



CONNECT
WITH YOUR
COMMUNITY

Retail Hive Global Events Calendar - 2019

Q1

Thursday 7 Feb 2019 * London

Post Peak Party - *By invitation only*

Retail Hive members have spent the last 3 months surfing the volume surges of 2018 Peak, keeping on top of the pressure, and putting out Peak related fires. Kicking off the year, this is an informal evening for our Moderators, Storytellers, Partners and Retail Hive advocates to get together, share stories of Peak, celebrate the successes and drown the pains!!!!

Tuesday 12 - Wednesday 13 March 2019

Luton Hoo Hotel, Golf & Spa

The Retail Hive Exchange: Engaging the Connected

Customer - *By invitation only*

The first Retail Hive residential event bringing together 70-80 Digital Leader decision makers from the UK's largest and most innovative retailers. In gorgeous surroundings, conducive to excellent networking and relationship building, members will gain huge value and have a lot of fun too! Through interactive roundtables, problem-solving workshops and bespoke 1-1 meetings schedules, together our retail community will be finding solutions to:

1. Integration of data and technology to deliver on the omnichannel promise
2. End-to-end customer journey mapping to increase conversion
3. Omnichannel fulfilment and the nailing the customer delivery experience
4. Next generation digital marketing and marketing automation
5. Digital transformation and cultural change
6. Content and experience to drive loyalty

Thursday 28 March 2019 * Berlin

The Retail Hive Deutschland: Focus on Fulfilment

Retail Hive members in Germany talk to us above all about the spiralling cost of fulfilling and returning orders across channels - from stock management, to relevant and reliable delivery options, to using stores as fulfilment centres. As supply chains grow more complex, ordering channels multiply and customer expectations increase, fulfilling orders quickly and reliably is a more significant business challenge than ever before. It also provides scope for experience differentiation which is critical in today's competitive market. This meeting brings together German retailers and international retailers focusing on the DACH region to pool expertise and select the best strategies and solutions to shared challenges.

Interactive program to allow for experience sharing and collaboration

- 60-80 retailers
- 6 best-of-breed solution providers

Tailored for Heads of eCommerce & Omnichannel, Supply Chain and Logistics Directors, Heads of International, COOs, Heads of Fulfilment and Delivery

Q2

Thursday 25 April 2019 * London

Digital Luxury: Delivering Amazing Customer Experiences

The numbers of Retail Hive members from the luxury sector have grown significantly in 2018, and they have asked us to curate a day just for them that focuses on challenges and opportunities specific to luxury brands in the fight for today's digitally savvy high-net-worth customers. Loyalty, experience and personalisation are just a handful of the topics they will be discussing. Interactive program to allow for experience sharing and collaboration.

- 50-60 luxury retailers
- 5 best-of-breed solution providers

Tailored for Heads of eCommerce & Omnichannel; Digital, Marketing and Experience Directors.

Wednesday 22 May 2019 * SkyLoft, London

The Retail Hive: Focus on Fulfilment

Interactive program to allow for experience sharing and collaboration Retail Hive members tell us that meeting the demands of multi-channel operations is one of their biggest challenges. Failure to meet multi-channel demand was the most significant internal business threat, cited by 52% of our members. As supply chains grow more complex, ordering channels multiply and customer expectations increase, fulfilling orders quickly and reliably is a more significant business challenge than ever before. This meeting aims to pool expertise to select the best strategies and solutions to shared challenges.

- 80-100 retailers
- 10 best-of-breed solution providers

Tailored for Heads of eCommerce & Omnichannel, Supply Chain and Logistics Directors, Heads of International, COOs, Heads of Fulfilment and Delivery

Wednesday 12 June 2019 * London

The Retail Hive: Customer Experience & Engagement

Interactive program to allow for experience sharing and collaboration The Customer Engagement meeting is part of a series of peer-to-peer discussion based forums where senior executives are invited to share best practice, develop cutting edge concepts and get to grips with the digital marketing landscape through interactive brainstorming sessions on topics such as **1-1 personalisation, programmatic marketing, content marketing, communities, storytelling, predictive analytics** and more.

- 100 retailers
- 10 best-of-breed solution providers

Tailored for CMO's, Digital Directors, Heads of Marketing, Head of Digital Marketing, Heads of eCommerce and Omnichannel

New meetings for the Retail Hive USA in 2019!

Following the hugely successful launch meeting of the growing Retail Hive membership in the USA in NYC in Sept 2018, members are asking us to bring more Hive events Stateside.

We are planning:

- 9 April 2019, San Francisco * Data, Analytics & the Connected Customer
- 2 May 2019, Atlanta * Focus on Fulfilment

Dates and locations to be confirmed

Q3

Wednesday 10 July 2019 * London

The Retail Hive: Cracking International Markets

Extending the digital offering outside of domestic markets represents an enormous opportunity for growth for many of the Retail Hive members. Many are investing in launching and scaling in international markets, and though the opportunity is huge, the path to success is far from straightforward! This Hive meeting will tackle the common pitfalls in eCommerce internationalization. Together participants will explore the complex issues associated with cross border eCommerce including pricing, language, shipping, resourcing, local marketing, payments and technology infrastructure.

- 80 retailers
- 10 best-of-breed partners to help with international roll out

Tailored for *CEOs, Digital and eCommerce Directors, Heads of International / Global eCommerce and Omnichannel, Heads of Operations, Heads of CX/UX*

Wednesday 11 September 2019 * London

The Retail Hive: Innovation & Collaboration

This day will provide members with insight into innovations on the horizon and the way in which the retail world is being transformed by new technologies and responding to the digital age. Innovation in retail is gathering pace rapidly with players large and small investing in ground-breaking technology. Virtual and augmented reality, AI, IoT, robots, wearables, 3D printing, drones, mobile wallets, visual search, apps and GPS technology are transforming aspects of the retail experience; from ordering, payment and product interaction through to fulfilment and returns.

But being innovative is no easy task and collaboration within the industry is crucial so we can share experiences and good practices.

We're glad to be part of this exciting dialogue.

- 100-120 retailers
- 10 best-of-breed SIs, technology providers & platforms
- 10 technology startups developing practical applications for new technology

Tailored for *CEOs, COOs, Digital Directors, Heads of Innovation, Heads of eCommerce & Omnichannel, Heads of CX/UX*

Wednesday 18 September 2019 * Amsterdam

New Hive: Digital D2C for Brands – Driving Loyalty and Experience

More and more brands are becoming members of the Retail Hive and they have a lot to learn from retailers. However, they also are grappling with some very specific challenges unique to their vertical as they juggle multiple channels, partners, resellers whilst trying to understand more about their customers. This meeting will bring brands together to talk about increasing loyalty and engagement with existing customers, develop a direct line of dialogue, and do all of this without hurting the performance of existing channels.

Interactive program to allow for experience sharing and collaboration

- 60 retailers
- 6 best-of-breed partners to help with loyalty, experience and engagement.

Tailored for *Digital and eCommerce Directors, Heads of D2C, Product, Experience and Customer Loyalty.*

Wednesday 25 September 2019 * New York

Retail Hive USA: Omnichannel and the Future Store

Following our 2018 launch event this meeting will build on the dialogue Hive members kicked off around the future store and the reality of what it means to be omnichannel. Under pressure to be “phygital” and exceed ever more demanding customer expectations there is a lot of opinion and insight to share around these topics.

Interactive program to allow for experience sharing and collaboration

- 80-100 retailers

Q4

Wednesday 9 October 2019 * UK tbc

Retail Fulfilment Leaders Meeting - By invitation only

Fulfilment challenges that Europe's largest retailers are grappling with are very different from those faced by smaller retailers. This invitation-only meeting is strictly limited to just 40 of the most senior decision makers from Europe's largest retailers with the most complex networks. Focusing in on topics that are specific this category of retailer will allow for deeper and more insightful dialogue which is 100% relevant to this group of members. Conversation will be curated to address challenges unique to this audience and attendees will be assessed on scale/complexity of fulfilment and supply chain; as well as size of investment budget allocated to fulfilment and delivery.

- Open to just 5 best-of-breed partners.

Tuesday 5 November 2019 * Stockholm tbc

Retail Hive Scandinavia: A Regional Response to the Digital Giants

With Amazon set to enter the Scandinavian market in 2019, local retailers are gearing up to respond to this game-changer. How best to differentiate? How best to service regional customers whose expectations are being led by global digital behemoths.

Interactive program to allow for experience sharing and collaboration

- 60-80 retailers
- 6 best-of-breed solution providers

Tailored for *Heads of Digital, eCommerce & Omnichannel at Scandinavia's leading retailers.*

Other Retail Hive events to look out for in 2019:

Digital Boardrooms:

Interactive 90-minute discussions hosted on a digital platform. Topics focus is usually narrow and deep. Limited to 6-8 retailers and 1 partner. Topics requested for 2019 include:

- **Applications for AI in Retail**
- **The Future for AR / VR in the Retail Experience**
- **Customer Journey Mapping**

Hive Moments:

Networking and discussion over breakfast or over drinks, limited to 30 retailers and 3 partners. Themes requested by Members for 2019 include:

- **The Future Store**
- **Digital Travel & Hospitality**
- **Digital Transformation**
- **Getting the Most out of Marketplaces**
- **V-Commerce and VUI**

- 8-10 best-of-breed solution providers.

Tailored for *VPs of Digital and eCommerce, Heads of Retail, CIOs and CTOs.*