

retailing to the customer of one in the



LATEST AGENDA

THURSDAY, SEPTEMBER 17, 2015

Hosted and moderated by
Emily Maitlis, BBC Journalist
and Presenter of Newsnight

- 12.30pm-1.00pm Arrival and Registration
- 1.00pm Delegates take seats in Theatre
- 1.10pm Emily Maitlis, BBC Journalist and Presenter of Newsnight introduces the event

1.15pm-1.30pm **KEYNOTE:** David Roth, CEO, The Store WPP, EMEA
"RETAILING TO THE CUSTOMER OF ONE IN THE IoT AGE"

1.30pm-1.55pm **KEYNOTE:** Joe Jensen, Worldwide VP and General Manager for Retail Solutions Division, Intel
"RE-ENVISIONING THE CONSUMER AND RETAIL WORLD WITH SMART EVERYTHING AND THE TECHNOLOGY THAT WILL DRIVE IT"

1.55pm-2.15pm Andrew Curry, Director, The Futures Company and David Wright, Head of Innovation, Kantar
"THE IoT'S IMPACT ON SOCIETY AND INSIGHTS"

2.15pm-2.30pm Chris Perry, CEO, Wunderman:
"THE REALITY OF REACHING AND COMMUNICATING TO THE CUSTOMER OF ONE"

2.30pm-2.40pm **PANEL #1: "SHOPPER INSIGHT, CUSTOMER OF ONE"**
Chris Perry, Wunderman, Andrew Curry, The Futures Company, David Wright, Kantar,

2.40pm-2.55pm Neil Bruce, Head of Mobile, Mindshare Worldwide:
"THE TRIANGULATION OF LOCATION, DATA AND THE INDIVIDUAL IN AN IoT WORLD"

2.55pm-3.05pm **KEYNOTE INTERVIEW:**
Lord Wei in conversation with Emily Maitlis
"IoT BUT WHAT ABOUT THE JOBS AND LOCAL COMMUNITIES"

3.05pm-3.20pm **PANEL #2: "WORKING WITH IoT ENTREPRENEURS TO ACCELERATE IoT IMPLEMENTATION"**
Lord Wei, Joe Jensen, IoT entrepreneurs: Ofer Klein, Founder and CEO, kwik, Szymon Niemczura, Founder, Kontakt.io,

3.20pm-3.40pm Coffee Break

3.40pm-3.55pm James Bidwell, CEO, Springwise:
"IoT INNOVATIONS FROM AROUND THE GLOBE"

3.55pm-4.05pm **PANEL #3: "THE RISE OF THE INTELLIGENT MACHINES "**
David Brebner, Founder, Umajin, Steve Newbury, Williams F1 Advanced Engineering, Andy Jones, Salmon

4.05pm-4.20pm Lionel Paillet, General Manager, Europe, Nest Labs (A Google Alphabet Company)
"THE SMART AND CONNECTED HOME"

4.20pm-4.35pm Jon Hamm, Global Executive Creative Director, Geometry Global:
"IoT - A REVOLUTION IN THE PATH TO PURCHASE"

4.35pm-4.50pm Acceleration:
"WHAT NEW DIGITAL CAPABILITIES DO WE NEED TO IDENTIFY, MASTER AND DEPLOY"

4.50pm-5.05pm **PANEL #4: "RETAIL AS USUAL OR A RADICAL TRANSFORMATION"**
David Sharp, Head of Technology 10x, Ocado, Boren Novakovic, Head of Digital, Kimberly Clark EMEA, Jon Bird, Global CEO, Y&R Labstore, Philip Moynagh, Vice President, Internet of Things Group and General Manager, Quark Solutions Division, Intel

5.05pm-5.20pm **KEYNOTE:** Tim Greenhalgh, Chairman and Chief Creative Officer, Fitch Worldwide:
"IoT CHANGES DESIGN THINKING IN THE PHYSICAL AND VIRTUAL RETAIL ENVIRONMENT"

5.20pm-5.30pm David Roth: "WHERE DO WE GO FROM HERE?"

5.30pm-6.10pm BREAK: Refreshments and drinks in the bar area

6.15pm-7.00pm Showtime begins "SMART EVERYTHING EXPERIENCE"

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VENUE:



ual: university of the arts london central saint martins

Central Saint Martins College of Arts and Design:
Granary Building, 1 Granary Square, London N1C 4AA
(Kings Cross St Pancras tube)

MAP



An event by
WPP



BARROWS

geometry global

FITCH

wunderman

acceleration

MINDSHARE

SMOLLAN

lab store

Salmon
SHARING FUTURE COMMERCE

6.15pm - 7.00pm

IT'S SHOWTIME...

SMART EVERYTHING EXPERIENCE

Where IoT comes to life

An interactive "fashion-esque experience" featuring an eclectic mix of the concepts, products, applications and ingenuity that will revolutionise the way we sell and build brands. From smart shelves, wearables, smart packaging to, well, smart everything...

SEE THIS NEW WORLD COME TO LIFE FROM THE DIFFERING PERSPECTIVES OF SHOPPERS, RETAILERS, BRAND-OWNERS AND OUR CUSTOMERS' LIVES.

A unique, immersive experience for your senses, imagination and brain. Some of the ideas, concepts, products and innovations we will reveal will make you gasp... some will make you laugh... and some you will want to put to use immediately...

...But combined they tell a story of what The Future of Retail in an IoT World will be. And where the opportunities for you lie. COME WITH US ON THIS EXCITING JOURNEY.

VENUE:

ual: university
of the arts
london
central
saint martins

Central Saint Martins College of Arts and Design:
Granary Building, 1 Granary Square, London N1C 4AA
(Kings Cross St Pancras tube)

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