

MOBILE

Announcing Mcommerce Summit 2016 New York May 5

February 5, 2016

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Sky's the limit for mobile

By STAFF REPORTS

[Please click here to register for the Mcommerce Summit: State of Mobile Commerce 2016 on Thursday, May 5 in New York](#)

Join senior executives and decision-makers at the 6th annual Mcommerce Summit: State of Mobile Commerce 2016, the nation's No. 1 conference discussing retailing and marketing with mobile as the key influencer. Speakers from retailers and marketers such as Walmart, Walgreens, IKEA, Staples, Google and Boston Retail Partners.



Focus: The state of omnichannel retail with mobile influencing consumer decision-making and the marketing and retail efforts needed to acquire, retain and reactivate customers and prospects. How retailers are measuring up with their mobile commerce efforts in 2016 and what it means for the overall retail ecosystem

Why you should attend: Get inside knowledge of how the nation's leading retailers are deploying mobile in their retail and marketing efforts, with a special focus on strategy, tactics, execution and results. Also network with fellow attendees who are senior executives and decision-makers at leading marketers and retailers in this daylong transfer of knowledge

One more reason why you should attend: This is the nation's oldest and leading mobile commerce event attracting Fortune 100 companies to share insights and analysis on mcommerce and mobile-influenced retail. Pure retail, plain and simple

Venue: National Museum of the American Indian, Diker Pavilion, One Bowling Green, New York, NY 10004 (directly across from Battery Park in Lower Manhattan)

Price: Only \$695, which includes breakfast, lunch and cocktails

Sponsorship: For sponsored lunch keynotes, tables, breakfast, cocktails, lanyard, seat drop and other sponsorships, please email ads@mobilemarketer.com

Host: Mobile Commerce Daily, the world's No. 1 mobile commerce publication and a sibling to Mobile Marketer, the leading title covering mobile advertising, marketing and media. Combined, both publications produce Mobile FirstLook, Mcommerce Summit, Mobile Research Summit, Mobile Marketing Summit and Mobile Women to Watch Summit

[Register now for the Mcommerce Summit: State of Mobile Commerce 2016](#)

AGENDA

Mcommerce Summit: State of Mobile Commerce 2016

Thursday, May 5, 2016

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. 8:45 a.m.

Registration and Breakfast

8:45 a.m. 9 a.m.

Welcome Address: Mobile Commerce In an Omnichannel World

Speakers:

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

Emcee: Elsbeth Cloninger, senior vice president for client services, Sumotext

9 a.m.

IKEA: The Path to Omnichannel: Why Digital Mobile Solutions are Important for Brands and Retailers

As one of the largest home furnishings retailers worldwide and a leading cataloger and ecommerce merchant, IKEA has been at the omnichannel for a while now. However, many brands and retailers are at the beginning of their omnichannel journey as ecommerce retailers. Consumers go through distinct buying phases when they buy products online and at the stores. Brands and retailers need to understand the importance of omnichannel in this online journey and the connection to the physical stores. Takeaways from this presentation will include:

Why digital mobile solutions are key to brands and retailers?

How IKEA uses mobile technology and why it is necessary for its success

What is the future of retail in the digital universe?

Speaker:

Victor Bataya, global head mobile solutions, IKEA

9:45 p.m.

Break

10 a.m.

Fireside Chat

Walmart: Leveraging Mobile to Enhance and Simplify In-Store Shopping

How the world's largest retailer is using mobile to drive traffic and business in its thousands of stores nationwide, along with strategy advice, tips, commentary on the highly competitive retail environment and how mobile gives players an edge.

Speakers:

Justin Toupin, director of mobile products and strategy, Walmart Global Ecommerce

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

10:45 p.m.

Break

11 a.m.

Boston Retail Partners: Mobile Technology: Transforming the Customer Experience

The impact that mobile devices and applications have on consumers' lives increases daily. Mobile applications have a permanent place in their lives. In the last two years, and most likely in the next two years, mobile devices will have a significant impact on the retail industry. This session will discuss the key components of developing and

delivering an effective mobile strategy including:

Decide when to build a mobile application versus optimizing a Web site for mobile

Identify how to meet customer and employee expectations and guide adoption of mobile capabilities

Understand how to empower employees and enhance data with mobile devices

Understand the support and organizational effect that a mobile strategy will have on the organization

Identify the future impact of mobile payments

Speaker:

Perry Kramer, vice president and practice lead, Boston Retail Partners

11:45 a.m.

Break

Noon

How to Attract and Engage Retail Users on Your Mobile App with Google

Retailers know that their best and most loyal customers use their mobile applications. However, driving acquisition and engagement with these apps is a big challenge. Eighty percent of apps have never been downloaded, and 95 percent of apps are abandoned within a month. So how can brands best tap into these vast app-consuming audiences in the world of retail? This session will discuss:

How brands and retailers should market their mobile apps through the latest tools for driving app acquisition and app re-engagement

Latest retail case studies and apps UX research to let retailers make the most of their mobile app opportunity

Best-practice tips from Google for mobile commerce

Speaker:

Jonathan Pelosi, head of industry and mobile apps, Google

12:45 p.m. 2 p.m.

Sponsored Lunch Break and Keynotes

2 p.m.

Staples: Exceeding Customer Expectations In an Omnichannel World

The nation's No. 1 office supplies retailer is one of the pioneers in mobile commerce and often held up as an example of what to get right with mobile. With its vast footprint of stores supported by ecommerce, mobile marketing and mobile commerce, Staples strives to offer a seamless shopping experiences across channels. In this session, attendees will learn:

How retailers can differentiate themselves in a world where mobile payments, mobile shopping and integrated channel experiences are becoming the rule rather than the exception

How mobile as a medium can provide a true value-add versus what is increasingly becoming business as usual. Customers' expectations are simply outpacing retailers' abilities to keep up. The integration of point-of-sale (POS) systems, buy-in from store associates and fulfillment process is no small order, either

How retailers can bring these systems together to wow customers and exceed their expectations

Speaker:

Gwen Murray, mobile marketing lead, Staples

2:45 p.m.

Break

3 p.m.

Walgreens: Leveraging Mobile to Redefine Convenience for Omnichannel Customers

The nation's largest drugstore chain is highly accomplished in enlisting each channel of mobile to funnel traffic and business to other channels, including its store network. What makes Walgreens stand out is its understanding of customer mindset and designing mobile experiences to match those. Hence its success in acquiring one of the largest SMS databases of any retailer nationwide and the popularity of its applications and mobile site. How the retailer views mobile as part of its omnichannel customer service will form a key part of the discussion in this session.

Speaker:

Kartik Subramanian, director of mobile product, APIs and innovation program, Walgreens

3:45 p.m.

Break

4 p.m.

Raffle for Dom Perignon

4 p.m.

Zappos: How Mobile is Propelling Further Growth and Strengthening Customer Ties for the No. 1 Online and Mobile Footwear Retailer

5:30 p.m. 6:30 p.m.

Sponsored Networking Cocktails

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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

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

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Napean LLC, organizer of this event, reserves the right to alter the agenda at any time