

The logo for i media, featuring a large red circle with a white dot in the center, and the text "i media" in white lowercase letters to the right of the circle.

i media

retail summit
new zealand

20 - 22 May 2026

Day 1

Wednesday 20 May 2026

A large red circle containing the text "2026 Agenda" in white.

2026
Agenda

DAY 1 • WEDNESDAY 20 MAY 2026

9:00am - 12:00pm • Lobby

Delegate Registration

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

i media

9:00am - 12:00pm • Little Red Fox Lounge

Welcome Lounge

12:00pm - 2:00pm • Camelot Room

Retailers-Only Lunch | Brought to you by DoorDash

What On-Demand Delivery Really Means for Retailers Today

The best retailers aren't waiting to figure out on-demand delivery - they're already making decisions, testing models, and learning fast. In this closed-room session, hear from one of New Zealand's leading retailers on why on-demand has become a strategic priority, how they're thinking about the economics, and what other retailers should be pressure-testing rig



Lyle Brady

Group Chief Supply Chain Officer
The Warehouse Group



Bradley Thomas

General Manager NZ
DoorDash



12:00pm - 2:00pm • Little Red Fox Lounge

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

Sponsors and solution providers get a straight-talking guide to maximising their 1:1 meetings. Expect insider advice on framing conversations, understanding retailer priorities, and standing out as a trusted partner.

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2:15pm - 2:30pm • The Great Hall

Welcome & Opening Remarks | Retail Rewird

Setting the stage for NZ 2026. Three forces reshaping retail: margin pressure, machine-enabled decision-making, and leadership mindset.

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Yvonne Adele

Event Host and Official MC
iMedia



Helena Stylman

Managing Director ANZ
iMedia

2:30pm - 3:05pm • The Great Hall

Keynote | From Instagram to International: Building a \$25M Brand Through Social Storytelling

Most retailers treat social media as a marketing channel. Brooke Bellamy built a business on it.

In just three years, Brooki Bakehouse grew from a 41 square metre Brisbane bakery into six Australian locations and secured a \$25 million UAE investment, driven almost entirely by Instagram and TikTok content. No traditional advertising budget. Just authentic storytelling that turned 4 million followers into queues around the block and investor confidence.

But viral moments don't scale themselves.

In this session, Brooke unpacks what actually works in social commerce versus what just looks good online. She shares the operational decisions behind rapid expansion, how attention translated into revenue and capital, and the capability gaps she wished she'd addressed earlier.

For New Zealand retailers operating in a smaller, resource-constrained market, this session reframes social not as a brand play, but as a growth engine when executed with clarity.

Because social doesn't drive revenue, decisions do.



Brooke Bellamy

Director
BROOKI

BROOKI

3:05pm - 3:35pm • The Great Hall

Keynote | Online shopping insights to drive growth in uncertain times

In a rapidly changing retail environment, NZ Post's eCommerce Market Sentiments report has become the definitive guide to understanding online shoppers' behaviours, and expectations - and how retailers are responding to them. The 2026 report, coming out in early June, explores the key insights driving eCommerce in New Zealand including value-seeking behaviours, the currency of trust, the emerging role of AI, the importance of operational excellence, and the value of being local. Each insight is supported with actionable tips to help retailers grow their business.



Chris Wong

General Manager Business
NZ Post

NZPost

DAY 1 • WEDNESDAY 20 MAY 2026

• **3:35pm – 4:45pm** • The Great Hall

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.



• **4:45pm – 6:15pm**

Free Time

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

• **6:15pm – 6:45pm**

Champagne Reception

Join us and kick off the night with bubbles and great company.



• **6:45pm – 9:30pm** • The Great Hall

Welcome Dinner

The official Welcome Dinner & networking reception held on the first night is the perfect avenue to build relationships with key conference delegates, speakers, and sponsors in a more relaxed atmosphere.

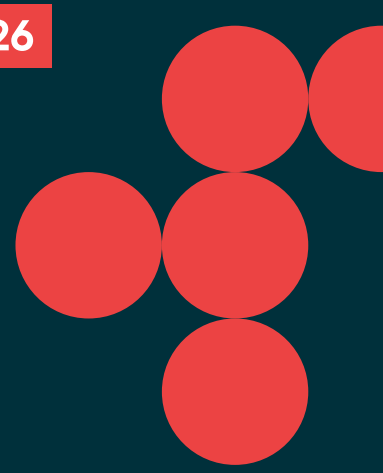




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new zealand

20 - 22 May 2026



Day 2

Thursday 21 May 2026



2026
Agenda

DAY 2 • THURSDAY 21 MAY 2026

6:00am - 8:45am • Garden Court Brasserie

Breakfast

Day 2 begins with breakfast and barista coffee!

adyen

8:40am - 8:45am • The Great Hall

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.

NZPost

9:50am - 10:15am • The Great Hall

Keynote | The Most Expensive Click: Where Revenue Disappears Without Warning

Checkout is where intent meets margin, and where small problems become expensive without triggering alarms. This session examines how payment performance influences conversion, fraud exposure, and cost in ways most teams underestimate. Where does value leak? Why do layered payment setups often work against performance? And how does complexity across channels create friction customers never explain but always respond to? Rather than optimization tactics, this reframes payments as a commercial decision point, one deserving the same scrutiny as pricing, delivery, and experience. A direct look at protecting revenue, reducing risk, and making the final click count.



Lachlan Fergus
Team lead Sales AUNZ
Adyen

adyen



Joe Sharplin
Head of Ecommerce
AS Colour

ascolour.



Josef Arnet
Ecommerce Manager
Fisher & Paykel Appliances

FISHER & PAYKEL

adyen

10:15am - 10:25am • The Great Hall

Quickfire | How a Wrench Saved My Relationship

Customer expectations around delivery have evolved, and the brands pulling ahead are the ones that know this. Delivery isn't just a mechanism; with optionality, it lets brands show up for their customers when it matters. Meeting your customers where they are, when they need you, is what turns a single interaction into lasting loyalty.



Will Glover
Head of Commercial, Australia & New
Zealand

Uber

10:25am - 10:35am • The Great Hall

Quickfire | Automation Under Pressure: Why Simplicity Beats Sophistication

Automation promises efficiency. Pressure reveals whether it was designed well. This quickfire examines what happens when volume fluctuates, exceptions increase, and teams are stretched. Why do complex systems struggle to adapt? How does partial automation create hidden manual work? And why does clarity of process matter more than sophisticated capability? A focused look at building automation that holds up under pressure, not complexity that slows everything down.



Tiago Oliveira
Business Development Manager
KNAPP

KNAPP

10:35am - 11:05am • The Great Hall Foyer

Coffee Break

Take a break and refuel with coffee and morning tea.

adyen

11:05am - 11:30am

Breakout

The Great Hall • From Legacy to Leading: How Vivo Hair Salons & Skin Clinics Modernised Their Ecommerce Stack to Convert More, Spend Less, and Grow Faster

Join Vivo Hair Salons & Skin Clinics as they share the economics behind their digital transformation — a move to a modern, composable stack built on BigCommerce and Stripe that was as much about commercial discipline as it was about technology. In this candid fireside chat, Rebecca Smith, James Carlisle, and Oscar Harvey from Stripe will go beyond the optimisation story and into the harder questions: which improvements genuinely drove profitable growth, which introduced cost or complexity, and how tackling platform and payments together delivered a multiplier effect on the bottom line.

From the commercial case for modernisation, to the revenue impact of checkout design and payment performance, to what a future-ready architecture actually enables — this is a frank conversation about what it takes to convert more, spend less, and grow faster in 2026.



Matt Steele
Senior Account Executive, Enterprise
Solutions
Commerce

Commerce



Oscar Harvey
Account Executive
Stripe

stripe

Commerce

stripe



James Carlisle
Managing Director & Co-Founder
Vivo

VIVO



Rebecca Smith
IT & Systems Manager
Vivo Hair Salon & Skin Clinic

VIVO

Camelot Room • The New Omnichannel: Winning the Digital and the Agentic Shelf

The shopping journey has shifted from “searching and scrolling” to “inquiry and advice”. Today, one in four shoppers treats an AI agent as their primary starting point, bypassing brand websites entirely. We’ve entered a three-shelf reality: the Physical, the Digital, and the new Agentic Shelf. In this session, we’ll move beyond the hype to show how brands and retailers can meet the “Baseline Fitness” for this new era. You’ll learn to build a “Context Layer” that provides the “so what?” behind your products ensuring you aren’t just searchable, but authoritative and recommended.



Gillian Smythe
Managing Director ANZ
Salsify

11:35am - 12:00pm

Breakout

The Great Hall • You’re Investing in Discovery. Customers Are Deciding Elsewhere

Customers aren’t comparing brands to “good enough.” They’re comparing moments. This session explores why middle-of-the-road experiences fail to hold attention, loyalty, or trust. Where do customers disengage? How does inconsistency show up across channels? And what does it take to stand out without overspending or overengineering? A direct look at brand visibility, customer memory, and earning attention in a crowded market.



Reena Chadha
Account Executive - ENT in APAC East
Enterprise Sales Team
Semrush



Camelot Room • From Customer Insights to eCommerce Impact: The Kowtow Clothing Redesign Story

Limesharp and Kowtow will share how customer research became the foundation for a considered eCommerce redesign. Rather than starting with assumptions, the project began by understanding how Kowtow’s customers discover, evaluate and purchase products online; including what matters most to them around fit, fabric, sustainability, storytelling and confidence at checkout. These insights helped shape a more intuitive, content-rich and commercially focused digital experience.

The session will explore how research translated into design decisions across navigation, product discovery, product detail pages, brand storytelling and the overall customer journey. We’ll also discuss the impact the redesign has had on Kowtow’s business, from improving customer confidence and usability through to supporting stronger engagement and eCommerce performance. The talk will give retailers practical ideas for using customer insight to create websites that are not only better designed, but better aligned to how customers actually shop.



Ross Cockton
Owner and Director
Limesharp

LIMESHARP



Moya McLennan
E-Commerce Professional
Kowtow Clothing

kowtow

LIMESHARP

12:05pm - 12:30pm

Breakout

The Great Hall • How AI-ready is your brand? What every eCommerce leader should be doing in the next 12 months.

AI is reshaping eCommerce faster than most NZ brands realise. Search is moving to ChatGPT, Perplexity and AI Overviews. Customers are using AI to make purchase decisions before they land on your site. And brands quietly using AI inside their teams are pulling away from competitors who haven’t started. Tony Hou (Moustache Republic) and Darryn Soper (Shopify) unpack what AI readiness actually means for eCommerce, where the gap is widest, and what every founder, marketer and eCommerce manager should be doing in the next 12 months. You’ll leave with a five-minute readiness audit, a working framework, and three concrete priorities for your roadmap.



Tony Hou
Founder & CEO
Moustache Republic

MOUSTACHE REPUBLIC®



Darryn Soper
Lead Partner Solutions Engineer
Shopify



MOUSTACHE REPUBLIC®

Camelot 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.



Jared Carr
Head of Sales
Insightech

INSIGHTECH



Luzaan Fenner
Head of Marketing & E-commerce
Ballantynes

BALLANTYNES



12:35pm - 1:00pm • The Great Hall

Keynote | Generative AI is Transforming How Retail Content Gets Created

Retail brands no longer have to choose between personalization, speed, and scale. Discover how to eliminate this trade-off by shifting AI from simply “imagining” to actively “directing” it.

This session explores emerging AI video capabilities, demonstrating how to transform static SKUs into hyper-localized, cinematic content in just 60 seconds. Yet, this unprecedented velocity introduces new risks: “brand hallucination,” product misrepresentation, and margin-eroding returns.

Retailers must now balance scaling AI for maximum reach with enforcing the constraints needed to protect accuracy and consumer trust. Moving beyond the hype, this keynote offers a realistic look at the future of retail media, highlighting exactly where AI velocity drives powerful impact and where it introduces critical liability.



James Caldwell
Regional GTM Sales Director
BytePlus



1:00pm - 1:45pm • Camelot Room

Lunch

1:45pm - 5:00pm

Networking Activities

New Zealand Gin Journey



Paint & Sip



Go Karting



5:00pm - 6:30pm

Free Time

6:30pm - 9:30pm

Celebratory Dinner

Join fellow delegates, speakers, and sponsors for an unforgettable evening designed to celebrate the connections made and set the tone for future collaborations.



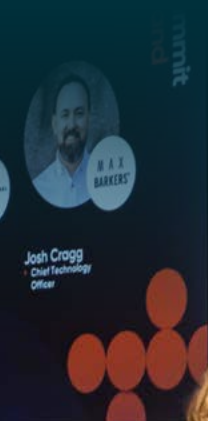


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new zealand

20 - 22 May 2026

Day 3
Friday 22 May 2026



2026
Agenda

DAY 3 • FRIDAY 22 MAY 2026

6:00am - 8:45am • Garden Court Brasserie

Breakfast

Day 3 begins with breakfast and barista coffee!

adyen

8:45am - 9:00am • The Great Hall

Opening Remarks



Yvonne Adele

Event Host and Official MC
iMedia

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9:00am - 9:35am • The Great Hall

Panel | Profit, People or Platform: Where would you invest your next \$1m?

Each panellist will outline and discuss their investment choice. The aim is not consensus. It is to create a sharp, practical conversation around what is genuinely worth backing in the New Zealand retail reality.



Sarah Lukins

GM eCommerce and AI Enablement
Fisher & Paykel Appliances

FISHER & PAYKEL



Jonathon Reuben

Head of Digital Retail Products
Foodstuffs South Island

Foodstuffs
South Island



Lisa Powell

Head of Retail Practice
Amblique

amblique



Josh Cragg

Group CTO
MAX / Barkers

MAX
BARKERS

9:35am - 10:00am • The Great Hall

Keynote | You've Invested in Personalisation. So Why Isn't It Moving Revenue?

Most retailers collect more customer data than ever before, yet struggle to turn it into consistent commercial outcomes. This keynote explores the shift from isolated insights and campaign-level optimization to intelligent customer systems that adapt in real time. Using a credible retail example, Netcore demonstrates how leading organizations move beyond segmentation and rules-based personalization toward dynamic decisioning across the customer lifecycle. The session focuses on: how to connect behavior, intent, and context into actionable signals; why many personalization efforts stall before delivering ROI; and what "always-on" customer intelligence looks like in practice. This is not a technology walkthrough, but a strategic look at how retailers can design intelligence into the system, rather than relying on hero teams or manual intervention.



Surya Ramanathan

Vice President, APAC / AMER
Netcore UNBXD

Netcore
UNBXD

10:00am - 10:20am • The Great Hall

Keynote | From Accidental to Intentional Retail

Most NZ retailers didn't plan to become technology companies — they just became ones by accident. This session delivers a no-jargon framework for intentional retail: how to cut the shelfware, decode what's actually driving profit, and make AI and data easy — and make it pay.



Qassem Naim

Founder
Circle

circle

10:20am - 10:50am • The Great Hall Foyer

Coffee Break

Take a break and refuel with coffee and morning tea.

adyen

10:50am - 11:40am

Networkers Only | Workshop with Anthony Mittelmarm

Something is shifting in the market — buyers are asking different questions, sales cycles are behaving differently, and what used to work isn't landing the same way. Most teams can feel it. Very few can clearly explain it or act on it.

Led by Anthony Mittelmarm, former CTO of Fujitsu Australia and enterprise AI strategy advisor, this closed-door workshop cuts through the noise and gets into what's really changing beneath the surface — and what that means for your strategy, technology, and growth over the next three years.

Expect a practical, honest conversation that may challenge some of your assumptions. That's the point.



Anthony Mittelmarm

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

Syndigo

Data Ownership: Centralised or
Federated - Control vs Speed

SEMRUSH

Brand Visibility in the Age of AI: Earn It
or Buy It

Signal & Light

"Always on vs Tentpole"
Product Launches



From Inspiration to Transaction:
Closing the Commerce Gap



AI Content at Scale: Velocity
or Liability?



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

11:40am - 12:00pm • The Great Hall

Keynote | Why Governed Data Matters: Krative and Asset Generation You Can Trust

When platforms compete for the same revenue and attribution contradicts itself, AI agents end up confidently wrong - building strategy on broken inputs. The fix isn't smarter agents; it's trustworthy data underneath them.

Ryan Delaney from Overdose Digital shows what becomes possible when the foundation is in place: Insight, creative, and execution running as one continuous loop - grounded in data the business can actually trust.

Ryan will walk through how this plays out in practice using Krative, Overdose's generative analytics platform sitting on a Looker-centralised source of truth, and show what some retailers are getting out of it.



Ryan Delaney

Group Chief Experience Officer (CXO) / Co-
Founder
overdose.

OVERDOSE.

12:05pm - 12:40pm • The Great Hall

From Facebook Group to AI-Enabled Marketplace: Building Designer Wardrobe

Designer Wardrobe began as a simple Facebook group in 2014. A decade later, it has grown into one of New Zealand's most recognised fashion marketplaces - with roughly one in ten New Zealand women on the platform.

In this fireside conversation, founder Aidan Bartlett shares the journey behind building Designer Wardrobe, including the moments that forced the business to rethink its model. From launching and later shutting down a rental venture during COVID to doubling down on the marketplace engine that worked, the story reflects the realities of building and evolving a platform over time.

Today, AI is embedded across the platform - from listing and content moderation to search, pricing guidance and product discovery. Aidan explores how these tools are reshaping the marketplace experience and what the next phase of platform retail could look like.

Part founder story and part technology roadmap, this conversation offers a candid look at the decisions that shaped Designer Wardrobe and where the platform goes next.



Aidan Bartlett

CEO
Designer Wardrobe

DESIGNER WARDROBE



Juanita Neville-Te Rito

Managing Director & Founder
RX Group



12:40pm - 12:50pm • The Great Hall

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.



12:50pm - 1:50pm • Camelot Room

Close the loop lunch

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

