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TICKET OFFER

WIRED
Retail

EVENT BROCHURE

OCTOBER 11, 2017 | KINGS PLACE, LONDON
WIRED.UK/RETAIL2017

The last 18 months have highlighted the fragility of the retail industry, but has also showcased the opportunities for brands ready to evolve with innovation. Discover the trends and future of the retail industry and learn how the virtual and physical experiences can combine into a new dynamic. Join us at WIRED Retail 2017 and hear from 20 of the most exciting individuals paving the way for Retail 2.0.



300+
event attendees

70%
board-level, founders,
co-founders, directors,
presidents and VPs

3.5+
hours of networking

**JOIN SENIOR-LEVEL
RETAIL PROFESSIONALS,
INVESTORS AND
STARTUPS INCLUDING:**

- Director
- Managers
- Heads of well-known companies (such as Amazon Pay)
- Chief Executive Officers
- Commercial Directors
- Marketing specialists
- Co-founders
- CEOs
- Managing Directors
- Senior Vice Presidents
- Directors of retail and industry heads.

A SAMPLE OF ATTENDING COMPANIES AT WIRED RETAIL:

ACS
Amazon Pay
Benchmark Design
Brewgooder
Black
CBRE
Global Investors

Debenhams
eBay
Ettinger
Facebook
Farfetch
Functional Fragrances
Google

Grabble
Havas Media
Hennes and Mauritz
John Lewis
Landsec
LK Bennett

London College of Fashion
Made.com
Marks and Spencer
Microsoft UK
Mulberry
Naim Audio

Playfair Capital
River Island
Rolls-Royce Motor Cars
Royal Dutch Shell
Selfridges
Sonoco Trident

SPAR Business Services
Tesco
Tictail
Unilever

“Congratulations on an exceptionally curated, well-executed and compelling event. Looking forward to the next one!” - WALEED AYOUB, CHIEF PRODUCT OFFICER, RUBIKLOUD

KEYNOTE STAGE

Curated by the WIRED editorial team, the Keynote Stage offers a unique opportunity to hear a collection of fascinating stories, ideas and insights from industry influencers.

From well-known organisations to rising stars, our speaker faculty will inspire, provoke and challenge how you tackle your business strategies.



Click above to view the WIRED Retail 2016 highlights video



EY ACCESS STAGE

Curated by the WIRED team, the EY Access Stage provides a different side to our speakers, as we interview them onstage in a series of fireside chats. The EY Access Stage is also home to WIRED's highly anticipated Startup Showcase, a lineup of up-and-coming future stars to keep an eye on.

TEST LAB

WIRED's Test Labs showcase the latest technology, design and ideas – many of which are in beta, pre-launch or simply a labour of imagination.

This means our attendees can focus on and experience the innovation firsthand.



NETWORKING

Our attendees are senior-level and savvy – but most importantly, they are proactively learning about ways to instill innovation within their own organisations and business strategies. We curate our events to promote networking naturally between like-minded executives – no need for forced match-making.

Some of the amazing individuals who will share their compelling stories:



JANINE ALBRECHT WEBB
GM DIGITAL AND TECHNICAL MARKETING INTEGRATION, ROYAL DUTCH SHELL

Janine is responsible for leading the digital and technical integration for Shell's marketing businesses. She had a key role in the development of Shell's global payments acceptance strategy as well as managing the relationship with schemes, international acquirers and other key players in the payments ecosystem.



GRAHAM COOKE
CHIEF EXECUTIVE OFFICER, QUBIT

Qubit delivers highly persuasive personalisation at scale, transforming the way businesses understand and influence their customers. Under Cooke, Qubit has more than doubled every year and is enabling enterprises to win and retain customers by having a focus on multi-channel personalisation.



PER CROMWELL
CO-FOUNDER AND CEO, WHEELYS

Bicycle-based café chain Wheelys enables anyone to become a café-owner and entrepreneur. Co-founder Cromwell is also the designer behind the Moby Store – a self-driving retail solution.



SANDRINE DEVEAUX
MANAGING DIRECTOR, FARFETCH STORE OF THE FUTURE

Luxury e-commerce platform Farfetch has been valued at more than a billion dollars. Deveau is filling its Store of the Future with new and experimental augmented retail technologies, blending offline and online retail.



MATTHEW DRINKWATER
HEAD OF FASHION INNOVATION, LONDON COLLEGE OF FASHION

As an award-winning influencer in wearable technology, Matthew Drinkwater is known for creating beautiful wearable tech which brings augmented reality and virtual reality into the real world.



JENI FISHER
BUSINESS DEVELOPMENT MANAGER GOOGLE PLAY APPS, UK & NORDICS

Working with EMEA lifestyle and shopping developers to build sustainable businesses on Google Play, Fisher previously curated Play Store editorial merchandising across apps, games and digital content.



ELRAM GOREN
CO-FOUNDER & CEO, COMMONSENSE ROBOTICS

Goren's CommonSense Robotics, founded in 2014, is building robot-based, on-demand supply-chains that enable sustainable one-hour delivery to customers.



JENNY GRIFFITHS
FOUNDER, SNAP TECH

Still under 30 and an MBE, computer-science graduate Jenny Griffiths is one of the stars of the UK tech sector. A pioneer of visual-search technology, Snap Fashion allows users to shop using their own reference pictures.



MARTIN HARBECH
DIRECTOR, COMMERCE, FACEBOOK

Harbeck will share Facebook's roadmaps for developing current platforms, as well as technologies such as VR and AR, to help retailers keep pace with consumers.



ANNABEL KILNER
COMMERCIAL DIRECTOR, MADE.COM

Annabel Kilner heads up five markets for Made.com, the fast-growing designer furniture brand known for its success linking online customers with in-store staff.



LEILA MARTINE
DIRECTOR, NEW DEVICE EXPERIENCES, MICROSOFT UK

Leila Martine is responsible for introducing new and innovative Microsoft products to the UK market. One product, the HoloLens, shows how mixed reality can enable new ways of interaction between brand and customer, and consumers.



HELEN MERRIOTT
PARTNER AND RETAIL & CONSUMER PRODUCTS LEADER, UK & IRELAND, EY

Working with the UK's leading retailers across grocery, apparel/fashion and convenience for the past 26 years, Helen works with organisations to set direction and deliver results for consumers, stakeholders and employees.



JEREMY MORRIS
INDUSTRY HEAD, RETAIL, GOOGLE

Morris leads relationships with Google's partners across the retail and technology sectors, including omni-channel retailers. His team helps create and execute digital strategies across Google's online platforms, including search, video, mobile and display.



DANIEL MURRAY
CO-FOUNDER, GRABBLE

Entrepreneur and angel investor Daniel Murray is co-founder of UK's fastest-growing fashion and lifestyle app Grabble and is the host of popular podcast The Secret Lives of Leaders



CRAIG O'DONNELL
HEAD OF INFORMATION SYSTEMS, LANDSEC

Responsible for all technology across the Land Securities property portfolio, O'Donnell's areas of focus are digital strategy and innovation. He'll be speaking about the future of bricks-and-mortar retailing, data harvesting and the impact of the internet of things.



KAREN PEPPER
HEAD OF THE UK, AMAZON PAY

Karen Pepper is responsible for leading Amazon's payment services for third party merchants in the UK including Amazon Pay and the associated value-added services.



KIRA RADINSKY
DIRECTOR OF DATA SCIENCE AND CHIEF SCIENTIST, EBAY ISRAEL

Kira Radinsky is building the next generation of predictive data mining, deep learning and natural language processing solutions to transform e-commerce.



JOHN VARY
FUTUROLOGIST AT THE JOHN LEWIS PARTNERSHIP

John Vary leads Room Y, the UK department store's in-house skunkworks, and oversees the creation and development of special projects geared around multi-sensory experiences as well as the company's JLAB technology accelerator.



CARL WALDEKRANZ
CO-FOUNDER AND CEO, TICTAIL

Social shopping site Tictail is a marketplace for fashion and homewares buyers and sellers. Dubbed "the Tumblr of retail", it sells brands from 140 markets and last year opened a physical store in New York.

Seven startups to announce:

**Boldmind Ltd**

CEO and co-founder Dagmara Lacka will present big-data engine Boldmind and reveal how propriety insights can help retailers increase footfall and sales through smart content distribution.

**Brewgooder**

Alan Mahon founded Brewgooder, the Scottish craft-beer company that donates 100 per cent of its profits to clean drinking-water projects around the world.

**BuzzStreets**

CEO João Fernandes created BuzzStreets as a door-to-door navigation system for shopping malls, airports and hospitals, to “deliver the right message to the right audience at the right time in the right place”.

**Localistico**

Local-marketing platform Localistico was founded by Ricard Varela, who will tell WIRED Retail how its product links on- and offline data to improve customer footfall.

**MishiPay Ltd.**

Tanvi Bhardwaj co-founded shopping app MishiPay to help abolish queuing – by simplifying the shopping experience to a three-click system.

**Stowga**

Charlie Pool launched on-demand marketplace Stowga for buying and selling warehousing and logistics services, which help retailers scale their logistics needs in line with their business needs.

**Wonder**

Alex Berezovskiy's sharing platform Wonder enables its customers to rent innovative products for a few days at a time, offering access to upcoming technology to a larger audience.

MAIN STAGE

AM

8.15	REGISTRATION
9.00	CURATOR'S WELCOME
9.05	THE POSSIBLE FUTURES OF RETAIL John Vary, John Lewis
9.25	PARTNER SESSION: CONVENIENCE AND THE CONNECTED CONSUMER Karen Pepper, Amazon Pay
9.45	BRICKS AND MORTAR GET SMART Craig O'Donnell, Landsec
10.05	VR, AR, BOTS, MOBILE AND MORE Martin Harbeck, Facebook
10.25	THE POTENTIAL OF PREDICTIVE ANALYTICS AND CONVERSATIONAL COMMERCE Kira Radinsky, eBay Israel
10.40	BREAK

11.15	ROBOTS AND THE FUTURE OF FULFILMENT Elram Goren, CommonSense Robotics
11.35	HOW CUSTOMERS CAN REALLY GET WHAT THEY'RE LOOKING FOR Jenny Griffiths, Snap Tech
11.55	HOW SMART CAN SEARCH GET? Jeremy Morris, Google
12.15	NAVIGATING THE NEW APP LANDSCAPE Daniel Murray, Grabble
12.30	LUNCH AND NETWORKING
12.50	QUBIT LUNCH PANEL: USING AI TO CONVERT MOBILE CUSTOMERS Hosted by James Temperton, WIRED

PM

13.35	MICRO-BRANDS AND THE DIGITAL MARKETPLACE Carl Waldekranz, Tictail
13.55	INNOVATION IN HIGH FASHION Matthew Drinkwater, London College of Fashion
14.15	THE AUGMENTED REALITY STORE Leila Martine, Microsoft UK
14.35	MAKING THE MOST OF POP-UP RETAIL Annabel Kilner, Made.com
14.50	NETWORKING
15.25	ANYONE CAN BECOME A RETAILER Per Cromwell, Wheellys
15.45	OMNI-CHANNEL IS OVER. SO WHAT'S NEXT? Sandrine Deveaux, Farfetch Store of the Future
16.05	STARTUP SHOWCASE WINNER
16.15	CURATOR'S CLOSING REMARKS
16.20	NETWORKING

AGENDA

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EY ACCESS STAGE

AM

8.15 REGISTRATION

10.40 BREAK

11.15 PARTNER SESSION: FIRESIDE CHAT WITH... Helen Merriott, EY

11.30 FIRESIDE CHAT WITH... Jeni Fisher, Google

11.45 PARTNER SESSION: CLICKS AND MORTAR – REDEFINING THE PHYSICAL STORE Janine Albrecht-Webb, Shell

12.00 FIRESIDE CHAT WITH... John Vary, John Lewis

12.15 STARTUP SHOWCASE... Alex Berezovskiy, Wonder

12.25 STARTUP SHOWCASE... Dagmara Lacka, Boldmind

12.30 LUNCH AND NETWORKING

PM

13.35 STARTUP SHOWCASE... Tanvi Bhardwaj, MishiPay

13.45 STARTUP SHOWCASE... Alan Mahon, Brewgooder

13.55 STARTUP SHOWCASE... Charlie Pool, Stowga

14.05 STARTUP SHOWCASE... Ricardo Varela, Localistico

14.15 STARTUP SHOWCASE... João Marques Fernandes, BuzzStreets

14.25 FIRESIDE CHAT WITH... Sandrine Deveaux, Farfetch Store of the Future

14.40 STARTUP SHOWCASE WINNER ANNOUNCEMENT

14.50 NETWORKING

Meet WIRED Retail's event sponsors:



EY is a global leader in assurance, tax, transaction and advisory services. With 18,000 retail professionals globally, it helps retailers transform their business to deliver the personal, seamless, omni-channel experience that shoppers increasingly demand – in a way that's profitable and sustainable for them. The retail industry is disrupting fast: shopper behaviour is evolving; new technologies are creating better ways to do business. To achieve profitable growth, retailers must find the right balance between what worked in the past and what's needed for the future. EY will help retailers seize the upside of disruption and turn strategies and tactics into actions that will drive their business forward; we will challenge old thinking, share the latest innovation and bring the holistic and end-to-end perspective that success requires.



Qubit is the leader in delivering highly persuasive personalisation at scale. Award-winning brands in e-commerce, travel and gaming work with Qubit to transform the way they understand and influence their customers. Companies like Ubisoft, CafePress, Topshop, Shiseido, Ladbroke's and Emirates are using the Qubit personalisation platform to increase revenue, build loyalty and significantly improve their marketing efficiency. Every week Qubit is used to personalise approximately \$600 million in online sales. Headquartered in London, the company has offices across Europe and the U.S.



Amazon Pay makes it easy for millions of Amazon customers to login and pay on third party websites using the payment and shipping information stored in their Amazon accounts. Amazon Pay can help merchants add new customers, increase sales and turn casual browsers into buyers. It's fast, easy and trusted – leverage the Amazon brand to grow your business.



Powering the future of urban logistics, **Stuart** is a cutting-edge B2B software platform and on-demand logistics solution that speeds up the way goods are transported in cities. We enable businesses by offering a powerful technology, simply integrated with their website/app, that connects them to high quality couriers. Our solution offers industry leading delivery precision, speed and flexibility.



Taglette develops RFID based microchip technologies to monitor, control and analyze all processes from production to consumption. With the help of Taglette's RFID microchips and antennas that receive signals from those microchips, you can take realtime inventory with 100% accuracy, eliminate theft, locate products in store, gather data including which products are liked, tried and bought most by the customers.



Initition Home of The Extraordinary: a multi-award winning creative innovation company with a finely tuned blend of technological and creative capabilities. With a 16-year track record of seeking out and exploiting new technologies, the team are uniquely positioned to leverage futuristic technology to create multi-sensory experiences and installation-based activations. They work across different technologies, including virtual, augmented and mixed reality, holograms, AI, motion tracking systems and interactive displays.

Our thanks to the WIRED Retail media and association partners:

WARC

A1 Retail



2017 MEDIA PARTNERS

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Join us at WIRED Retail – special rates available for startups, the public sector and charities.

Book any ticket and get a second ticket of equal or lesser value - FREE. Use **241Summer2017** online when booking.

WHICH PASS IS BEST FOR YOU?

PASS TYPE	WHO IS IT FOR?	STANDARD
Standard industry	All enterprise organisations, vendor-providers and companies not meeting the below criteria.	£1,199 + VAT
Startup	Available to retail sector eligible companies still seeking investment and VC banking. A mandatory follow-up survey is required to book this special rate. Start-ups must be involved in the retail sector, and have been founded within the last three years, and have raised less than £3m. Applicants will need to provide supporting documentation. Scaleups welcome.	£499 + VAT
Consumer brands, Government, Public Sector, Charity	Any professional employed within a direct-to-consumer brand, including FMCG, Pharmaceutical and Retailers, as well as the public sector, a registered charity or academia.	£499 + VAT
Taster Pass: Access Stage and limited networking*	Startups, investors, government, public sector and charity professionals who would like a minimal “taster” experience onsite – ideal for those who cannot stay the whole day but want to enjoy some networking, or meet investors who are focused on startups.	£299 + VAT

WHAT'S INCLUDED WITH EACH TICKET?

Terms & Conditions: Payment can be made by credit card using the PayPal system on the following page: wired.uk/security-tickets (you do not require a PayPal account to do this). *NOT available to standard industry type. Bookings must be paid in full by this date in order to receive the early-bird discount. Startups must be in the security/cybersecurity sector, have been founded within the last three years and have raised less than £3 million. A financial institution (FI) is a company engaged in the business of dealing with monetary transactions, such as deposits, loans, investments and currency exchange – they must be regulated by the government. The government, university, charity rate is available to professionals who are employed within the public sector and/or a registered charity. You will be required to have a signed letter of proof of your status to get this rate or provide your registered charity number. Student tickets are available on a first-come, first-serve basis to current students with a signed letter from their university. Only 25 are available.

FEATURE	STANDARD	STARTUP	GOVERNMENT, PUBLIC SECTOR, CHARITY	TASTER
Keynote Stage: 15 of the most exciting influencers in retail and e-commerce will offer top-level views on the future of retail and innovation to engage customers online and in-store.	✓	✓	✓	X
Up to five experts in retail and e-commerce take to the stage for informal on-stage interviews, fireside chats and panels. Plus, WIRED's Start-up Showcase, featuring seven of the most fascinating start-ups and scaleups vying to be named WIRED's choice of the year.	✓	✓	✓	✓
Breakfast, networking and refreshments	✓	✓	✓	X
Morning and afternoon networking, refreshments	✓	✓	✓	✓
Networking and lunch	✓	✓	✓	✓
Evening drinks reception	✓	✓	✓	X
Videos of recorded sessions	✓	✓	✓	✓

2017 BOOKINGS

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Contact the team for group discounts, updates and partnership queries

WIRED's dedicated event team will be happy to discuss your thoughts regarding WIRED Retail – whether you're looking to purchase a single ticket or would like to know more about commercial partnerships and sponsorship opportunities.

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VENUE

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Doors and registration
open at **08:00**

