



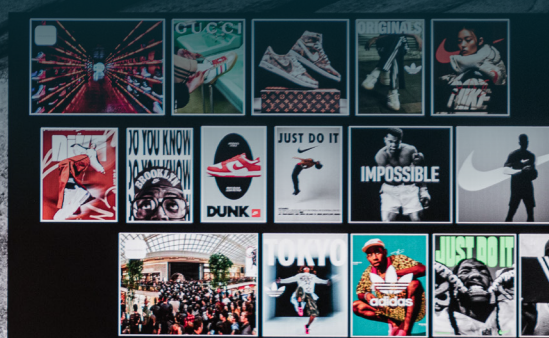
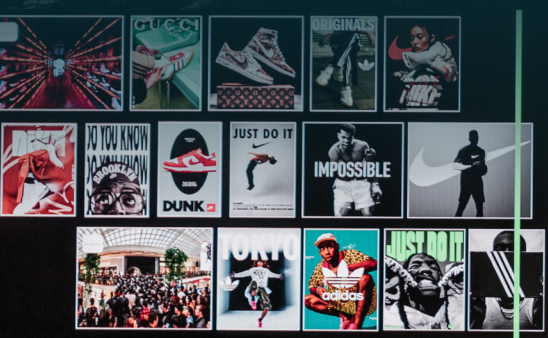
retail summit
australia

22 - 24 April 2026



Day 1

Wednesday 22 April 2026



2026
Agenda

DAY 1 • WEDNESDAY 22 APRIL 2026

9:00am - 12:00pm • Hotel Lobby

Delegate Registration

Delegates arrive at the hotel to register and check in ahead of the afternoon formalities.

iMedia

9:00am - 12:00pm • Pearls Bar

Welcome Lounge

Join us in the Pearls Bar for some refreshments before a big day of networking.

shopify

12:30pm - 2:15pm • Horizon Room

Retailers-Only Lunch | Brought to you by Commerce & PayPal Open

The Next Conversion Frontier: Winning the Moments That Matter

Growth in 2026 won't come from sweeping transformation alone — it will come from incremental optimisation across the moments that influence purchase decisions. As AI-driven discovery and agentic shopping models begin to reshape how consumers research and buy, retailers face a dual challenge: drive performance today while preparing for tomorrow's more autonomous commerce journeys.

This executive panel will explore the economics behind conversion optimisation – examining which improvements genuinely drive profitable growth, how checkout design and payment flexibility influence basket size, approval rates and cost-to-serve, and how high-quality structured data improves discoverability across channels. Speakers will share what they've tested, what's paid off, and what they've had to rethink.



Christine Rodrigues

Head of Agency Partnerships, APAC
Commerce



Roy Packer

Partner and Business Development
Manager
SuperPharmacyPlus

SuperPharmacyPlus



Vicky Robinson

Head of eCommerce
Pillow Talk

Pillow Talk



Alison O'Brien

Director, Enterprise & Mid-Market
PayPal Open

PayPal Open

Commerce • PayPal Open

12:30pm - 2:15pm • Terraces Restaurant

Networkers Briefing Light Lunch | Business Connect Playbook: How to Win in 5 Meetings

Light lunch is provided for all networkers. Learn how to make the most of your time at iMedia. Plus, ensure all meetings are scheduled for Business Connect.

iMedia

2:15pm - 2:25pm • Ballroom

Retailers Business Connect Check-in

Retailers make their way to the Ballroom to check-in and find their tables for Business Connect.

2:25pm - 2:35pm • Ballroom

Networkers Business Connect Check-in

Networkers make their way to the Ballroom to check-in and find their tables for their first Business Connect meeting.

2:35pm - 2:50pm • Ballroom

Welcome & Opening Remarks | Retail in Motion: Setting the Stage for AU 2026

A sharp, high-energy welcome outlining the commercial realities shaping the agenda and the decisions leaders will leave prepared to make.

iMedia



Yvonne Adele

Event Host and Official MC
iMedia



Helena Stylman

Managing Director ANZ
iMedia

2:50pm - 3:15pm • Ballroom

Keynote | The Retail Renaissance: How AI is Reshaping Commerce from the Inside Out

Retail has spent years digitising workflows. The next phase is more confronting: systems that decide, act, and optimise without waiting for approval.

Discovery algorithms choose what customers see. Pricing engines adjust margins in real time. Inventory systems allocate stock before teams review. Content platforms publish without sign-off. The shift is not from slow to fast. It is from assisted to autonomous.

Shopify sees this transition across thousands of retailers. This session shares the patterns emerging from retailers who are managing it well: where they draw boundaries, what they keep human, how they structure accountability, and what governance looks like when approval cycles disappear.

The platform is no longer a tool. It is an operator. The question is not whether to manage that shift, but how.



James Johnson

Enterprise Leader - Australia & New
Zealand
Shopify

shopify



Alberto Simongini

General Manager Engineering
The Good Guys

THE GOOD GUYS

shopify

3:15pm – 3:40pm • Ballroom

Keynote | Winning Discovery Before the Search Begins

Retail growth was built on the assumption that customers knew what they wanted and went looking for it. That assumption no longer holds.

Discovery is now visual, predictive, and algorithm-led. Demand forms long before search, clicks, or site visits occur. As AI increasingly shapes what customers see and consider, retailers face a visibility problem traditional attribution can no longer explain.

This session reframes the top of funnel for 2026. It explores how intent forms earlier, why search and last-click models are losing relevance, and what retailers must change if they want to influence choice rather than simply react to it.

This is about shaping consideration before customers know what to search for.



Lottie Laws
Director & Industry Lead, Retail
Pinterest



3:40pm – 4:45pm • Ballroom

Business Connect | Round 1

Hailed as one of the most rewarding parts of the summit, business connect involves 5 x 10 minute meetings designed to float topline objectives and explore synergies. Delegates are required to request and confirm these meetings prior to the summit.



bloomreach

4:45pm – 6:30pm

Free Time

Delegates can use this time to refresh, check-in with work and explore the surroundings.

6:30pm – 6:45pm

Pre Dinner Drinks

Network and mingle with delegates of the event ahead of the official welcome dinner.

6:45pm – 9:30pm • Ballroom

Welcome Dinner

Dinner Keynote | Leading Brands People Trust in an AI World

AI is now embedded across retail. Leaders are urged to move faster, automate more, and adopt earlier. But speed is no longer the differentiator. Trust is.

Drawing on decades inside global brands, Nick Gray explores what it takes to build organisations that are machine-enabled but human-trusted. He examines how trust is formed psychologically, how emotion shapes memory and loyalty, and why human judgment becomes more — not less — important as systems take on more decisions.

Rather than focusing on tools, this keynote looks inward: leadership presence, decision confidence, and the emotional climate teams operate within. It explores what happens when organisations defer judgment to systems instead of strengthening it.

This is a conversation about depth over speed, clarity over automation, and why leadership mindset determines whether AI creates momentum or confusion.



Nick Gray
Founder and CEO
IGU Global





imedia

retail summit
australia

22 - 24 April 2026



Day 2

Thursday 23 April 2026

2026
Agenda

DAY 2 • THURSDAY 23 APRIL 2026

worldpay

6:00am - 8:45am • Terraces Restaurant

Breakfast

Day 2 begins with breakfast and barista coffee!

8:45am - 8:55am • Ballroom

Retailers Business Connect Check-in

8:55am - 9:00am • Ballroom

Networkers Business Connect Check-in

9:00am - 10:00am • Ballroom

Business Connect | Round 2

Hailed as one of the most rewarding parts of the summit, business connect involves 5 x 10 minute meetings designed to float topline objectives and explore synergies. Delegates are required to request and confirm these meetings prior to the summit.



bloomreach

10:00am - 10:45am • Ballroom Foyer

Coffee Break

Take a break and refuel with coffee and morning tea.

worldpay

10:45am - 11:10am

Breakout

Ballroom • Execution Speed Without Losing Control

Retailers are under pressure to execute faster across channels and markets. Yet content velocity is slowing as complexity rises. Fragmented systems, duplicated work, and unclear ownership are now the bottleneck. As AI accelerates creation, the real risk shifts from speed to loss of clarity over what goes live and why.

This session focuses on how retailers are rebuilding content foundations to move quickly without sacrificing control. It covers practical approaches to governance, workflow, and accountability that allow speed to scale without amplifying inconsistency.

Speed without control creates risk. Control without speed creates irrelevance.



Paul Värk

Snr Manager CX & Design
Chemist Warehouse



William Lloyd

Enterprise Account Executive
Contentful



Horizon Room • Orchestration Over Noise: The End of Traditional Personalisation

You've scaled personalisation. Your data warehouse is massive. Your rule engines are humming. Your teams are drowning. And somehow, your customers feel less understood than ever. Most brands are facing a question they're not ready to answer: Is the problem with how we're personalising, or is it something deeper?

In this session, Insider sits down with Mariana Franco, a marketing leader who's spent five years inside the complexity of retail personalisation. From high-velocity ecommerce at OZSALE to scaling lifecycle marketing at Wesfarmers OneDigital, to now leading digital operations at Coates, Mariana has watched the personalisation landscape shift. She's built systems, scaled campaigns, and confronted some uncomfortable truths along the way.

What she's learned will challenge how you think about customer data, marketing strategy, and what it actually means to put customers first. This session isn't about the latest tools or frameworks. It's about rethinking the fundamentals. If you've ever wondered whether your marketing is getting smarter or just noisier, this conversation is for you.



Edward Welsh

Enterprise Digital Growth Director
Insider One



Mariana Franco

Group Manager, Digital Trading and
Operations
Coates



Lagoon Room • Almost Isn't Revenue: How AI Closes the Gap Between Intent and Transaction

Retailers have become increasingly effective at generating intent. But intent that doesn't convert doesn't pay, and as acquisition costs rise, the gap between almost-purchased and actually-purchased is where a growing share of revenue quietly disappears.

Most re-engagement strategies still rely on blunt instruments: generic abandoned cart emails, broad segments, and timing that has little relationship with when a shopper is actually ready to return and complete their purchase. The question is not whether to re-engage, but whether the approach is precise enough to bring high-intent shoppers back to checkout and recover revenue rather than add noise.

This session pairs platform perspective with retailer experience to examine what AI re-engagement that brings shoppers back to checkout actually looks like — what changes, what the returns actually look like, and where the limits of the approach still sit.

The discussion will explore:

- Where intent breaks down between engagement and transaction, and why it rarely shows up clearly in standard reporting
- Why rules-based re-engagement consistently underperforms against the scale of the opportunity
- How AI-driven recovery differs from automation in timing, personalisation, and its ability to bring shoppers back to purchase
- What the real returns look like, and where the gap between expectation and execution still sits



Esteban Calvo

Senior Partnerships Manager
Instant



Jennifer Marsi

Head of Ecommerce and Marketing
memobottle



11:15am - 11:40am

Breakout

Ballroom • Why Global Expansion Fails in the Details

International expansion rarely fails at strategy. It fails at execution.

Inconsistency, misinterpretation, and small experience gaps erode trust long before performance data flags a problem. As AI accelerates localisation, the risk of getting details wrong increases.

This session examines what must be governed as retailers scale globally — beyond translation. It focuses on protecting clarity, intent, and trust across markets when automation accelerates output but not judgment.

Scale is won or lost in details long before results show up in reporting.



Sarah Lukins

GM eCommerce and AI Enablement
Fisher & Paykel Appliances

FISHER & PAYKEL



Richard Lindmark

General Manager
ASPAR

ASPAR



Vivian Ma

Director of Digital, APAC
TransPerfect

TRANSPERFECT



Horizon Room • Beyond the Dashboard: How Rodd & Gunn Bridged The Gap Between Knowing and Doing

For years, retailers were promised that a “Single View of the Customer” would revolutionise how they compete. Many built it; most are still waiting for the revolution to arrive.

The visibility problem has largely been solved, but the decision problem remains. Leadership teams can now see customer behaviour across every channel, yet they still struggle to answer the questions that matter most: Which customers are at risk right now? Where should we intervene? What is the next best action for the team standing in front of the customer?

The bottleneck is no longer the data - it is the distance between what the platform knows and what the organisation actually does.

In this session, we examine why unified infrastructure rarely produces unified action and how leading retailers - like Rodd & Gunn - are making customer intelligence operational across trading, service, marketing, and store teams. We'll explore how to move beyond static dashboards to a Commerce model that closes the gap between insight and execution. Because the retailers pulling ahead are not those with the most data. They are the ones who have mastered the art of acting on what they already know.



Jacqui Viesseux

Industry Advisor
Salesforce



Angie McAlindon

Marketing Business Consultant
Salesforce



Lagoon Room • Why ChatGPT Recommends Some Brands and Not Others

Retailers are entering a new discovery environment where visibility is no longer the same as recommendation.

As consumers increasingly use ChatGPT to explore products, compare options, and shortlist brands, a new question emerges: what makes AI surface you, trust you, and recommend you over someone else?

This session examines the signals that appear to shape ChatGPT visibility and recommendation, from brand mentions and citations to topical authority, conversational content, and technical foundations.

Because in AI-driven discovery, being present is one thing. Being recommended is another.



Ben McIntyre

Co-Founder
Kia Ora Digital



11:45am - 12:10pm

Breakout

Ballroom • When Growth Depends on One Channel, It Isn't Growth

Growth strategies built on a small number of channels scale quickly until conditions change.

Rising acquisition costs, platform dependency, and fragile attribution models are exposing how vulnerable many performance engines have become. When algorithms shift, partners change terms, or costs spike, growth built on narrow foundations is the first to fail.

This session examines how growth models are being redesigned to reduce dependency and increase resilience. The focus is on building partner ecosystems that create incrementality rather than concentration, improving visibility into true contribution, and balancing short-term performance with long-term stability.

This is about deciding whether growth can withstand pressure, not just whether it looks strong in favourable conditions.



EJ Owens

RVP Sales - APJ
impact.com



Mark Mansour

Managing Director
Woolworths Group



Horizon Room • What Your Customers Struggle With That You Never See

Traditional analytics show what customers do. They rarely show where customers struggle.

As journeys become more complex, the most damaging experience issues often appear long before conversion drops or complaints rise. Friction, hesitation, and confusion quietly undermine confidence while dashboards continue to look healthy.

This session looks at how behavioural insight is being used to surface where customers lose momentum, abandon decisions, or make avoidable mistakes. The focus is on identifying the moments that matter most and using those signals to prioritise fixes that improve experience and performance at the same time.

This is about seeing the experience from the customer's perspective and acting on it before problems show up in the numbers.



Frazer Adnam

Chief Revenue Officer
InsightTech



Dannie Trinh

Head of eCommerce - ANZ
KitchenAid



Lagoon Room • When Search Stops Sending Traffic

Search still shapes demand, but it no longer behaves in ways leadership teams plan or budget for. Visibility is decoupling from traffic, and influence is declining long before performance drops appear in reporting.

This session examines how search is evolving in 2026 and what senior leaders must rethink as traditional SEO and attribution models lose reliability. The focus is on how retailers protect relevance, authority, and demand creation when clicks are no longer guaranteed.

Search is no longer just an acquisition engine. It has become a visibility, trust, and influence channel.



Saf Chowdhury
Chief Growth Officer
Online Marketing Gurus



ONLINE MARKETING GURUS

12:15pm - 12:40pm • Ballroom

Keynote | Rethinking Growth: Acquisition, Loyalty, and the New Economics of Retail

Acquisition has long been the engine of retail growth. In 2026, however, rising costs and increasing competition mean growth can no longer rely on acquisition alone.

For many retailers, the challenge is no longer simply reaching new customers, but ensuring the customers they win choose to come back again and again. Sustainable growth now depends on balancing efficient acquisition with strong repeat behaviour, meaningful customer relationships, and experiences that build long-term loyalty.

This keynote explores how leading brands are evolving their growth models beyond short-term transactions toward a more balanced approach: acquiring the right customers, understanding the signals that drive repeat visits, and designing customer experiences that strengthen connection over time.

Rather than focusing on more campaigns or deeper promotions, the session looks at how retailers are investing in the moments, behaviours, and signals that influence whether customers return, engage, and build lasting relationships with the brands they love.

This is a practical conversation about sustainable growth, where acquisition remains essential, but long-term success is built through loyalty, trust, and consistent customer value.



Jodi Murray-Freedman
Chief Marketing Officer
Bakers Delight

Bakers Delight



Nicole Birbas
Customer Success Senior Director
Klaviyo

klaviyo

klaviyo

12:40pm - 12:50pm • Ballroom

Quickfire | The Retailer-Led Marketplace - Why Local Still Wins

Woolworths MarketPlus has built the marketplace infrastructure behind BIG W Market and Everyday Market - and while global platforms dominate headlines, WMP is growing. This fireside chat explores what it takes to build a retailer-led marketplace that brands actually want to sell on, how seller onboarding is being reimaged, the retail media opportunity sitting inside 3P marketplaces, and what AI-driven commerce means for how products get discovered and bought.



Michael Dunlop
SVP & GM, Commercial, APAC
Rokt

ROKT



Mark Mansour
Managing Director
Woolworths Group

Woolworths Group

ROKT

1:00pm - 5:00pm

Networking Activities

Go Karting

Brought to you by



dotdigital

Golf

Brought to you by



Jungle
COMMERCE

Jet Boating

Brought to you by



rezolve

The Ultimate Team Cook Off

Brought to you by

Mixology Masterclass

Brought to you by



nosto

Paint & Sip

Brought to you by



SEMURSH

Sailing in Paradise

Brought to you by



adyen

Avalara

5:00pm - 6:45pm

Free Time

6:45pm - 6:50pm

Meet at Hotel Lobby

6:45pm - 6:50pm

YOT Club Evening Reception

Dock & Dash: iMedia YOT Club Cocktail Evening with DoorDash



DOORDASH

The iMedia logo features the word "imedia" in a white, lowercase, sans-serif font. The letter "i" is stylized with a vertical red line through its center. The logo is partially enclosed by a large, red, circular arc that starts from the top left and curves around the text.

imedia

retail summit
australia

22 - 24 April 2026

Day 3

Friday 24 April 2026

imedia

The Electrolux Group logo consists of a square icon containing a stylized, white, circular graphic that resembles a lowercase "e" or a fan. To the right of the icon, the words "Electrolux Group" are written in a white, sans-serif font, with "Electrolux" on the top line and "Group" on the bottom line.

Electrolux
Group

The BIGW logo is a white oval with a vertical line pattern. Inside the oval, the letters "BIGW" are written in a bold, black, sans-serif font.

BIGW

2026
Agenda

DAY 3 • FRIDAY 24 APRIL 2026

worldpay

i media

6:00am - 8:50am • Terraces Restaurant

Breakfast

Day 3 begins with breakfast and barista coffee!

8:50am - 9:00am • Ballroom

Opening Remarks



Yvonne Adele

Event Host and Official MC
iMedia

9:00am - 9:35am • Ballroom

Fireside Chat | Efficiency Built This Model. Volatility Is Breaking It

For more than a decade, retail supply chains were engineered for efficiency. Lean inventory, global sourcing, and just-in-time delivery created a model built for speed, scale, and margin.

But volatility has changed the equation.

Freight shocks, geopolitical disruption, shifting demand, and rising costs are exposing the fragility of systems designed for stability. As conditions become less predictable, the commercial relationship between manufacturers and retailers is being quietly renegotiated.

In this candid fireside conversation, Igor Vincetic, **General Manager Singapore & Malaysia at Electrolux Group**, joins a senior retail leader to explore what happens when the efficiency model begins to break.

Together they will examine how supply constraints reshape allocation decisions, how inventory risk is shared when demand softens, and what truly resilient trading partnerships look like in an unstable market.

Because when volatility becomes the norm, the supply chain is no longer just an operational system. It becomes a commercial strategy.



Igor Vincetic

General Manager, Singapore & Malaysia
Electrolux Group



Joe McArdle

Head of Marketplace
Big W



9:35am - 10:00am • Ballroom

Keynote | When Choice Becomes a Conversion Risk

As assortments grow and categories expand, complexity becomes a hidden performance risk.

In high-choice, high-consideration environments, conversion loss is rarely caused by lack of demand. It happens when customers cannot make progress through too much information, too many options, or poorly structured paths.

This session examines how retailers manage choice at scale by reducing friction, prioritising relevance, and structuring experiences that help customers move forward without adding complexity.

Clarity is no longer a UX detail. It is a conversion strategy.



Alexander Mahr

Managing Director, APAC
Coveo



10:00am - 10:10am • Ballroom

Quickfire | When Silence Loses the Sale

Customers rarely say why they leave. They just disappear.

As shoppers move across SMS, chat, reviews, and social messages, slow or absent responses are no longer tolerated. They are interpreted as disinterest.

This quickfire examines why response speed now directly impacts conversion and repeat business. Replying in minutes, not hours, has become a visible signal customers actively judge.

Speed is no longer an internal metric. It is a competitive advantage.



Brad Granger

Managing Director - Australia
Podium



10:10am - 10:20am • Ballroom

Quickfire | Trust Is Now a Measurable Growth Lever

Trust is shaping demand earlier than most retailers realise. Reviews, responses and public interactions now influence decisions before paid media, search, or even a site visit.

Yet in many organisations, customer voice is still treated as reputation management rather than a commercial input.

In this Quickfire, Birdeye examines how trust signals influence demand formation, where customer feedback reveals risk before performance metrics move, and what changes when reviews and responses start informing real business decisions.

The challenge for retailers is clear: trust compounds faster than advertising, but only when customer voice is structured as a growth lever rather than simply monitored.



Tony Van-Eyk

Managing Director
Birdeye



10:20am - 10:30am • Ballroom

Quickfire | The Brand Agent: How PUMA is Competing in the Era of Agentic Commerce

Agentic AI is changing how customers research, compare, and buy. The risk is not just a shifting journey. It is that the customer relationship moves to a generic AI layer in the process.

This quickfire explores how PUMA is responding by deploying a brand-owned AI sales agent, designed to replicate in-store guidance, keep customers engaged within their own ecosystem, and capture incremental revenue without handing control to third-party platforms. For PUMA, the question is no longer whether AI will mediate the journey.

It is how to ensure your brand is the one shaping the decision.



Michael Tutek
Founder, CEO
preezie



Gemma Douglas
Senior Manager Ecommerce UX & Trading
PUMA Group



10:30am - 11:00am • Ballroom Foyer

Coffee Break



11:00am - 11:55am

Networkers Only | Workshop with Anthony Mittelmark



Anthony Mittelmark
Strategic Innovation Consultant &
Fractional CTO

Retailers Only | Retail Pressure Test: A Reality Check on Retail Decisions

A facilitated working session where retailers pressure-test real decisions with peers. Topics are curated to surface genuine tension between defensible opposing positions. The goal is clarity, not consensus. Retailers leave with better judgment, not answers.

Retail Pressure Tests



Zero-Click Discovery: Content Investment or Paid Visibility



Payments: Invisible Infrastructure or Untapped Growth Lever?



Loyalty: Rewards Program or Value Exchange



Personalisation: One-to-One at Scale or High-Impact Segmentation



Content Operations: Centralise for Control or Decentralise for Speed?



Data Ownership: One Version of the Truth or Faster Decisions at the Edges?



AI Shopping Agents: Growth Engine or Margin Trap



MMM in Practice: Decision Driver or Strategic Guardrail?



Store Role: Fulfilment Hub vs Experience Destination



AI Content at Scale: Velocity or Liability?



bazaarvoice
Returns Policy: Protecting the Customer or Funding Their Next Free Trial?



Fraud Prevention: Tighten Controls or Pay the Conversion Cost?



Global Pressure: Race to the Bottom or Build What They Can't Copy?



Conversational Commerce: Deepen Consideration or Compress the Journey



Digital Service: Scale with AI or Win with Humans?



Customer Strategy: Serve Your Best Customers or Win the Next Ones?

11:55am - 12:20pm • Ballroom

Keynote | Your customers have already moved. Why aren't you meeting them there?

Retailers make growth decisions based on what their own platforms report. The problem is those signals are bounded by a single business, a single channel, and a single customer relationship.

Transaction data at scale tells a different story. Where Australian consumer spending is shifting. Which segments are reallocating spend. And what changes appear well before churn surfaces in a retailer's own reporting.

These shifts are not abstract. They are happening now, and retailers relying on partial visibility are already making decisions on signals that are out of date.

In this session, Mastercard joins a leading retailer to examine what that macro view is revealing. Where customers are already moving. Which assumptions behind current growth strategies are becoming harder to defend. And what those signals indicate about which brands consumers will trust enough to act on their behalf as AI agents begin intermediating the purchase.

This is not a payments session. It is a commercial intelligence session built on data that sits outside any single retailer's visibility.



James Sibbick
Senior Managing Consultant, Services
Business Development
Mastercard



12:20pm - 12:30pm • Ballroom

Quickfire | The Psychology of Profit: What Customers Do vs What They Say

Retail strategies are often built on what customers say they want. Their behaviour tells a different story.

In this quickfire, Behamics explores the behavioural patterns that sit beneath profitable and unprofitable purchases. Drawing on behavioural science, the session examines how bias, habit, and uncertainty influence buying behaviour in ways traditional research often misses.

This is a challenge to how retailers interpret customer insight. Better commercial outcomes come from understanding how people actually behave, not from optimising around what they claim they will do.



Brooke Eichhorn
Country Manager
Behamics

behamics
born in science



Johan Nyberg
Chief Digital & eCommerce Officer
Elite Supplements

ELITE
SUPPLEMENTS

behamics
born in science

12:30pm - 12:55pm • Ballroom

Live Debate | When AI Shops for Us: Retail's Golden Age or the End of Customer Relationships?

Agentic AI will fundamentally change retail. But will it liberate retailers to focus on what matters, or will it commoditise brands and erode the customer relationship entirely?

This live debate presents two opposing visions of retail's AI-powered future:

Position 1 - The Optimist:

AI agents will create retail's golden age. Retailers will finally escape the noise of acquisition and conversion optimization, focusing instead on product quality, brand distinctiveness, and value delivery. AI will reward the best, not just the loudest.

Position 2 - The Skeptic:

AI agents will commoditise retail. As machines choose products based on data and optimization, brand loyalty will erode, differentiation will collapse, and retailers will compete in a race to the bottom on price and features. The customer relationship dies.

Through structured argument and audience Q&A, this debate will surface the real tensions, trade-offs, and uncertainties retailers must navigate as AI becomes the interface between brand and customer.



Brendan McGuinness
General Manager Marketing - Digital
Experience
Reece Group

reece
group



Charli Brown
GM OMNI Experience | CCO
Myer

MyerGroup

12:55pm - 1:05pm • Ballroom

Closing Remarks/Ultimate Networker Prize

Be crowned the Ultimate networker and win a fabulous prize! This prestigious title will be awarded to one outstanding individual who has demonstrated exceptional networking skills using our iMedia app during the event by collecting Ultimate networking points.



1:05pm - 2:05pm • Terraces Restaurant

Close the loop lunch

The final lunch is designed to satiate any final questions and close the loop on the summit.

imedia