</sup> SEPTEMBER 2026

**10:00 - 11:00**      **Women's VIP Panel & Networking Power Hour**  
M: Charlotte Wahlgren, Head of Partnership Marketing EMEA, **Shopify**  
Claire Ferreira, CEO & Founder, **Mums In Marketing**  
Leanne McLoughlin, Senior Brand & Campaigns Manager, **Matalan via MiMs**

**11:00 - 12:00**      **Shopify x DEPT VIP AI Clinic**  
Ben Homer, Solutions Engineering Manager, **Shopify**  
Tim de Kamper, VP of Ecommerce, **DEPT**

**12:00 - 13:00**      **Inside Beauty Pie's Move to Shopify: Transforming a Complex Beauty Business**  
Richard Locke, COO, **Beauty Pie**  
Mark Wright, VP Experience & Engineering, **DEPT**

**14:00 - 14:30**      **Castore's Acquisition of Belstaff: Building a Multi-Brand Tech Stack on Shopify**  
Theo Burns, Senior Technology Partner Manager, **Gorgias**  
Chris Davies, Platform Manager - eCommerce, **Castore**  
James Robert, Transformational CX Lead, **Castore**  
Stephen Rogan, Head of Customer Success, EMEA, **Shopify**

**14:30 - 15:15**      **Millie Bright & Ellen White Speaker Meet & Greet**  
Ellen White, Former England Lioness, **Record Goalscorer & UEFA Women's EURO Winner**  
Millie Bright, Former England Lioness, **Chelsea Captain & UEFA Women's EURO Winner**

## FREE BOLT RIDE HOME

Bolt Business offers our eligible VIPs a free\* ride to their home or hotel in London after the show - but be quick, places are limited and rides are available on a first-come, first-served basis.

\*Please note: the free ride covers journeys up to a set limit in value/distance.



STAND  
C1

# LIVE SHOPPING STUDIO

In partnership with



## 23<sup>RD</sup> SEPTEMBER 2026

10:00 - 11:30 TikTok Live Shopping Experience with TFFGames

12:00 - 13:30 TikTok Live Shopping Experience with S7A

14:00 - 14:30 How to set up a TikTok Live

14:30 - 16:00 TikTok Live Shopping Experience with Golden Bear Toys

## 24<sup>TH</sup> SEPTEMBER 2026

10:00 - 11:30 TikTok Live Shopping Experience with Golden Bear Toys

12:00 - 13:30 TikTok Live Shopping Experience with Knue

14:00 - 14:30 How to set up a TikTok Live

14:30 - 16:00 TikTok Live Shopping Experience with TFF Games

**SCAN THE QR CODE  
TO DOWNLOAD THE  
OFFICIAL EVENT APP**



**SCAN THE QR CODE  
TO VIEW THE LIVE WEB  
PROGRAMME**



|                              |                            |
|------------------------------|----------------------------|
| ACTIVECAMPAIGN               | L60                        |
| ADOBE                        | K10                        |
| AMASTY                       | F20                        |
| AMAZON SUPPLY CHAIN SERVICES | G50                        |
| AMERICANEAGLE.COM            | K30                        |
| APIFY                        | EP3                        |
| ARTIZ                        | EP2                        |
| ATHOS COMMERCE               | E50                        |
| ATTENTIVE                    | K35                        |
| AUDIENSE                     | H20                        |
| AUTH0                        | E64                        |
| AUTOADDRESS                  | L34                        |
| AWIN                         | C44                        |
| B2 AGENCY                    | D50                        |
| BASE.                        | D10                        |
| BIG DIGIT                    | B24                        |
| BIGBLUE                      | C70                        |
| BLACKPEPPER                  | J62                        |
| BRAIN STATION 23             | A38                        |
| BREVO                        | F48                        |
| CAINIAO                      | B30                        |
| CAPTIVATIONAI                | D80                        |
| CERNEL.AI                    | A58                        |
| CITCOM                       | B58                        |
| CLOUD9 FULFILMENT            | B22                        |
| CLOUDFY                      | C50                        |
| CODAL                        | C41                        |
| COLUMBUS                     | CX & LOYALTY STAGE SPONSOR |
| COMMERCE MEDIA TECH          | C45                        |
| CORREOS                      | B35                        |
| COSMOS BY 9X9                | C82                        |
| CXDATA                       | C42                        |
| DALTON                       | K31                        |
| DARICA LOGISTICS             | F62                        |
| DECTA                        | D20                        |
| DEPT                         | D40                        |
| DEVEIT                       | L42                        |
| DIGITAL APTECH               | E01                        |
| DIGITAL BOUTIQUE             | F50                        |
| DIGIVANTE                    | EP10                       |
| DMSMATRIX                    | K32                        |
| DOOFINDER                    | H50                        |
| DPD                          | F60                        |
| EASYSHIP                     | EP7                        |
| ECOM SOLUTION                | J64                        |
| ECOMONE                      | B46                        |
| ELSNER                       | J61                        |
| ENABLE                       | TP10                       |
| EVRI                         | C25                        |
| EXACTLY.COM                  | G12                        |
| EXCEVO                       | C80                        |

|                              |                                        |
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| EXPANLY                      | EP11                                   |
| EXPERION                     | G62                                    |
| EXPERRO                      | J54                                    |
| FABRIC ANALYTICS             | K42                                    |
| FASTLY                       | D70                                    |
| FEEDO                        | A60                                    |
| FIDELITY FULFILMENT          | D22                                    |
| FIN                          | C72                                    |
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| FOUNDATION COMMERCE          | F20                                    |
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| GFS                          | C30                                    |
| GLASS ATLAS                  | J60                                    |
| GLOBAL PAYMENTS              | H60                                    |
| GORGAS                       | D40                                    |
| HIVE                         | H52                                    |
| HYPEFILL                     | E12                                    |
| HYPERNODE                    | F20                                    |
| HYPERSKU                     | D76                                    |
| HYVA                         | F20                                    |
| INCARD                       | D72                                    |
| INPOST                       | GLOBAL GROWTH & DELIVERY STAGE SPONSOR |
| INRIVER                      | D75                                    |
| INSURESHIELD                 | E15                                    |
| INTUIT MAILCHIMP             | F20                                    |
| JING SOURCING                | A36                                    |
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| KHAOS CONTROL                | K61                                    |
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| KLEEP                        | EP8                                    |
| KUBIX                        | D40                                    |
| LAUNCH FULFILMENT            | J22                                    |
| LINNWORKS                    | D35                                    |
| LOOP                         | D60                                    |
| LOOP SUBSCRIPTIONS           | F64                                    |
| LOYOLY                       | B52                                    |
| MAGEBIT                      | F20                                    |
| MOLLIE                       | E20                                    |
| MONTA                        | D32                                    |
| NEOSOF                       | H01                                    |
| NEXT3PL                      | J25                                    |
| NOIBU                        | K40                                    |
| NOSTO                        | D30                                    |
| OMNISEND                     | E10                                    |
| ON TAP                       | F20                                    |
| ORDERGROOVE                  | D52                                    |
| ORDERWISE FORTERRO           | D21                                    |
| PAYABL.                      | F10                                    |
| PAYNOVATE                    | B54                                    |

|                            |                                |
|----------------------------|--------------------------------|
| PAYPAL                     | G10                            |
| PERSPECTIVE                | G64                            |
| PIMBERLY                   | G60                            |
| PRICESHAPE                 | D30                            |
| PRICE TRAKKER              | K33                            |
| PROPELLER                  | THE HANGOUT                    |
| PURPLE DOT                 | D62                            |
| PVS EUROPE                 | G58                            |
| RECHARGE                   | G42                            |
| RIXXO                      | C52                            |
| ROYAL MAIL GROUP           | C22                            |
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| SHIPMETREND                | C54                            |
| SHIPSTATION                | GLOBAL GROWTH & DELIVERY STAGE |
| SHIPTHEORY                 | F05                            |
| SHOPARIZE                  | D84                            |
| SHOPIFY                    | D40                            |
| SKULAUNCH                  | EP1                            |
| SKYFORD UK                 | A34                            |
| SOCIAL CLIMBERS COLLECTIVE | K70                            |
| SOCIAL UNITED              | E14                            |
| SOZO                       | TP11                           |
| SPRINT LOGISTICS           | B20                            |
| STRUCT                     | B62                            |
| SUPER PAYMENTS             | J01                            |
| TEMU                       | A32                            |
| THE PIXEL                  | F20                            |
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| TOPFULFIL                  | B44                            |
| TOPTHAI BY DITP            | D12                            |
| TROVE                      | EP6                            |
| TRUE DIGITAL               | B62                            |
| UK SERVERS                 | B50                            |
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| VATAI                      | K50                            |
| VIGILO                     | J52                            |
| VVO AB TASTY               | K20                            |
| WHISTL PARCELS             | E60                            |
| WM TANGRAM                 | A59                            |
| WOOCOMMERCE                | H10                            |
| WYNNSTAY SOLUTIONS         | K24                            |
| YARI LABS                  | EP1                            |
| YEPAI                      | K34                            |
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| YOTPO                      | C35                            |
| ZIPCHAT                    | B48                            |
| ZOHO                       | E52                            |
| ZZFULFILLED                | B60                            |

## TECHNOLOGY FOR MARKETING

|                            |                                    |
|----------------------------|------------------------------------|
| ACUDO                      | L35                                |
| ADROLL                     | G02                                |
| AUTOMATED ANALYTICS        | M25                                |
| BANNERFLOW                 | C40                                |
| BLAME IT ON MARKETING      | THE HANGOUT                        |
| BOARDROOM ADVISORS         | N56                                |
| CANTO                      | L22                                |
| COMERIX                    | M62                                |
| CREATIVECX                 | L55                                |
| CYRANE                     | M20                                |
| DECIMA2                    | TP4                                |
| DIGINIUS                   | M30                                |
| DOTDIGITAL                 | G30                                |
| FLOWGANISE                 | TP2                                |
| INTERNATIONAL CONFEY       | C08                                |
| IRIDE                      | TP6                                |
| KAMELEOON                  | K55                                |
| KIME.AI                    | M55                                |
| KINETO                     | SILVER SPONSOR                     |
| KOGAN PAGE                 | N60                                |
| LEAD FORENSICS             | L32                                |
| LEADOO                     | L50                                |
| LEVERAGE                   | L24                                |
| LIVE STORY                 | D54                                |
| LOMO AI                    | M54                                |
| M11                        | M52                                |
| MARTECH3D                  | G01                                |
| MIDA                       | TP9                                |
| MILO AI                    | M50                                |
| NETHORITY TECHNOLOGIES     | TP5                                |
| NORTH BRAIN                | N50                                |
| NORTHELL                   | M64                                |
| OPTIMIZELY                 | J50                                |
| PRECIS                     | B51                                |
| PREZZEE                    | TP12                               |
| QUANTCAST                  | G40                                |
| RETAIL TECH INNOVATION HUB | N54                                |
| ROBOQUILL                  | TP1                                |
| SCALABLE                   | K62                                |
| SEOCALITY                  | K64                                |
| SITECORE                   | K30                                |
| SO WHAT LABS               | M60                                |
| SOCIAL SUPERMARKET         | L40                                |
| SPOKI                      | K22                                |
| SUPERMETRICS               | L20                                |
| TELELEO                    | M32                                |
| TEXTYESS                   | TP7                                |
| WEBFLOW                    | AI-POWERED MARKETING STAGE SPONSOR |
| WEGLOT                     | L30                                |
| WILGOT                     | M65                                |
| WP ENGINE                  | M22                                |

MAIN STAGE:  
FUTURE OF  
DIGITAL  
COMMERCE

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C80 C82

D80 D82 D84

C70 C71  
C72

D75 D76  
D70 D72

VIP & SPEAKER LOUNGE

Sponsored by



A60

B60 B62

C50 C52

D62 D64

E60 E64

F60 F62

A59

B58 B56

C54 C51

D60

F64

A58

EP11

B54 B52

C40 C45

D54 D52

E52

F50

EP10

C44

F48

EP9

B50 B51

C41

D50

E50

EP8

EP7

D40

EP6

EP5

EP4

EP3

EP2

B40 B44 B46 B48 C42

EP1

A38

B30

C30 C35

D32 D35

A36

B35

D30

A34

A32

B22 B24

C25 C22

D21 D22

E20

F20

B20

D20

GLOBAL GROWTH  
& DELIVERY STAGE

Sponsored by



C10

D12 D14

E14 E15

F10

D10

E10 E12

F05

C08



C1  
BOLT  
VIPs

VISITOR  
ENTRANCE  
N5

E01

F01

SPEAKER CHECK IN

G0



# THE HEADLINE STAGE

|     |     |     |     |     |
|-----|-----|-----|-----|-----|
| G60 | G62 | H60 | J60 | J61 |
| G58 | G64 |     | J64 | J62 |

|     |     |     |     |     |
|-----|-----|-----|-----|-----|
| G50 | H52 | H54 | J54 | J52 |
|     | H50 |     | J50 |     |

|     |                               |  |  |  |
|-----|-------------------------------|--|--|--|
| G42 | <div>OPTIMISATION STAGE</div> |  |  |  |
| G40 |                               |  |  |  |

|     |                                                                                                                                                                            |  |  |  |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|
| G30 | <div>CX &amp; LOYALTY STAGE</div> <div>Sponsored by</div> <div>Columbus  Dotdigital</div> |  |  |  |
|     |                                                                                                                                                                            |  |  |  |

|  |     |     |     |
|--|-----|-----|-----|
|  | H20 | J25 | J22 |
|  |     |     |     |

|     |     |     |
|-----|-----|-----|
| G12 | H10 | J10 |
| G10 |     |     |

|     |     |     |     |
|-----|-----|-----|-----|
| G01 | G02 | H01 | J01 |
|-----|-----|-----|-----|

|     |                                                                                   |
|-----|-----------------------------------------------------------------------------------|
| ST1 | K72                                                                               |
| K70 |  |

|     |     |
|-----|-----|
| K61 | K64 |
| K60 | K62 |

|     |
|-----|
| K55 |
| K50 |

|     |     |
|-----|-----|
| K40 | K42 |
| K35 |     |

|     |     |
|-----|-----|
| K32 | K33 |
| K30 | K34 |
|     | K31 |

|     |     |
|-----|-----|
| K20 | K24 |
|     | K22 |

|     |
|-----|
| K10 |
|-----|

## AI POWERED MARKETING STAGE

Sponsored by



|     |     |     |
|-----|-----|-----|
| L60 | M64 | M65 |
|     | M60 | M62 |

|     |     |     |     |
|-----|-----|-----|-----|
| L50 | L55 | M54 | M55 |
|     |     | M50 | M52 |

|     |     |     |              |
|-----|-----|-----|--------------|
| L40 | L42 | L44 | SALES OFFICE |
|-----|-----|-----|--------------|

## INTELLIGENT DATA & CUSTOMER INSIGHTS STAGE

|     |     |     |     |
|-----|-----|-----|-----|
| L32 | L35 | M30 | M32 |
| L30 | L34 | M25 |     |

|     |     |     |
|-----|-----|-----|
| L20 | L24 | M22 |
|     | L22 | M20 |

## MAIN STAGE: THE NEXT ERA OF MARKETING

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SELFIE SPOT

N66

THE HANGOUT

N60

N56

N54

N50

TP11

TP12

TP10

TP9

TP8

TP7

TP6

TP5

TP4

TP3

TP2

TP1

N49  
SALES  
ADMIN  
OFFICE

VISITOR  
ENTRANCE  
N6



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