

RETAIL SUMMIT

2017 | 17 August • Singapore
Mandarin Orchard

WHAT'S NEXT IN RETAIL?



Event Sponsor

nielsen

WHAT'S NEXT IN RETAIL?









AGENDA	
08:00am	Registration & networking over coffee/tea
09:00am	Welcome address
09:10am	<p>Retail in 2017 - Where are we now, where are we headed?</p> <ul style="list-style-type: none"> - Understanding the drivers of today's omnishopper - Trends in impulse behavior: online vs. offline - The role of tech in future proofing your retail business <p>Speakers: Pedro Manosalva, <i>Retailer Services Leader - Growth Markets, The Nielsen Company</i> Garick Kea, <i>Head of Consumer Insights, The Nielsen Company</i></p>
9:40am	<p>The case for an omni-channel retail strategy</p> <ul style="list-style-type: none"> - Replacing broken journeys with seamless experiences - Creating the right organisational structure to thrive with omni-channel - Empowering the customer – how real-time engagement is changing everything <p>Speaker: Lucy McCabe, <i>President, OgilvyRED</i></p>
10:10am	<p>The art and science of shopper-centricity in retail</p> <ul style="list-style-type: none"> - Understanding system 1 decision making - Using behavioural science and neuro-marketing to crack the customer code - Building an analytics framework that helps you better understand your customers <p>Speaker: Prashant Singh, <i>Digital Retail Leader - Global Growth Markets, The Nielsen Company</i></p>
10:40am	Morning refreshment break
11:10am	<p>Shopper-centricity in practice</p> <ul style="list-style-type: none"> - How digital enabled Changi Airport to deepen customer engagement - Personalising the passenger experience - Strategies behind an award winning loyalty programme <p>Speaker: Jeffrey Loke, <i>Vice President, Pricing & Commercial Strategy, Changi Airport Group</i></p>
11:40am	<p>Panel discussion: Getting real about today's retail ecosystem</p> <ul style="list-style-type: none"> - Clicking the brick - Thriving in the age of disruption - Retail in 2018 and beyond <p>Featuring: Garick Kea, <i>Head of Consumer Insights, The Nielsen Company</i> Lucy McCabe, <i>President, OgilvyRED</i> Jeffrey Loke, <i>Vice President, Pricing & Commercial Strategy, Changi Airport Group</i> Michael Tan, <i>Chief Executive Officer Singapore Productivity Centre</i></p> <p>Moderator: Rezwana Manjur, <i>Regional Editor, Marketing Magazine</i></p>
12:15pm	Closing address by <i>Marketing</i> magazine

WHAT'S NEXT IN RETAIL?



Speakers

 <p>Pedro Manosalva <i>Retail Services Leader - Growth Markets</i> The Nielsen Company</p>	 <p>Garick Kea <i>Head of Consumer Insights</i> The Nielsen Company</p>	 <p>Lucy McCabe <i>President</i> OgilvyRED</p>
<p>Pedro began working with Nielsen Colombia in 1994, where he spent 5 years servicing clients such as Gillette, Kraft and Coca-Cola before being promoted to Commercial Director and later RV Director. In 2008 we was appointed as MD in Venezuela, and served as Cluster Leader for the Andean-Caribbean region from 2013 to 2015.</p> <p>In April 2016, Pedro was appointed Retail Growth Market Leader for 19 countries which include: Brazil, Mexico, Colombia, Chile, Japan, Korea, Indonesia, Singapore, Malaysia, Russia, Poland, Turkey, Czech Republic, Slovakia, Hungary, India, Nepal, Bangladesh and Sri Lanka.</p>	<p>Garick is the Executive Director for Consumer Insights in Nielsen Singapore. His research experience ranges from digital analytics to quantitative and qualitative methods, local to global initiatives, and consumer to enterprise studies. His vertical experience includes, but is not limited to, banking, FMCG, government, hospitality, retail and technology.</p> <p>In the community domain, Garick is a District Councillor for the North West Community Development Council in Singapore. He holds a Master of Philosophy (Marketing) and has also completed a Harvard Leadership program.</p>	<p>Lucy has over 20 years of marketing experience. She specializes in identifying growth opportunities for brands, driving marketing transformation and wrestling complex problems into simple solutions. Having started her career with Vodafone in the UK, Lucy went on to spend the past 15 years creating transformational strategies for global brands including American Express, Diageo, Ericsson, Nokia, GSK, Levi Strauss and Unilever.</p> <p>She is an experienced moderator and facilitator and has been a keynote speaker at numerous regional marketing forums.</p>
 <p>Prashant Singh <i>Digital Retail Leader - Global Growth Markets</i> The Nielsen Company</p>	 <p>Jeffrey Loke <i>VP, Pricing & Commercial Strategy</i> Changi Airport Group</p>	 <p>Michael Tan <i>Chief Executive Officer</i> Singapore Productivity Centre</p>
<p>In his role as Growth Market Digital Retail Leader, Prashant works towards building transparent and robust measurement in the eCommerce space. He is a self professed discoverer, learner and influencer in the areas of Measurement, Analytics, Digital Retail and Digital Media.</p> <p>Prashant played a key role in the growth of Nielsen's South Asia business, where he served as MD for 4 years before taking on his most recent challenge; helping brands, platforms and sellers win in their biggest growth markets including Korea, India, Japan, Russia, Indonesia, Mexico, and Brazil.</p>	<p>Jeffrey leads the Pricing and Commercial Strategy Department at Changi Airport Group, where he manages the Changi Rewards CRM program. In this role, he undertakes the marketing, branding and development of the program.</p> <p>Another key area of responsibility for his department is to carry out Consumer Insight research into the shopping and travelling behaviour of passengers at Changi. As such, the team carries out data analytics on passengers at Changi to develop commercial strategies to guide decision making.</p>	<p>As the CEO of Singapore Productivity Centre (SGPC), Michael Tan leads a team of consultants and professionals to drive capabilities development and transform enterprises in the F&B, retail and hospitality industries to be future-ready.</p> <p>Prior to leading SGPC, Michael was the Deputy Director of the Food Division in SPRING Singapore, heading the team in policy formulation and development of the industry. He has held multiple senior positions in various organisations in the ICT industry that has honed his business acumen and helped develop a deep understanding about growing enterprises.</p>