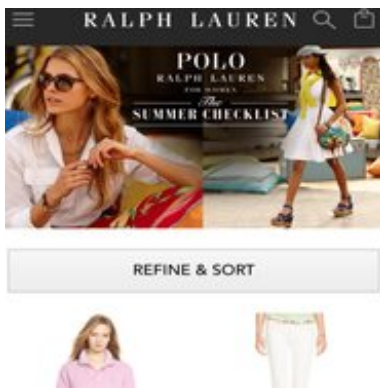


RESEARCH

Mobile Research Summit 2015 New York June 18: IDC, Deloitte, Javelin, Euromonitor, BIA/Kelsey, Nielsen, Boston Retail

June 17, 2015



Living the mobile life

By STAFF REPORTS

[Please click here to register for the Mobile Research Summit: Data & Insights 2015 in New York on Thursday, June 18, 2015](#)

Sign up now

Luxury Daily

Registration is open for the second annual Mobile Research Summit: Data & Insights 2015 on Thursday, June 18 featuring analyst speakers from IDC, Deloitte, Javelin, Euromonitor, BIA/Kelsey, Boston Retail Partners and Nielsen. This daylong New York event is an immersion in invaluable market research and analysis focused on evolving consumer behavior and marketers' adaptation to trends and changed needs via mobile use.

This is a must-attend for retailers, brands, financial services firms, marketers, ad agencies, publishers and market researchers looking to understand how consumer behavior is molded by mobile devices and how mobile strategy and tactics should evolve in the multichannel context including stores, online, catalog and call centers. At this

exclusive summit organized by this publication at the National Museum of the American Indian directly across from Battery Park in Lower Manhattan, attendees will get to meet with the nation's leading market researchers willing to share valuable research, analysis and best-practice tips for effective mobile-influenced retail and marketing. The conference, whose agenda is below, will be limited to only 125 delegates.

This year's agenda will cover customer reach and relations in the next-gen mobile app era; the new digital divide; shifts in the world of payments, social, retail and data; five key trends affecting mobile commerce; developments in location-based mobile advertising; and how mobile technology is transforming the customer experience.

The **event** is priced at \$795 for the day, which includes breakfast, lunch and cocktails. Bonus: State of Mobile Commerce 2015-16 special report valued at \$995 – free to all registered paid attendees.

For sponsorship, please contact ads@napean.com.

This year's agenda can also be accessed on <http://www.mobileresearchsummit.com>.

The agenda is below.

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AGENDA

[Mobile Research Summit: Data & Insights 2015](#)

Thursday, June 18, 2015

A Napean presentation

Venue

National Museum of the American Indian

Diker Pavilion

One Bowling Green

New York, NY 10004 (directly across from Battery Park in Lower Manhattan)

7:30 a.m. – 8:30 a.m.

Registration and Breakfast

8:30 a.m. – 8:45 a.m.

Welcome Address

Marketing and Retailing in a Data-Driven Mobile Environment

Speaker:

Mickey Alam Khan, editor in chief, *Luxury Daily*, *Mobile Commerce Daily* and *Mobile Marketer*

8:45 a.m. – 9:30 a.m.

Opening Keynote

IDC: Customer Reach and Relations in the Next-Gen Mobile App Era

Mobility is a pervasive and perhaps dominant condition from which consumers access the universe of digital content and services. For this reason, it is a primary design point when brands, marketers and retailers think about tactical and lifetime customer engagement. Mobility is a permanent condition, but it is also highly dynamic. In many ways it can be considered a complex extension of the Internet that has democratized the relationship between brands and consumers. The mobile application is now king, but what marketers can do within and between these “containers” is changing radically. This session will focus on the evolution of mobile apps with the objective of helping marketers and retailers aim ahead of the coming changes. Key topics include:

- Mechanics of the Inter-App Economy
- How will apps evolve to multiply engagement and transaction potential
- What devices and service platforms are most engaged by consumers, which are emerging, and at whose expense
- What are app developers thinking and doing and how does that help marketers
- The post-app engagement model

Speaker:

John Jackson, program vice president for mobility research, IDC

9:30 a.m. – 9:45 a.m.

Break

9:45 a.m. – 10:30 a.m.

Deloitte Consulting: The New Digital Divide

As historically bricks-and-mortar retailers attempt to build their digital business, they continue to focus on, build and measure things that customers do not value, or more simply put, the wrong things. As a result, these retailers are steadily losing market share in sales, shopping and search. Consumers have not stopped going to stores, but digital has altered in-store behavior in three clear, irrefutable ways:

- It is not just about the Buy button
- Declining influence and inspiration
- Category and the “mission-driven customer”

Speaker:

Jeff Simpson, director, Deloitte Consulting LLP

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – 11:30 a.m.

Javelin Strategy and Research: 50 Shades of Pay: Tectonic Shifts in the World of Payments, Social, Retail and Data

The intersection of payments, retail, technology and marketing have never been hotter, with the best known and most coveted consumer brands pushing the boundaries of what, where and when we can purchase. Through unique data-driven consumer insights, this session will explore the zeitgeist of payments – social media payments, real-time transactions, Big Data, mobile and wearables – showing what is and what is not working and where the opportunities lie for the future of consumer transactions. The session will explore:

- Forecasts for mobile payment adoption, both online and at the point of sale
- New developments in real-time transactions and the implications for mobile payments
- International examples of best and worst practice in fusing mobile with payments
- Untapped opportunities in connecting the dots between industry stakeholders

Speaker:

Nick Holland, head of payments, Javelin Strategy and Research

11:30 a.m. – 11:45 a.m.

Break

11:45 a.m. – 12:30 p.m.

Euromonitor: 5 Most Important Trends Impacting Mobile Commerce

Commerce is slowly approaching a tipping point with respect to whether the mobile wallet could become a viable everyday tool. More consumers are being introduced to the concept for the first time. In addition, many companies are beginning to make their first mobile-related investments. This presentation will explore the five most impactful trends impacting mobile commerce today, including:

- The arrival of smartphones to the masses has ushered in a new hyper-connected consumer, leaving numerous companies scrambling to develop long-term digital strategies that will enable them to compete in this new era. What companies need to do to remain competitive in this new digital era
- Tablets are the natural transition from the desktop or laptop commerce experience to the on-to-go shopping or payment experience that may eventually unfold on those smaller screens. Why has this tablet trend has been so prominent among developed-market consumers
- Increasingly, social media networks such as Facebook, Twitter, WeChat and Line have

entered the mobile commerce battlefield. How social companies could drive future mobile commerce adoption

- Traditional payment behemoths such as Visa and MasterCard now find themselves competing against non-payments entrants in this fast-evolving and ever-expanding digital payments landscape. Should these non-payment players be considered advocates or adversaries of the established payment industry

Speaker:

Michelle Evans, senior consumer finance analyst, Euromonitor

12:30 p.m. – 1:30 p.m.

Lunch Break

1:30 p.m. – 2:15 p.m.

BIA/Kelsey: Location-Based Mobile Advertising: Beyond the Hype

There is a rising tide of excitement and investment around location targeting in mobile marketing. But what do marketers mean when they say "location targeting?" The answer is different, depending on who is asked. This session will define the opportunity around location targeted mobile marketing, starting with the term itself. It will take a concrete data-driven approach, including case studies and illustrative examples of what is working and not working in location-based mobile marketing, including topics such as:

- Mobile usage data
- Mobile ad revenue forecasts
- Examples of location-based ad units
- Phone calls are the "new click"
- Difference between good location data and bad location data
- Mobile marketing attribution for offline conversions ("closing the loop")
- Mobile payments, app trends and strategies
- Wild card: on-demand local services (uberfication of everything)

Speaker:

Rick Ducey, Managing Director, BIA/Kelsey

2:15 p.m. – 2:30 p.m.

Break

2:30 p.m. – 3:15 p.m.

Nielsen:

Speaker:

Monica Bannan, senior vice president of client solutions, Nielsen

3:15 p.m. – 3:30 p.m.

Break

3:30 p.m. – 4:15 p.m.

Boston Retail Partners: How Mobile Technology is Transforming the Customer Experience

Mobile devices have become ubiquitous in the lives of consumers, dramatically changing how they shop. Having a constant, virtually unlimited amount of information at their fingertips has changed consumers' shopping behavior and elevated their expectation for customer service. Consumers now use mobile devices to research products, compare prices, complete purchases online and increasingly to pay for in-store purchases. The proliferation of tablets and mobile phones has also created new opportunities for retailers to enhance customer service. Putting mobile devices in the hands of store associates enables inventory look-up enterprise-wide even for products not immediately available, supports the associate providing assistance to the customer on the selling floor and enables transaction processing anywhere in the store. This session will explore the findings from Boston Retail Partners' 16th Annual POS/Customer Engagement Benchmarking Survey and Mobile Technology: Transforming the Customer Experience special report which surveyed top North American retailers to understand the current trends in the industry, including:

- Mobile POS: Nearly 300 percent more retailers plan to deploy mobile point of sale systems in the next two years
- Customer-facing mobile services: 165 percent more retailers plan to offer personalized recommendations via customer-facing mobile technology within three years
- Mobile payment: 350 percent more retailers plan to support NFC payments by October

Speaker:

Marty Whitmore, vice president, Boston Retail Partners

4:15 p.m.

Raffle for Dom Perignon

4:30 p.m. – 5:30 p.m.

Sponsored Cocktail Hour

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Hotels in the Lower Manhattan neighborhood:

[DoubleTree by Hilton Hotel New York City - Financial District](#)

8 Stone Street, New York, NY 10004; tel: 212-480-9100

[Please click here for the Web site](#)

The Ritz-Carlton Battery Park

Two West Street, New York, NY 10004; tel: 212-344-0800

[Please click here for the Web site](#)

New York Marriott Downtown

85 West Street at Albany Street, New York, NY 10006; tel: 212-385-4900

[Please click here for the Web site](#)

W New York Downtown, 123 Washington Street (entrance on Albany Street), New York, NY 10006; tel: 646-826-8600

[Please click here for the Web site](#)

Millennium Hilton

55 Church Street, New York, NY 10007; tel: 212-693-2001

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