



Connecting with the Consumer

23 & 24 October 2014
Crown Conference Centre
Melbourne, Australia



ECRA's Annual Supplier & Retailer Convention

Thursday 23 October - Session 1

Chair: Grant Enders, General Manager Supply Chain – Liquor and Coles Express, Coles

- 9.00am *Opening and Welcome Message from the Chair of ECRA*
Clive Stiff
Chairman ECRA
Chairman & CEO, Unilever Australia & New Zealand
- 9.15am **Jim Flannery**
Senior Executive Vice President, Operations & Industry Collaboration
Grocery Manufacturers Association (GMA)
- 10.00am **Stephen Koukoulas**
Managing Director, Market Economics Pty Ltd
- 10.45am MORNING TEA BREAK

Thursday 23 October - Session 2

Chair: Kathryn McLay, General Manager Replenishment, Woolworths

- 11.15am *Convergence of the Digital & Physical Worlds*
John S. Phillips
Senior Vice President, Customer Supply Chain & Global Go-To-Market,
PepsiCo
- 12.45-1.30pm LUNCH BREAK

Thursday 23 October - Session 3

Chair: Adrian Cook, Marketing Director, Tasti Products Limited

- 1.30pm *Driving Business Results from marketing to real people on Facebook*
Phil Bonanno
Client Partner, Facebook Australia & New Zealand
- 2.00pm *Winning in the New Retail Environment*
Jean-Yves Heude
CEO, ChessMate Consulting (Previously Kellogg's CEO)

2.30pm *Consumer Insights and Marketing Activation. Best Practice in Retail Big Data*
Tony Davis
Director, Quantum

3.00pm AFTERNOON TEA BREAK

Thursday 23 October - Session 4

Chair: Robert Scoines, General Manager Logistics, Sanitarium

3.30pm *Emerging technologies for understanding and connecting with the consumer*
Jennifer Lai
Manager, Information Interaction & Visualization, Melbourne Lab, IBM Research

4.00pm *OSA – It's about Trust, Collaboration, and the Consumer being front of mind*
Darren Fitzgerald
Head of Customer Service & Customer Facing Supply Chain – Oceania
Nestle Australia Ltd

4.30pm **On-Shelf Availability Panel**
Industry Executives from leading retail organisations discuss and debate on-shelf availability.

Panel facilitator: Patrick Medley, Managing Partner, Kedleton & Co

Panel Members

- Ron Volpe, Head of Central Supply Chain & Supplier Collaboration, Coles
- Steve Longley, Head of Supplier Management, Woolworths
- John Mullins, General Manager Supply Chain, Foodstuffs SI

5.15pm CLOSE

5.30-7.30pm COCKTAILS

Friday 24 October - Session 5

Chair: James Lane, General Manager Grocery, Coca-Cola Amatil Ltd

- 9.00am *Connecting with the Consumer in a Digital World*
Michele Levine
Chief Executive Officer, Roy Morgan Research
- 9.30am *The Evolving Battle in Grocery: Current trends, view on the retailers, impact of discounters and market outlook.*
Ben Gilbert
Director Australian Retail, UBS
- 10.00am *Fulfilling the needs of the Digital Customer*
Antoinette Ienco
Director Consumer Products Retail & Distribution Team, Capgemini
- 10.30am *Retail Landscape: Today, Tomorrow, The Future*
Kosta Conomos
Executive Director, Retail Industry Group, Nielsen
- 11.00-11.30am MORNING TEA BREAK

Friday 24 October - Session 6

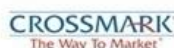
Chair: Graham Dugdale, Executive Director – Commercial, Simplot Australia

- 11.30am *End to End Value Through the Mobile Consumer Connection*
Tim Clover
Director, Engagement Innovation
- 12.00noon *Emerging trends in international retail*
Jessica Richmond
Head of Digital Marketing, Marketing Communications, Coles
2012 Joe Berry Australian Retail Industry Executive Award Recipient
- 12.30pm **Dan Gregory**
CEO, The Impossible Institute
- 1.00pm CLOSE AND LUNCH

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