

MOBILE

## Mcommerce Summit 2014 New York May 1: Walgreens, Sephora, Wendy's, Marriott, Staples, Gilt, JetBlue, Warburg Pincus, Forrester

April 30, 2014

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*Hamming it up for mobile*

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By STAFF REPORTS

[Please click here to register for the Mcommerce Summit: State of Mobile Commerce 2014 in New York on Thursday, May 1, 2014](#)

Registration is open for the fourth annual Mcommerce Summit: State of Mobile Commerce 2014 conference Thursday, May 1 featuring speakers from Walgreens, Sephora, Wendy's, Marriott, Staples, Gilt Groupe, JetBlue Airways, Warburg Pincus and Forrester Research. This daylong New York event is a must-attend for retailers, brands, financial services firms, marketers, ad agencies, publishers and market researchers looking to devise and implement smart mobile commerce strategy and tactics tying in with other channels, including in-store integration.

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**Luxury Daily**

At this exclusive summit organized by this publication at the Time & Life Building in Midtown Manhattan across from Radio City Music Hall, attendees will get to listen and meet with key executives moving the needle for mobile commerce and mobile integration within retail stores. The conference, whose agenda is below, will be limited to only 200 delegates.

“What retailers and financial services institutions are discovering with mobile this year is its stealth growth and how the medium has insinuated itself into the very plumbing and wiring of retail,” said Mickey Alam Khan, editor in chief of Mobile Commerce Daily and Mobile Marketer, New York.

“More than sales over smartphones and tablets is the potential to use mobile as an amplifier for bricks-and-mortar where the bulk of retail is still conducted,” he said. “Now is not the time to discuss mere mobile sites or apps, but to elevate the conversation to recognizing the customer in-store, nearby, at work and at home, and accordingly anticipating and tailoring to that behavior.”

Now in its fourth year, the prestigious Mcommerce Summit is designed to help retailers and marketers gauge the progress of their peers and competitors in mobile, helping shape strategy, tactics and execution in the multichannel context.



*Guilty looks*

This year's agenda will cover how mobile is helping Walgreens capture shopper loyalty in an increasingly digital world, Staples' new approach to handling business sourced from the store, online and mobile mediums, Marriott's emphasis on engaging customers on mobile and how mobile marketing and commerce is changing Wendy's root and branch in terms of outreach and operations.

Also included in the program are learning experiences from Sephora's shoppable content, how Gilt has successfully transitioned to a mobile commerce retailer, the mobile transformation of air travel as experienced by JetBlue and exclusive data and insights from Forrester Research on the mobile mind shift that will affect retailers and marketers and disrupt existing business models.

Finally, attendees will learn first-hand how private equity group Warburg Pincus is looking to invest in mobile companies and services.

The **event** is priced at \$695 for the day, which includes breakfast, lunch and cocktails.

For sponsorship, please contact Jodie Solomon at [ads@mobilemarketer.com](mailto:ads@mobilemarketer.com).

The Mcommerce Summit is part of this publication's exclusive summit series, which includes Mobile FirstLook, Mobile Marketing Summit and Mobile Women to Watch Summit. The events are held in New York.

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

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The agenda is below.

## AGENDA

### Mcommerce Summit: State of Mobile Commerce 2014

Thursday, May 1, 2014

*A Napean presentation*

Venue

Time & Life Building

1271 Avenue of the Americas (between 50th and 51st Streets)

8th Floor Auditorium

New York, NY 10020

7:30 a.m. – 8:30 a.m.

Registration and Breakfast

8:30 a.m. – 8:45 a.m.

*Welcome Address*

Mobile's Potential as the Wiring and Plumbing of Retail

Speaker:

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

8:45 a.m. – 9:30 a.m.

*Opening Keynote*

Walgreens: How the Drugstore Giant Earns Enduring Shopper Loyalty Via Mobile Commerce Efforts

Walgreen Co. is the nation's largest drugstore chain with fiscal 2013 revenue of \$72 billion generated via nearly 8,700 stores, ecommerce and mobile commerce. Not surprisingly, the retailer has invested heavily in integrating mobile into its store, digital and loyalty operations as part of its multichannel strategy. The company's mobile portfolio comprises smartphone and iPad applications, a mobile Web site and text alerts. Services offered via mobile include weekly ad coupons, access to the healthcare clinic, pill reminder, refills by scan, photo printing, printing from Instagram, photo cards, posters and canvas, prescription transfers and pharmacy chat. In addition, there are text alerts for prescription readiness and refill reminders as well as delivery of special offers via SMS to its database of millions. Balance Rewards customers – 85 million enrollees – can also manage their loyalty program on mobile. In fact, Walgreens was one of the first retailers to build a loyalty program from a mobile platform. The keynoter will discuss:

- Progress made by Walgreens on mobile platforms, including mobile commerce
- How consumers are weaving in mobile into their regular shopping habits

- Walgreens' approach to capturing shopper loyalty in an online and mobile world
- Integrating mobile into other channels including store and what works and what does not: Walgreens' recipe
- Mobile commerce best-practice tips for store-based retailers

Speaker:

Tim McCauley, senior director of mobile commerce, Walgreens

9:30 a.m. – 9:45 a.m.

Break

9:45 a.m. – 10:30 a.m.

### *Research*

Forrester Research: The Mobile Mind Shift and What it Means for Marketers

Customers expect marketers to serve them in their moment of need in their relevant context anywhere, anytime. This expectation is changing everything about marketers' business, from how they sell and market to their business model and underlying processes, platforms and organization. That is the view of Forrester Research, one of the leading market researchers in the space and the topic of its new book due out in June. In this session, attendees will get a taste of what is to come in mobile commerce, including:

- Key trends in mobile commerce, including actionable data
- How mobile devices are changing consumer behavior
- How mobile will disrupt existing business models
- Mobile best practice for marketers and retailers

Speaker:

Julie Ask, vice president and principal analyst, Forrester Research

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – 11:30 a.m.

Staples: How Mobile is Transforming the Ecommerce Behemoth's Dialogue with Customers

As the second-largest Internet retailer and the company that invented the office superstore concept back in 1986, Staples knows a few things about marketing to its customers. But with the mobile explosion over the last several years the dynamics of the retailer-customer interaction has changed and Staples has had to evolve with it. From online to in-store to mobile devices, and increasingly a combination of all three, Staples has had to rethink how it talks to its customers and what the shopping experience looks like. With a new

ecommerce team put in place over the past year, the company has dramatically overhauled its digital assets to change not only the customer journey, but also the perception of Staples overall. With that in mind, this session will cover:

- The evolution of mobile at Staples
- What Staples customers are telling the company they want to view and buy
- How Staples views each mobile channel
- The importance of connected commerce within the user experience
- The integration of mobile into stores
- Investments that Staples is making to make more mobile commerce happen

Speaker:

Ryan Bartley, head of mobile, Staples

11:30 a.m. – 11:45 a.m.

Break

11:45 a.m. – 12:30 p.m.

Wendy's: Moving the Fast-Feeder from a TV-Centric Outreach to Encompass Mobile, Social and Digital

Fast-food chain Wendy's has been a traditional company, especially when it comes to marketing. Television campaigns such as "Where's the Beef" and decades of commercials featuring founder Dave Thomas showed a significant reliance on TV advertising dating back to the retailer's establishment in 1969. In the last two years, Wendy's has become one of the fastest-growing companies in digital and mobile marketing, winning dozens of awards and being publicly recognized by many. This session will discuss the process to move this large, well-established brand to the modern marketing age, learnings along the way and where Wendy's thinks mobile is headed. In particular, attendees will learn:

- How Wendy's used social listening and digital insights to define its digital and social strategy
- How Wendy's used Nielsen and other partners to prove the effect of digital
- How Wendy's marketing department, management and franchisees were convinced of the power of mobile and digital
- The importance of mobile and social media for small, location-sensitive purchases
- How Wendy's views mobile and social as inseparable
- Where Wendy's thinks mobile is headed

Speaker:

Brandon Rhoten, vice president in charge of digital and social, Wendy's

12:30 p.m. – 2 p.m.

Sponsored Lunch Break

1 p.m. – 1:25 p.m.

*Skava Presentation*

Pros and Cons of Responsive Design: What Retailers and Brands Need to Know

1:30 p.m. – 2 p.m.

Warburg Pincus: A Private Equity Firm Looks at Mobile Investment Opportunities

As a leading global private equity firm focused on growth investing, Warburg Pincus has more than \$37 billion in assets under management. The firm's active portfolio of more than 120 companies is diversified by stage, sector and geography. Since its inception in 1966, Warburg Pincus has invested more than \$15 billion in technology, new media and technology-enabled service companies. Now, with a newly appointed executive-in-residence who was the founder/CEO of mobile technology incubator and captive investment fund Hatch Labs, the firm is looking at several industries that have been historically underpenetrated by mobile technology and services or are ripe for transformation over the next decade. In this session, the speaker will discuss:

- Sectors within mobile that are being identified and evaluated for investment opportunities
- A review of sectors such as mobile smart devices, security, medicine and healthcare technology, and software services for enterprises and small business including ecommerce, education and local
- What an investment firm looks for in a mobile opportunity

Speaker:

Dinesh Moorjani, executive-in-residence, Warburg Pincus

2 p.m. – 2:45 p.m.

Gilt.com: Taking a Mobile-First Approach to Ecommerce

As one of the pioneers in flash sales, Gilt.com has become a popular online shopping destination offering daily sales featuring coveted brands for women, men, kids and home, along with local experiences – all at up to 60 percent off. The retailer was also one of the earliest converts to mobile and now sees more than 40 percent of its revenue coming from smartphones and tablets. Its application also features exclusive sales and lets consumers preview and shop select sales before they even go live on the mobile and PC site. In this session, attendees will learn:

- How the Gilt shopper has evolved
- How Gilt's mobile team tailors the shopping experience to take advantage of different

device capabilities

- Technology's role in changing consumer shopping behavior
- How Gilt focuses on a mobile-first strategy in this market

Speaker:

Jason John, vice president of online, mobile and social marketing, Gilt.com

2:45 p.m. – 3 p.m.

Break

3 p.m. – 3:45 p.m.

JetBlue Airways: Transforming Air Travel through the Use of Mobile

As one of the most customer-focused airlines, JetBlue Airways is known for rolling out the latest technological advances geared to making travel bookings, confirmations and alerts a seamless experience across online, mobile and phone channels. Whether for business or simply for pleasure, mobile has had a major influence on air travel. More airlines use mobile for travel services, commerce and marketing, as well as extending their brand through the medium. In this session, attendees will learn how JetBlue has used mobile to not only engage with its customers, but also enhance the travel experience for the connected traveler. In addition, the speaker will discuss:

- Building a digital landscape for success
- Driving brand loyalty through mobile and social
- What is next in emerging technology
- JetBlue case studies and highlights
- Best-practice tips

Speaker:

Jonathan Stephen, head of mobile and emerging technologies, JetBlue Airways

3:45 p.m. – 4 p.m.

Break

4 p.m. – 4:45 p.m.

Marriott Hotels: The Mobility Revolution Leading the Way for Brilliant Travel

With 500 hotels and resorts in nearly 60 countries, Marriott Hotels is evolving its travel experiences through every aspect of a guest's stay. Digital is a key part of its future. Last year, 25 percent of room nights were booked on Marriott.com and Marriott mobile reservations jumped 67 percent over the prior year. The hotel brand led the industry with its Marriott Mobile application that has now been downloaded more than 2.8 million times. In 2013, Marriott Hotels introduced mobile check-ins, another industry first. In

February, mobile checkout debuted to two-thirds of all Marriott Hotel properties in North America and overseas. The brand is also testing other mobile services at incubator hotels nationwide. This session's speaker will discuss:

- Marriott Hotels' mobile strategy that syncs with its customers' increasingly mobile-led lifestyle
- How the mobile check-in and checkout process works
- Future mobility innovations that will let guests communicate with the brand the way they do with others in their daily dealings
- Why mobile commerce is key to the growth of the hospitality and travel business

Speaker:

Vikas Chawla, vice president of mobile and digital guest experience, Marriott Hotels

4:45 p.m. – 5 p.m.

Break

5 p.m. – 5:45 p.m.

*Closing Keynote*

Sephora: Evolution of Digital Marketing and Commerce with Inspiring and Educational Content

Sephora is a key unit of Louis Vuitton Moët Hennessy, the world's largest luxury goods conglomerate, with 1,300 stores in 27 countries. The chain, which is the No. 1 beauty products retailer, sells perfumes, colognes, cosmetics and skincare products geared to women who are at the forefront of tech early adopters in retail with a heavy involvement in mobile and social commerce. Attendees to this session will learn how Sephora continues to evolve its digital marketing efforts this year, including:

- Sephora's digital point of view
- User-generated: Inspiring, shoppable content
- Sephora University: Sharpening her skills
- Learnings and best-practice tips for mobile commerce in 2014

Speaker:

Johnna Marcus, director of digital business development, Sephora

5:45 p.m.

Raffle for Dom Perignon

5:45 p.m. – 7 p.m.

Sponsored Cocktails



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

[The Palace Hotel](#)

455 Madison Avenue, New York, NY 10022; tel: 212-888-7000

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

[The Bryant Park Hotel](#)

40 West 40th Street, New York, NY 10018; tel: 212-869-4446

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

[New York Marriot Marquis](#)

1535 Broadway, New York, NY 10036; tel: 212-398-1900

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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

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