

POPAI 2017

SUMMIT

Marketing @Retail

LEADING BRANDS & RETAILERS

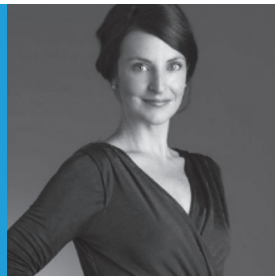
INSPIRING RETAIL ENVIRONMENTS & EXPERIENCES

12-13 October Jones Bay Wharf, Sydney.

Join Telstra, Lush, Mattel, Sunbeam, Shazam AMP Capital Shopping Centres and more.

INTERNATIONAL KEYNOTE SPEAKERS ▶

Jane Perry
CEO
Geometry Global, Singapore



FRESH FROM THE UK ▶

Venu Raavi
Trade Marketing Manager
Reckitt Benckiser



SPEAKERS ▶

Mira Bashi, Telstra | Steve Sos, Shazam | Kristelle Hutchins, Mattel & Emma Keech, Real World Marketing | Natasha Ritz, Lush Cosmetics | Elena Pintado, Sunbeam & Michael Cromer, Conversion Group | Jason Bentley, Aurora Virtual Reality | Belinda Daly, AMP Capital Shopping Centres | John Batistich, Insight Tools | Graham Christie, The Golden Acre | Doug Nicol, On Msg | Vaughan Chandler, Red Planet (Qantas) | Norrelle Goldring, GfK | Gareth Brock, Because | James Purcell, Strategy Z AND MANY MORE!

TOPICS TO BE COVERED ▶

Understanding Amazon | Channel strategy | Creating shopper visitation | Customer experience | Bridging the gap between digital & physical marketing | Harnessing mobile opportunity | Marketing with a purpose | VR for channel planning | Latest in experiential | Bots in marketing | Generation Z and Millennials | Yet to be released data on the size and shape of Australia's shopper and retail marketing industry

www.marketingatretails Summit.com.au

Don't miss the retail marketing industry's leading conference and networking event!

POPAI

THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL

AUSTRALIA & NEW ZEALAND



POPAI 2017

SUMMIT

Marketing @Retail

LEADING BRANDS & RETAILERS

INSPIRING RETAIL ENVIRONMENTS & EXPERIENCES

12-13 October Jones Bay Wharf, Sydney.

Inspiring Retail Environments & Experience - Marketing at Retail Summit Schedule

Day 1 Thursday 12 October
RETAIL & BRAND INSPIRATIONS ►

Session 1 8:30am - 12:10pm

- Jane Perry, CEO, Geometry Global Singapore & Venu Raavi, Trade Marketing, Reckitt Benckiser
- Mira Bashir, Director Customer Experience Improvements, Telstra
- Natasha Ritz, Brand Communication Manager, Lush Handmade Cosmetics - Marketing with purpose
- Belinda Daly, Head of Shopping Centre Marketing, AMP Capital Shopping Centres - Creating shopper visitation
- Vaughan Chandler, MD, Red Planet (Qantas)

Session 2 1:00pm - 4:30pm

- Elena Pintado, Sunbeam with Michael Cromer, Conversion Group - Shoppers, Social and Celebrities
- Kristelle Hutchins, Mattel & Emma Keech, Real World Marketing
- Channel Strategy: Stretching your channel footprint
- Gareth Brock, Managing Partner, BeCause – The latest in Experiential
- Mike Boland, IRI Worldwide
- Panel – The future of Grocery POP Display

www.marketingatretails summit.com.au

Don't miss the retail marketing industry's leading conference and networking event!

POPAI

THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL

AUSTRALIA & NEW ZEALAND



Day 2 Friday 13 October

DIGITAL & FUTURE INSPIRATIONS ▶

9:30am - 3:00pm

- Steve Sos, MD, Shazam - Bridging the gap between digital and physical
- John Batistich, Founder, Insight Tools - Understanding Amazon
- Jason Bentley, Aurora VR - Using Virtual Reality for channel planning
- Graham Christie, The Golden Acre - The future of social media and the shopper journey
- Douglas Nichol, On Msg - The Mobile Shopper. Harnessing the opportunity
- James Purcell, Strategy Z - Forget Millennials – Generation Z, the new reality
- Norrelle Goldring, GfK with Carla Bridge, POPAI - 2017 & Beyond: The face of Australian shopper & retail marketing

Ticket Pricing (ex. GST) ▶

POPAI Members

Day 1 & 2 event pass \$695
Day 1 full day pass \$495
Day 2 full day pass \$395
Session 1 only (Day 1) \$295
Session 2 only (Day 1) \$295

Non-Members

Day 1 & 2 event pass \$1050
Day 1 full day pass \$795
Day 2 full day pass \$595
Session 1 only (Day 1) \$395
Session 2 only (Day 1) \$395



POPAI 2017

Marketing @Retail

SUMMIT

LEADING BRANDS & RETAILERS

INSPIRING RETAIL ENVIRONMENTS & EXPERIENCES

Book at marketingatretails Summit.com.au

PROUDLY BROUGHT TO YOU BY OUR PARTNERS



More information about POPAI may be found at www.popai.com.au
P +61 (2) 9281 2630 E popai@popai.com.au A PO Box 2346, Taren Point NSW 2229, Australia.
General Manager Carla Bridge can be personally contacted on + 61 412 727 774.

popai.com.au