AGENDA



TIME FOR THE TRAILBLAZERS

11.30-12.30 REGISTRATION

Collect your pass, grab a coffee and have a chat while we wait to begin.

12.30-13.00 OPENING REMARKS

Christine Nikolaou and Daniel Torres Dwyer, our hosts from The FMCG Guys

13.00-13.45 DUDE, WHERE IS MY SHOPPER?

Julia Kennedy, Global Strategic Account Director at PriceSpider Efrain Rosario, Co-Host of The FMCG Guys Ricardo Martins, Vice President of International B2B eComm at Timex Group

13.45-14.15 BREAK

Grab a coffee, enjoy some local nibbles, take a call, and explore the venue.

14.15-15.00 AUDIENCE-CENTRICITY

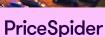
Greg Wolny, Vice President of Marketing at Stackline **Christine Nikolaou,** Co-Host of The FMCG Guys **Laureen Ellison,** Global Head of Digital at Diageo

15.00-15.45 GETTING REAL WITH RETAIL MEDIA

Maurits Priem, Vice President of Monetization at Ahold Delhaize Olivier Thomas, Senior Director of Digital Commerce at Coca-Cola

16.00-20.00 THE 6 CS OF COMMERCE: COCKTAILS & CANAPES @ CANDID COMMERCE @ CAPITAL C

Relax, reflect and enjoy the stunning views from Capital C's High Brow bar. We will provide drinks, a mezze-style dinner and a lovely venue to network, relax and connect.





KANTAR