

Agenda

Time	Title	Company	Name
9:00 - 9:25am	REGISTRATION		
9:25 - 9:30am	WELCOME		
9:30-10:00am	Building a Retail Media Network (RMN): Pioneering successful partnerships that benefit the brand, retailer and shopper	SMG / Boots Media Group	Elise Jibson
10:00 - 10:30am	Strategies for maximising sales on TikTok	Anicca Digital	Rachel Cryan
10:30-11:00am	BREAK		

11:00 - 11:30am	Succeeding In Search With eCommerce Retail	Vibrant Doors	Ian Lockwood
11:30 - 12:00pm	What's Next for PPC? Data, AI, and the New Rules of Ecommerce Advertising	Producthero	Sem Tielemans
12:00-12:30pm	The AI Agents are coming! The top Generative AI tools and technologies for e-commerce marketing teams	Anicca	Ann Stanley
12:30-1:30pm	LUNCH		
1:30 - 2:00pm	What's Working on Amazon in 2025 - And how to win	ZEAL Agency	Emma Bagley

2:00 - 2:30pm	Making Sales and Marketing Data Work Harder for your E-Commerce Business	Dello Insights	Lucia Dello
2:30 - 3:00pm	Intelligent offers: How to drive more revenue while protecting your brand	RevLifter	Dan Bond
3:00 - 3:30pm	BREAK		
3:30 - 3:45pm	Introduction to Generative AI Search Optimisation (GSO)	Anicca Digital	James Allen
3:45 - 4:00pm	What AI Knows About You	Waikay	Dixon Jones
4:00 - 4:15pm	SEO's Next Frontier: Generative Engine Optimization (GEO)	RankScale	Mathias Ptacek

	in the AI-Driven Search Era		
4:15 - 4:30pm	Discussion on AI & GSO	Anicca Digital	Hosted by Ann Stanley
4:30 - 5:00pm	Roundup & Panel	Absolute Design	Hosted by Josh Grant
5:00-6:00pm	Planetarium		
6:00-8:00pm	After Conference Birthday Party		