

## AGENDA

# ECOMMERCE ACCELERATED

## NEW MARKETS. NEW CHANNELS. NEW BUSINESS MODELS.

Wednesday 18th October

The Shard,  
32 London Bridge St,  
London SE1 9SG

10:15	Arrival & Refreshments	
11:00	Welcome Address: <b>Marco Vergani</b> , Senior Vice President International, Digital River	
11:15	Analyst Keynote: Differentiating in the Age of the Customer – <b>Michelle Beeson</b> , Analyst Serving Digital Business Strategy Professionals, Forrester Research <a href="#">more »</a>	
12:00	Ecommerce Accelerated – How to Grow into New Markets, Open New Channels & Deploy New Business Models – <b>David Dobson</b> , CEO, Digital River <a href="#">more »</a>	
12:30	Lunch	
13:30 – 14:15	<b>Breakout 1:</b> Subscriptions & Monetisation Strategies – <b>Jason Nyhus</b> , VP Marketing & Communications, Digital River & a panel of industry experts including <b>Hugo Sellert</b> (Avast), <b>Alexander Moiseev</b> (Kaspersky) and <b>Jamie Brighton</b> (Adobe). <a href="#">more »</a>	<b>Breakout 2:</b> Conversion is King. Making the path to purchase as simple as possible - <b>Grant Reid</b> , Senior Director MarketForce, EMEA & APAC and <b>Janine Hamilton</b> , Senior Manager, Marketing Programs, MarketForce, Digital River <a href="#">more »</a>
14:25 – 15:10	<b>Breakout 3:</b> Going Global - Unravelling the Complexities of Global Expansion – <b>Jonas Forsberg</b> , VP, Global Online Sales & Marketing, Jabra & <b>Marco Vergani</b> , Senior Vice President International, Digital River <a href="#">more »</a>	<b>Breakout 4:</b> Achieving Excellence in Customer Experience – <b>Jamie Brighton</b> , Product & Industry Marketing, Adobe EMEA & <b>James Gagliardi</b> , VP Solutions & Innovation, Digital River <a href="#">more »</a>
15:10	Break	
15:25	Customer Keynote: Selling Direct – Taking the leap – <b>Lorrie Mizuko</b> , Director of Ecommerce, HTC <a href="#">more »</a>	
15:55	Industry Expert: The Secrets of Ecommerce Success – <b>Alex Hunter</b> , Digital Brand Expert <a href="#">more »</a>	
16:40	Closing Remarks: <b>Marco Vergani</b> , Senior Vice President International, Digital River	
17:00	Close	
17:30	<b>Networking Reception</b> in Hutong, The Shard – Join us on level 33, for a taste of Hutong's fascinating and diverse cuisines of Northern China and oriental inspired cocktails, while meeting with our experts and senior level peers from companies looking to grow their ecommerce success.	

## SESSION OVERVIEW

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Digital River®

**11:15 Analyst Keynote:** Differentiating in the Age of the Customer – **Michelle Beeson**, Analyst Serving Digital Business Strategy Professionals, Forrester Research

Michelle will share Forrester's research into digital business transformation and how brand manufacturers are tackling the changes of pursuing direct to consumer commerce relationships. She'll also look at the impact on business culture, organisational process, technology and success metrics to drive superior business results.

**12:00 Ecommerce Accelerated – How to Grow into New Markets, Open New Channels & Deploy New Business Models – David Dobson**, CEO, Digital River

David will explore how companies can accelerate their ecommerce growth and expansion, looking at: changing business models to move to be more relationship-centric, boldly venturing into new frontiers, and securing and growing for the long-term.

**13:30 Breakout 1:** Subscriptions & Monetisation Strategies – **Jason Nyhus**, VP Marketing & Communications, Digital River & a panel of industry experts including **Hugo Sellert** (Avast), **Alexander Moiseev** (Kaspersky) and **Jamie Brighton** (Adobe).

This seminar explores ways of giving customers control of their relationship with your brand. Let them choose how they pay, let them define the transaction, and you're on to a winner. Jason Nyhus from Digital River, and leading customer experience experts will discuss the business value of subscriptions in a post-ownership economy. They'll share success stories of how the more frequent and scheduled transaction has created limitless opportunities to build customer loyalty.

**14:25 Breakout 3:** Going Global - Unravelling the Complexities of Global Expansion – **Jonas Forsberg**, VP, Global Online Sales and Marketing, Jabra & **Marco Vergani**, Senior Vice President International, Digital River

Jonas will outline Jabra's direct to consumer ecommerce roll out into China and how the company dealt with the local payments, compliance and tax requirements. Building on the Jabra success story to unravel the complexities of global expansion, Marco will explore how to tackle localisation requirements, including understanding local culture, consumer behaviour and creating local demand, providing preferred payment methods, fulfilment options and adhering to regulations such as VAT and data compliance.

**13:30 Breakout 2:** Conversion is King, Making the path to purchase as simple as possible – **Grant Reid**, Senior Director MarketForce, EMEA & APAC and **Janine Hamilton**, Senior Manager, Marketing Programs, MarketForce, Digital River

Is Website conversion your most important performance metric? Why invest more marketing \$ in SEM or Email, until you have fixed the 'leaky bucket'. Efficiencies gained through marginal improvements in conversion rate can increase marketing efficiency and revenue. As we enter peak trading, we will share some conversion killers and some proven tactics to help you improve your website today.

**14:25 Breakout 4:** Achieving Excellence in Customer Experience – **Jamie Brighton**, Product & Industry Marketing, Adobe EMEA & **James Gagliardi**, VP Solutions & Innovation, Digital River

Powering great customers experiences today demands an unwavering focus on ensuring the four stages of the online customer journey - research, conversion, fulfilment, unboxing – integrate holistically, end-to-end. Adobe and Digital River will look at some best practice examples from companies who excel in this, alongside identifying common pitfalls to avoid.



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**15:25 Customer Keynote:** Selling Direct – Taking the leap – **Lorrie Mizuko**, Director of Ecommerce, HTC

Lorrie shares insights around HTC's decision to sell direct to consumer for the first time. She identifies key considerations for going D2C and looks at HTC's experiences. Shifting from traditional channels meant committing to digital transformation - Lorrie will look at how to bring the organisation with you through the change. She will also provide insight into the successful launch of HTC's VIVE Virtual Reality System.

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**15:55 Industry Expert:** The Secrets of Ecommerce Success – **Alex Hunter**, Digital Brand Expert

Drawing on the insights and success stories shared during Ecommerce Accelerated, Alex will demystify the meaning of brand and customer loyalty in the digital age. He will discuss how companies can effectively partner their offers online and offline and why the essential ingredient to success is to 'be human'.

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**17:30 Networking Reception** in Hutong, The Shard