

RetailX  
EVENTS

Commerce 26  
20 MEDIA  
Festival

# RETAIL MEDIA EUROPE

In partnership with:  
**CRITEO**

14th May 2026 |

CONVENE, LONDON

## Be at the heart of the conversation at **Retail MediaX Europe 2026**

Retail media leaders from across Europe are set to gather at [Retail MediaX Europe 2026](#) to share their experiences and learnings at a time of fast change.

More than 750 attendees are expected at the industry's largest conference in Europe, which is taking place on May 14 at Convene, London, supported by headline sponsor Criteo. There, they can hear from more than 75 speakers across three conference tracks, while meeting and reconnecting with their peers in a variety of networking opportunities. The event opens at 08.00 and closes at 18.00.

A packed agenda stretches across three conference tracks, featuring presentations, debates, and networking opportunities. Retail media leaders at Screwfix, Frasers Group, Trainline, Bol.com, Google and Kingfisher will share their insights, experiences and advice about how best to scale and create value at a time when the industry is now moving out of its start-up phase to become a broad-based commerce media ecosystem.

*"Retail MediaX (RMX) Europe is where the people actually doing the work come to compare notes, challenge each other and swap what's really working – on stage and on the show floor," says Ian Jindal, founder of RetailX. "We've built RMX Europe around conversations, not keynotes where you sit back and forget. Expect full rooms, frank debate and the kind of off-mic advice you only get when the whole industry is in one place. If you care about how retail media really drives brand and retail growth, not just slideware, you need to be in the room on May 14."*

# Learn from retail media leaders

**Retail MediaX Europe 2026** opens at 08.00 on May 14 for registration before conference chair Colin Lewis opens the event at 09.10. A panel featuring Roger Dunn of Retail Media & AI Consultancy and Zalando VP Joanna Rogers, will explore the next phase of the retail media industry as it continues to build scale before Criteo's Andy Stephen, managing director, retail media UK, sets out the opportunities for growth across retailers and channels.

Colin Lewis, event chair, global retail media guru and RMX Podcast host, will lead a panel session exploring the findings of the Retail Media Report 2026. "I'll be unpacking the Retail Media Report 2026 on stage, then stress-testing it in panels, roundtables and show floor chats," he says. "Bring questions, challenges and examples, because this is a working session for the industry, not a lean-back day."

He adds: "Around the world, everyone talks about retail media. At RMX Europe, the people building the networks and writing the cheques actually show you how they're doing it. The agenda this year mirrors the real conversations I'm having on the RMX Podcast (creativity, performance and innovation) but live, in a room full of people who can change things tomorrow in the office."

From 1145, the event divides into three streams: Creativity and Collaboration, Impact and Performance, and Innovation and Technology. Speakers from brands and retailers including Frasers Group, Ocado Retail, Pepsico, WPP Media, Pearson and Dunnhumby will take centre stage in the conference streams.

The full event reconvenes for a keynote closing panel featuring Roxanne van Duijn, Google's retail media lead in Germany, Justin Sandee, director of commercial development at [bol.com](https://www.bol.com) retail media, and H el ene Trad, director of retail media at Kingfisher, who will together look ahead to what comes next for the retail media industry.

The day ends with an exclusive preview of Colin Lewis' latest report, *The Seven Challenges for Retail Media in 2026*, and a final networking session.

Event organiser Mark Pigou, co-founder of RetailX, says: "Retail MediaX Europe is the annual meeting place for this industry – one day when brands, retailers, agencies and tech all clear the diary and get in the same room. We've designed the whole experience around meeting people. From the three track programme to structured networking and the RMX Award, and the conversations you have between sessions.

Last year's event proved there's huge appetite for a no-nonsense forum where practitioners can swap what works, what doesn't and what's next. This year we're doubling down on that energy."

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RETAIL  
MEDIA  
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In partnership with:  
CRITEO

FMCG  
SUMMIT

CTV  
CTV, OTT and Streaming  
SUMMIT

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Retail MediaX Europe is part of RetailX Events' Commerce Media Festival, with three events colocated on the same day: [Retail MediaX Europe](#), the [CTV Summit](#) and the [FMCG Summit](#). Delegate passes give access to all sessions at all three events, giving visitors the choice and opportunity to find the content that answers all their questions.

RetailX's Jindal says: *"It's a Commerce Media festival since, in addition to three expert tracks on Retail MediaX, we have a conference on FMCG more broadly, and on CTV (connected and addressable TV). Performance marketers, exploring channels and surfaces with a data mindset, will recognise that the disciplines of commerce media keep extending."*

After the event ends, industry stars will head off to London's highest venue, Horizon 22 - at 22 Bishopsgate - for the [Retail MediaX Awards](#).

Event chair Lewis says: *"After the conference comes the party! Join us at the RMX Awards, where we celebrate the industry change-makers, voted on by their peers. We'll be raising the roof at London's highest party venue - fitting end for an intense day."*

*"Between the conference, the RMX Awards at Horizon 22 and the RMX Podcast, we're stitching together one continuous conversation about the future of retail media. London is where it all comes together in person,"* says RetailX's Jindal.

[Find out more about Retail MediaX 2026](#)

[Explore the agenda](#)

[Register to attend](#)