

Wednesday, October 15

8:40 AM - 9:25 AM Crystal Pavilion Ballroom A

Opening Keynote: Best Buy Canada's Journey to Total Retail

As Canadians migrate towards an online shopping experience, how can retailers adapt to meet and exceed the eCommerce expectations that are being set forth? Join Ron Wilson, President and COO of Best Buy Canada, as he provides insight into how his company has revitalized its retail approach and refined its digital strategy. Learn how 'Total Retail' has gone from an innovative concept to now truly encompassing the multiple avenues through which Canadians shop, and discover what eCommerce innovations Best Buy Canada is introducing next as it continues to cater to customers throughout their shopping journey.

Keynote Speaker:

Ron Wilson

President & Chief Operating Officer
Best Buy Canada

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10:40 AM - 11:25 AM Crystal Pavilion Ballroom A

Concurrent A - One-Two Punch: Boys' Co Success Transformation Story

Hear an extraordinary story of a 68-year-old family-owned retail business and the ups and downs it went through over the years. Today Boys' Co is a well-established independent retailer with four successful stores in BC and their flagship location on Robson Street in Vancouver, but this wasn't always the case. Hear how Boys' Co changed the way they thought about retail and the customer, the struggles they went through to regain their focus and how they ultimately transformed their company!

Speakers:

David Goldman

President
Boys' Co

Craig Patterson

Editor-in-Chief and Founder
Retail Insider

9:25 AM - 10:10 AM Crystal Pavilion Ballroom A

Emerging Trends: What Is Driving Consumers?

If consumers could wave their magic wand, what would their ideal retail experience look like? What are they excited about? Who's doing it right and why? Drawing on interviews with retail experts, marketing agencies and a recent poll conducted by Lux Insights in September 2014, Claire will share perspectives on the wide world of both online and offline retail trends, including omni-channeling, showrooming, in-store technology integration, lifestyle centers and the influx of American retailers into Canada.

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Speaker:

Claire Booth

President
Lux Insights

10:10 AM - 10:40 AM Crystal Pavilion Ballroom BC/Foyer

Networking Break/Exhibits Open

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10:40 AM - 11:25 AM Pacific Rim Suite 2

Concurrent B - Protecting Your Brand in the Social Media Era

A single message or a single photo can spread across the Internet and expose a retail reputation to real damage in a matter of hours that may take months to fix, if at all. What does this mean for a retailer or manufacturer facing attacks on its reputation? The answer is to play good "defence" but to also sharpen your plan of attack and to learn how to play "offence." This panel discussion will include tips for safeguarding what may be your most important asset – your brand.

Speakers:

Chris Gouglas

Head Counsel
Best Buy Canada

Elder Marques

Partner in Litigation Group
McCarthy Tetrault

10:40 AM - 11:25 AM Pacific Rim Suite 1

Concurrent C - #MillennialTalk: The Shopper of the Future

The digital prowess and market savvy of Millennials make them a difficult group for retailers to bracket—do they break all the rules or are they more like other consumers? This session will explore the many myths and stereotypes that follow this no strings attached generation. Hear about new research on Millennials that provides insights into how retailers can engage and serve this trillion-dollar demographic.

Speaker:

Carman Allison

VP of Consumer Insights
Nielsen Canada

Program Sponsor:



RBC Royal Bank

11:25 AM - 12:25 PM Crystal Pavilion Ballroom A

The Future of Retail in Western Canada: How Digital Revolution is Transforming Businesses

Rapidly changing consumer expectations of where, how and when to buy products are causing retailers to re-examine every part of their business models. But one message is clear – if you are not in eCommerce, you are losing out! A panel of senior retail executives from the west coast will share their perspectives on emerging consumer trends in Western Canada, how the digital revolution is transforming their businesses, and what the future of retail looks like in Canada and worldwide.

Sponsored by: **Deloitte.**

Moderator:

Rick Kohn

Partner and BC Retail Leader
Deloitte Canada

Panelists:

Jamie Nelson

VP, Retail Operations
Overwaitea Food Group

Kriston Dean

Vice President of Merchandising and Marketing
Purdys Chocolatier

Pippa Morgan

EVP of Retail Division
Aritzia

David Thorpe

General Manager of Marketing
London Drugs

12:25 PM - 1:30 PM Crystal Pavilion Ballroom BC/Foyer

Networking Lunch/ Exhibits Open

1:30 PM - 2:15 PM Pacific Rim Suite 2

Concurrent A - Four Ways to Win for Independent Retailers

Independent retailers are facing more competition than ever as large chains and online e-tailers continue to crowd the market. But recent research has found that shoppers have different expectations for independent retailers, giving them a distinct advantage over other companies - as long as they focus on a customer-centric approach. Join this panel of successful independent business owners as they share their success stories and practical strategies along with key research findings from LoyaltyOne.

Moderator:

Jeff Berry

Senior Director of Research and Development
LoyaltyOne

Panelists:

Misti Mussatto

Co-Founder
Toy Jungle

Rand Clement

President
The RIGHT Shoe

Cathy Jesson

President
Black Bond Books

1:30 PM - 2:15 PM Pacific Rim Suite 1

Concurrent B - Case Study: Putting the Power in Your Consumers Hands by Embracing Technology

Learn how one independent merchant is redefining what checkout and payments mean to shoppers and associates. This case study will explore how mobile technology increased basket size and improved the in-store experience for LUX Beauty Boutique. Find out why small merchants hold the key to the future of retail and why the big box retailers will soon be playing catch up!

Sponsored by: **Moneris** 

Speakers:

Wendy MacKinnon Keith

CEO and Founder
Digital Retail Apps

Jennifer Grimm

Owner
LUX Beauty Boutique

Presenting Sponsor:



#retailwest14

1:30 PM - 2:15 PM Crystal Pavilion Ballroom A

Concurrent C - Innovative Strategies for Meeting Consumer Expectations in the New Omni-Channel World

Based on the recent findings from a consumer study conducted by Retail Council of Canada, this session will explore how digital touch points influence the way today's consumers evaluate retailers and brand offerings and what this means for the in-store experience. This session will cover best practices in adapting to today's new omni-channel world, tactics for improving shopper conversion and successful strategies for optimizing customer time in store.

Sponsored by:  NETSUITE

Speaker:

Robert Carter

Executive Director of Foodservice, Fashion and Beauty
The NPD Group

2:15 PM - 3:00 PM Crystal Pavilion Ballroom A

Super Session - The Future is Already Here: How Mobile is Transforming the Shopping Experience

Learn how retailers can win the hearts and minds of customers by delivering stronger mobile experiences in the moments that matter to them. With consumers increasingly pre-qualifying their purchases before they even enter a store – and often on the go – those retailers who provide the best online experience, particularly on mobile, will benefit from increased sales – both online and offline.

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Speaker:

Chris Hodgson

Retail and Tech Sector Lead
Google Canada

3:00 PM - 3:30 PM Crystal Pavilion Ballroom BC/Foyer

Networking Break/ Exhibits Open

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3:30 PM - 4:15 PM Crystal Pavilion Ballroom A

Developing Brand Strategy in the Digital Age

Digital is a new force that is reshaping brand marketing. It's a new game that many leading brands have yet to master and that represents complete transformation in brand marketing practices. In this session, successful Canadian brands will discuss proven strategies and techniques for promoting their companies and products through innovative online and social media presence.

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Moderator:

Sabaa Quao

President and Co-Founder
/newsrooms

Panelists:

Darren Yada

Digital Strategy Director
Rethink Canada

Mikey Scott

Global Marketing Director
Herschel Supply Company

Linda Maslechko

President and Founder
Triple Flip

4:15 PM - 5:00 PM Crystal Pavilion Ballroom A

Closing Keynote: Five Habits of Digital Leaders

Digital leaders are made, not born - you have it within you to become an effective digital leader! In this closing keynote session, bestselling author Erik Qualman will discuss what modern leadership means and how to take full advantage of everything the digital age has to offer, while avoiding common pitfalls that can damage your "digital legacy."

Speaker:

Erik Qualman

Author, Speaker, Professor and Entrepreneur

Sponsored by:  Microsoft

5:00 PM - 5:10 PM Crystal Pavilion Ballroom A

Closing Remarks

5:10 PM - 6:10 PM Crystal Pavilion Ballroom BC/Foyer

Networking Reception

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