



EVENT 01

Getting started with digital commerce

THURSDAY
8 OCTOBER 2020

10:00 – 11:00

Inspiration – Leading a digital transformation: learning from and embedding change with Spark CEO **Jolie Hodson**.

Case study – ‘How we approached digital to win’ with BlueLab’s Chief Product & Innovation Officer **Jono Jones**.

11:30 – 12:30

Tactical – Boston Consulting Group’s framework for rapidly standing up your digital storefront with BCG Digital Ventures’ Growth Director, **Alex Baxter**.



EVENT 02

Understanding your customer

THURSDAY
29 OCTOBER 2020

10:00 – 11:00

Inspiration and case study – Understanding your customer: The Yu Mei Women with **Jessie Wong**, CEO & Founder of Yu Mei.

Inspiration and case study – Accessibility and designing for digital with **Grace Stratton**, CEO & Founder, All is for All.

11:30 – 12:30

Tactical – Mindful consumer preferences in a product world: positioning, segmenting, targeting and persona development with **Vanessa Thompson**, Senior Director of Product Marketing, Twilio.



EVENT 03

Brand and marketing strategies

THURSDAY
19 NOVEMBER 2020

10:00 – 11:00

Inspiration – Nailing your brand promise and value proposition: living your message through storytelling.

Case study panel – Leading with digital: brand, marketing, content and customer advocacy.

11:30 – 12:30

Tactical – Content as a stand-out: taking your audience on a journey and measuring it.

Tactical – Driving demand with marketing: unique approaches, standing out, using data.



EVENT 04

How to win sales online

THURSDAY
10 DECEMBER 2020

10:00 – 11:00

Inspiration and case study – Customer acquisition: how to win sales online.

Case study – Securing, maintaining and maximising your strategic partnerships.

Case study – Omni-channel planning: mastering your single view of customers.

11:30 – 12:30

Tactical – Getting it right: selling on marketplaces with **Adam Brown**, President and founder, Protempo.



EVENT 05

Building your team for digital commerce success

THURSDAY
4 FEBRUARY 2021

10:00 – 11:00

Inspiration – Panel discussion: building a high-performing team.

Case study – Establishing the growth engine.

11:30 – 12:30

Tactical – Understanding digital roles: who does what, and why?

Tactical – Growing and running distributed teams: how to hire for capability, and resources you need to grow.



EVENT 06

Selecting the right platforms and technology

THURSDAY
25 FEBRUARY 2021

10:00 – 11:00

Inspiration – How to make good decisions: choosing the right platforms and technology.

Inspiration – Building on the platform: tips, tricks and examples.

11:30 – 12:30

Tactical – Understanding the difference between marketplaces and platforms.

Tactical – Case study: build it yourself, hold your own keys, own your data.



EVENT 07

Serving your customers – support & customer service

THURSDAY
11 MARCH 2021

10:00 – 11:00

Inspiration – Delighting your customer: the art of being customer obsessed.

Case study – Creating a winning user experience with empathy and customer-centricity.

11:30 – 12:30

Tactical – The tools: how technology can help you to better support your customers.

Tactical – Building the knowledge base: educating and training customers to become super-users and advocates.

Programme published September 2020 – please check digitallyspeaking.nz for updated speaker and session details.