

Wednesday, October 8

7:00 – 8:00 am

Peacock Alley

Registration – Breakfast & Networking

8:00 – 8:15 am

Salon Windsor

Welcome & Opening Remarks

Alain Dumas

Senior Director, Public Affairs
Sobeys Quebec

Stéphane Ricoul

Founder, eComMTL
Director of E-Commerce, Sid Lee

Harout Chitilian

Vice Chairman of the Executive Committee, City of Montreal,
Smart City Initiatives and Information Technology

Simultaneous Interpretation 

8:15 – 8:45 am

Salon Windsor

The Connected Customer: Transforming the Retail Landscape

Watching, learning from and then applying consumer trends is at the heart of any successful retail business. Covering everything from changes in consumer behavior, to how to analyze new business concepts and products for insights, this session will be packed with examples from Quebec consumer trends, giving attendees all the inspiration and the insights needed to tap into and profit from.

In this session, Christian Bourque & Jacques Nantel will provide a fast download of key current consumer trends & inspirational examples of businesses and brands already taking advantage of them.

Speakers

Christian Bourque

Executive Vice-President and Senior Partner
Leger

Jacques Nantel, Ph.D

Professor, HEC Montreal
Academic Associate & Executive Vice-President
Leger

Simultaneous Interpretation 

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8:45 – 9:15 am

Salon Windsor

Harnessing the Best of Digital & E-Commerce to Connect with Customers

There's no doubt that the retail industry is in the midst of a sea of change. Technology is being adopted faster than we've ever seen. An entire generation is now defined by the web, mobile and social media - consuming content when and where they want.

In this session, Google Canada's Marie Josée Lamothe, Managing Director of Branding & Quebec, will share her thoughts on how the web has transformed today's shopper and the opportunity for retailers to harness the best of digital to connect with their customers.

Speaker

Marie Josée Lamothe

Managing Director, Branding & Quebec
Google Canada

Simultaneous Interpretation 

9:15 – 9:45 am

Salon Windsor


Retail Continues to Evolve – So Must You

Change is more than just a constant; it is accelerating at ever increasing speeds. Gaétan Frigon, veteran retail executive and one of the most popular Dragons from the TV show Dans l'oeil du dragon, will share critical insights important to all retail leaders: you must evolve to stay in touch with your customers and ahead of your competition!

Speaker

Gaétan Frigon

Businessman and speaker
Dans l'oeil du Dragon

Simultaneous Interpretation 

9:45 – 10:15 am

Salon Versailles

Morning Break and Networking Lounge Open

10:15 – 11:00 am

Salon Windsor

The Online & Digital Retail Revolution Go Where Your Customers are... Everywhere!

In this session, retailers come together to discuss how they've successfully transformed their business to compete online. What are the challenges when you transform a traditional Canadian retail business into a global digital marketplace?

Moderator

Gaétan Frigon

Businessman and speaker

[Dans l'oeil du Dragon](#)

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Panelists

Georgia Genovezos

Senior Director E-Commerce

[Groupe Dynamite](#)

Frédéric Lecoq

VP Marketing and E-Commerce

[FGL Sports Ltd. & Mark's](#)

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Alain Dumas

Director Principal, Affaires Publiques

[Sobeys Quebec](#)

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Marc Smith

Director, Strategy and eCommerce Market Development

[Canada Post](#)

Simultaneous Interpretation 

Sponsored by



11:00 – 11:30 am

Salon Windsor

The Future of Retail: How to Stay Relevant & Contend with New Online Competitors

Shopify powers over 100,000 retailers in more than 100 countries. As Chief Platform Officer, Harley Finkelstein is leading the innovation sweeping e-commerce in Canada and across the globe. Harley will share insights about how merchants of all sizes are rapidly growing their businesses online and will draw upon his vast experience to provide a clear picture of the future of retail.

Speaker

Harley Finkelstein

Chief Platform Officer

[Shopify](#)

11:30 am – 12:00 pm

Salon Windsor

Five Critical Social Media & Online Trends

In a world characterized by continued growth of the Web, the question is not whether you should use social media in your marketing strategies, but rather how to use these new tools to maximize sales (Facebook, Twitter, MySpace, etc.).

Speaker

Luc Dupont

Professor of Communications

[University of Ottawa](#)

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12:00 – 1:00 pm

Salon Versailles

Buffet Lunch & Open Networking

12:10 – 12:30 pm

Salon Windsor

Lunch and Learn – Mediative: “Local Social” for Large Businesses

Social marketing has undoubtedly been one of the main trends in recent years. We understand the influence of social networks, and most large businesses have Facebook pages and strategies to increase engagement rates and the number of “likes” their pages receive. That being said, few national players consider adding a local approach to their social media strategy. What are the benefits of doing so for businesses? Where should they begin? These are a few of the topics addressed during this presentation.

Speaker

Mélanie Roth

General Director, National Sales

[Mediative](#)

Simultaneous Interpretation 

1:00 – 1:30 pm

Salon Windsor

Showrooming, Webrooming & Outshopping, How Can Retailers Capitalize on These New Consumer Behaviours?

What are showrooming, webrooming and outshopping? In this session, Sylvain Sénécal will review each phenomenon, explain why they are important to the retail industry in Canada and suggest what retailers can do about them.

Speaker

Sylvain Sénécal

Professor of Marketing

[RBC Group](#) E-Commerce Chair

[Tech⁹Lab](#) Co-Director

Simultaneous Interpretation 

#DTLQC

For any questions or comments, tweet using this hashtag and include speaker's Twitter handle.

1:30 – 2:15 pm

Salon Windsor

Evolution of The Digital Shelf: Even Online Retailers Must Adapt to New Trends

The traditional store-front retail model has been transformed into an online open marketplace. With the creation of the “digital shelf”, retail has shifted its focus from the aisle to the laptop. Web is now dominating sales in several different retail categories, and its growth continues to be exponential. However, with the explosion of mobile and its development into a major shopping tool, has a new evolution begun? In this roundtable discussion, online retail brands & B2B retail consultants will come together to discuss the future of digital retail.

Roundtable Leader

Sylvain Sénécal

Professor of Marketing
RBC Group E-Commerce Chair
Tech³Lab Co-Director

Roundtable Participants

Richard Cohene

Director of Marketing and Business Development
Beyond The Rack

Ethan Song

Co-Founder & CEO
Frank and Oak

Isabelle Mille

Vice President Retail & Marketing
Lolë

Claire Bourget

Marketing Research Director
CEFRIO

Simultaneous Interpretation 

2:15 – 2:45 pm

Salon Windsor

Case Study: La Presse – How a Traditional News Outlet Became a Digital Darling

Few industries have faced rapid changes in consumer behaviour and technology like the newspaper industry. La Presse will share the story behind its move to develop the innovative platform La Presse+, a free digital product available on both iOS & Android tablets. It's a case study that is sure to resonate with retailers making the move online.

Speakers

Marie-Claude Massie

Senior Director, Digital Products
La Presse

Jean-Marc De Jonghe

Vice-President, Digital Products
La Presse

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2:45 – 3:15 pm

Salon Versailles

Afternoon Break & Networking

3:15 – 3:45 pm

Salon Windsor

Case Study: Coca-Cola – It Takes a Community to Build a Brand

The power of building social communities through the lens of Coca-Cola's best practices. David Thomson will discuss how social media drives business results, what Coca-Cola's social media principles are and how businesses can put them into action.

Speaker

David Thomson

Vice-President, Connections, Knowledge & Insights
The Coca-Cola Company

3:45 – 4:30 pm

Salon Windsor

A Culture Of Change – How Retail Adopts To An Ever-Changing Consumer

In this brand new session, Twist Image President Mitch Joel looks at several new (and dramatic) trends that will force retailers to rethink many of their commonly held beliefs about what works in digital marketing and what the future may look like. Interestingly, this is less about the evolution of technology and much more about how consumers have become that much more efficient in this very different landscape. Bring an open mind, because the world continues to change and challenge retailers like never before.

Speaker

Mitch Joel

President
Twist Image

4:30 – 5:15 pm

Salon Windsor

Sylvain Carle's Start-Up Perspective: What Can the Bleeding Edge Teach Us?

A walk around the digital garden: the Internet consumer, online commerce and technology for retailers with a perspective skewed towards recent innovations, emergent use cases and agility, as a framework for larger organizations.

Speaker

Sylvain Carle

Partner, Real Ventures
General Manager, FounderFuel

Simultaneous Interpretation 

5:15 – 5:30 pm

Salon Windsor

Closing Remarks

Alain Dumas

Director Principal, Affaires Publiques
Sobeys Quebec

Stéphane Ricoul

Founder, eComMTL
Director of E-Commerce, Sid Lee

Simultaneous Interpretation 

5:30 – 7:00 pm

Salon Versailles

Networking Reception