

Agenda

Time	Title	Company	Name
9:00 – 9:25am	REGISTRATION		
9:25 – 9.30am	WELCOME		
9.30am-10.00am	Building a Retail Media Network (RMN): Pioneering successful partnerships that benefit the brand, retailer and shopper	Boots Retail Media	Elise Jibson

10.00am-10.30am	The investment and evolution of paid social media by Books2Door	Books2door	Abdul Thadha
10.30am – 11am	Strategies for maximising sales on TikTok	Anicca Digital	Rachel Cryan
11am-11.30am	BREAK		
11.30 – 12.00pm	Succeeding In Search With eCommerce Retail	Vibrant Doors	Ian Lockwood
12.00 – 12.30pm	What's Next for PPC? Data, AI, and the New Rules of	ProductHero	Sem Tielemans

	Ecommerce Advertising		
12.30pm-1.00pm	The AI Agents are coming! The top Generative AI tools and technologies for e-commerce marketing teams	Anicca	Ann Stanley
1.00-2.00pm	LUNCH		
2.00 – 2.20	Mastering Amazon Marketing: A Holistic Approach to Driving Growth	Zeal	Emma Bagley

2:20 – 2:40	Three ways to power up your marketing using your e-commerce sales platform data	Dello Insights	Lucia Dello
2.40 – 3.00pm	TBC		
3.00 – 3.30pm	BREAK		
3.30 – 3:45	Introduction to Generative AI Search Optimisation (GSO)	Anicca Digital	James Allen
3.45 – 4:00	What AI Knows About You	Waikay	Dixon Jones

4:00 – 4:15	SEO's Next Frontier: Generative Engine Optimization (GEO) in the AI-Driven Search Era	RankScale	Mathias Ptacek
4:15 – 4:30	Discussion on AI & GSO	Anicca Digital	Hosted by Ann Stanley
4.30 – 5pm	Roundup & Panel	Absolute Design	Hosted by Josh Grant
5-6pm	Planetarium		
6-8pm	After Conference Birthday Party		