

# #AppCommerce 2018

London, 26th June

## Agenda

10.30 *Arrival and Refreshments*

11.00 **Intro's and vision**

Oyvind Henriksen, CEO, Poq

11.25 **Panel: Driving app success**

ASOS, Missguided, Deloitte, Internet Retailing

12.10 **Q&A**

Jonathan Wall, Chief Digital Officer,  
Missguided and Non-exec Director, Yours Clothing

12.50 **Visual Search Demo**

With Matthias Dantone, CEO, Fashwell

13.10 **Building a strong App Roadmap**

Balint Szeplaki, Head of Product, Poq

13.30 *Lunch*

14.00 **The Retail Landscape**

Cornelia Calugar-Pop, Research Insights Manager, Deloitte

14.20 **The Future of Retail**

Susanne Given, Non-Exec Chairman, Made.com

15.00 **Fireside Chat**

with Andy Harding, ex-CCO Mothercare and  
House of Fraser

15.50 **App Spotlight**

Kristina Walcker-Mayer, Senior Product Manager  
Mobile Apps, Zalando

16.10 **Wrap up and networking drinks**