

FUTR

RETAIL · MARKETING · COMMERCE

FORMERLY
MILLENNIAL²⁰₂₀

EUROPE SUMMIT 2018

13th-14th March 2018

Old Truman Brewery

HEADLINE SPONSOR

accenture

OFFICIAL MEDIA PARTNERS

CNBC **Forbes**

POST-SHOW

REPORT



CONTENTS

- 03 Attendee Feedback
- 04 FUTR: The Story Behind the Change
- 05 FUTR EUROPE in Numbers
- 06 Visitor Statistics: Audience Breakdown
- 07 Sample Attendee List
- 08 Who Attended?
- 09 Event Highlights: Conference
- 10 Event Highlights: Exhibition
- 11 Event Highlights: Backstage
- 12 Event Highlights: Networking
- 13 Media Attendance & Coverage
- 14 Millennial 20/20 Ones-to-Watch Awards
- 15 Consumer Tech Awards
- 16 FUTR European RetailTech - Top 50 list
- 17 Photo Gallery
- 18 Social Steam #FUTR
- 19 Sponsors & Partners
- 20 Exhibitors & Partners
- 21 FUTR Summits



ATTENDEE FEEDBACK

« It's great to get insights from different people, as they can give you a complete new mindset and that's why I come to FUTR Summit. »

Chief Innovation Officer
MediaMarktSaturn



« Events like this are at the forefront of where technologies are going. »

CMO
Booking.com

« FUTR is a unique, diverse, vibrant and future-shaping event. It's a balance of showcasing premium digital industry players and exciting new challenger start-ups on a common platform. I have personally learned a number of things on upcoming digital technology trends and made some high quality contacts during the two days. »

CTO
Reckitt Benckiser



« I met some really interesting companies with crazy ideas we love and some of them will materialise and some may not, but that what a conference like this is about. I loved it! See you next year! »

Senior Digital Marketing Manager
Arcadia



« I love this event, it is very unique and there is something for everyone. »

EU Lead Evangelist, Alexa

amazon



« The is the ONLY Retail and Marketing event we attend all year. »

Marketing Manager

adidas

FUTR: The Story Behind the Change

M20/20 expands into FUTureTRends; the year-round conversation on the future of consumer-facing commerce.

In 2015 we created our vision for a new type of event. Millennial 20/20 was disruptive, both in terms of format and content. We were quick to identify the rapidly-changing consumer landscape driven by the digitally-savvy, mobile-first, tech-native millennial generation. Our vision was to bring together brands and retailers with the latest solutions and innovations able to meet these needs and transform each part of the customer journey.

After our successful launch in London, demand from our community took us all over the world, hosting summits in Singapore, New York and Sydney in just 18 months.

Over this time, we witnessed multiple trends, technologies, innovations and business models that held the potential to disrupt the way brands and retailers operate. It became

apparent that these changes were moving at a much faster pace than we ever imagined. While still driven by empowered consumers, we identified trends that were in the near-future that we wanted to bring to life through our events.

FUTR is our own evolution. FUTR is actively engaged in next-generation commerce. FUTR is the must-attend event to identify what's next.

The FUTR is here.

This isn't just a conference and exhibition. FUTR is an authentic global community for those who want to stay at the cutting-edge of insights, technology and solutions. The move to FUTR is not only a change of name, but a new commitment to year-round conversation for analysis and insight-sharing. A watering hole for the future-focused leaders who want to see "what's next", understand how to bridge 'the

gap between now and next', while carrying forward authentic values with no baggage. FUTR is both cross-industry and global. We strive to find the lessons from across the globe to inspire and mobilise leaders as they seek to connect with today's consumer.

M20/20 was the launch pad for us to understand this space; to listen and learn what leaders and innovators really want. FUTR is the next chapter.

Whether it's accessing brand-new content at one of our summits, attending insightful roundtables and workshops, or gaining knowledge from our newly-launched research platform FUTR Insights; we want you to be part of FUTR for all Future Trends.

FUTR
RETAIL · MARKETING · COMMERCE



« I think the rebrand to FUTR is a very clever move and in line with what marketers and insight professionals want to see – future trends and how to be ready for when they hit

Marketing Manager

YouthSight

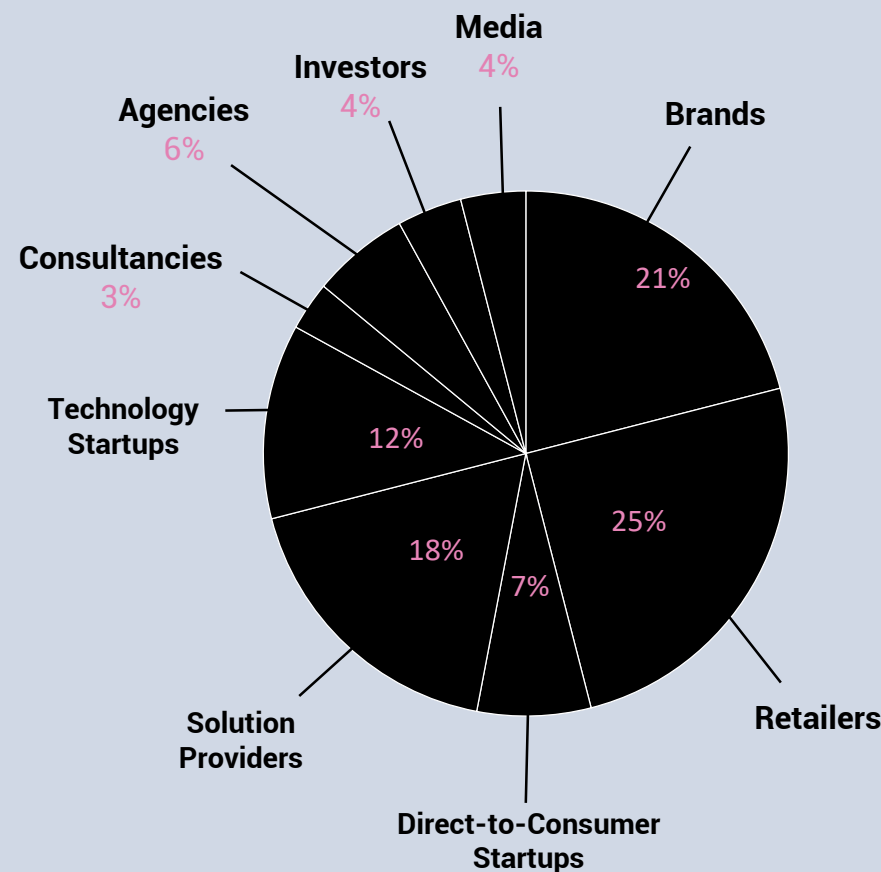
FUTR EUROPE 2018 IN NUMBERS



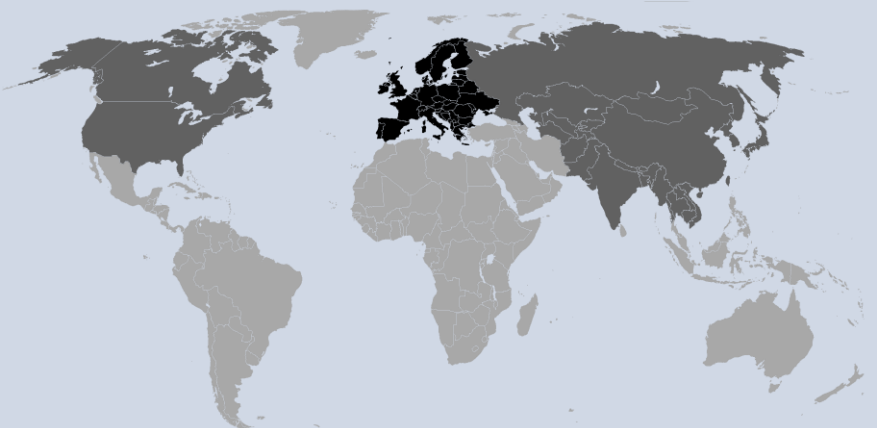
VISITOR STATISTICS: AUDIENCE BREAKDOWN

2753 visitors across two days

COMPANY PROFILE BREAKDOWN

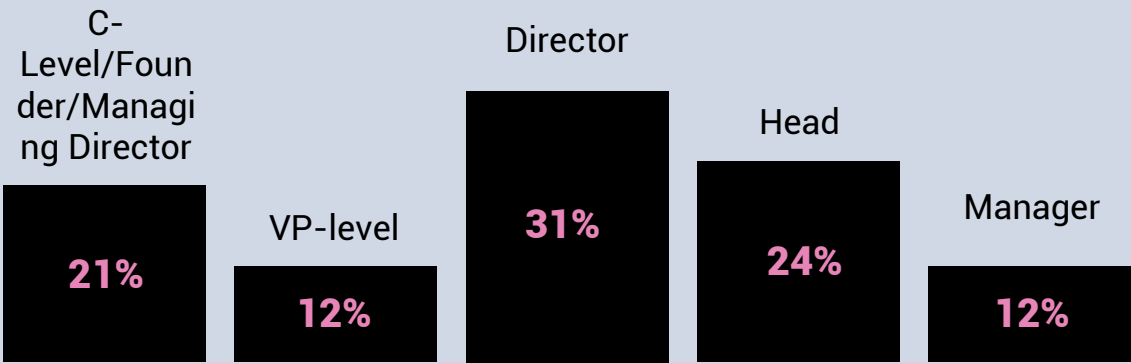


GEOGRAPHIC BREAKDOWN



- Worldwide Attendance
- 70% UK Attendance
- Visitors from 27 countries including: Belgium, Austria, Canada, Israel, Netherlands, Poland, France, Germany, China, Singapore, Taiwan, and the U.S

SENIORITY BREAKDOWN



SAMPLE ATTENDEE LIST

AIRBNB, GM Northern Europe
AMAZON, EU Lead Evangelist - Alexa
ANNOUSHKA, Managing Director
ARLA FOODS, Head of Ecommerce and Digital
ASOS, Head of Ecommerce – Northern Europe
ASTLEY CLARKE, Head of Ecommerce
BARCLAYS, VP - SME Innovation
BELSTAFF, Performance Marketing Manager
BENTLEY MOTORS, Digital & Connected Car Director
BEST SECRET, Head of Marketing
BOOKING.COM, Chief Marketing Officer
CARTIER, Innovation Director
CHARLOTTE TILBURY, Head of Global Product Marketing
DANONE, Senior Brand Manager
DEPOP, CEO
DIAGEO, Global Head of Marketing Johnnie Walker Reserve
DIXONS CARPHONE, Head of Brand
DORSET & RYVITA COMPANY, Head of Brand - Ryvita
DOVE - UNILEVER, Digital Marketing
EASYJET, Director of Marketing - Spain & Portugal
EBAY, COO UK
ELECTROLUX, VP Digital
ELLA'S KITCHEN, Founder & Chief Executive
ESTEE LAUDER, Vice President – Marketing
FEELUNIQUE.COM, CEO
FORTNUM&MASON, Digital Marketing Manager
HARRODS, Managing Director
HARRYS OF LONDON, Chief Merchant
HOBBYCRAFT, Head of Customer Loyalty
HOSTELWORLD, Global Head of Brand
HOUSE OF FRASER, CIO & Executive Director - Supply Chain
HUNTER BOOTS, Global Head of Retail
JAGUAR LAND ROVER, Global Product Strategy Director
JIMMY CHOO, Ecommerce Partnerships Manager
JOHN LEWIS, Executive Director
JUSTFRESH, Chief Marketing Officer
KELLOGG COMPANY, Director - Global eCommerce Customer

Development
KERING, Director of Operations
KF BEAUTY, CEO & Co-Founder
LE CORDON BLEU, Digital Marketing Manager
LENOVO, Marketing manager
LIDL, Head of Online Category Management
LUXOTTICA, eCommerce Director - Sunglasshut
LYNK & CO, Chief Digital Officer
MATCHESFASHION.COM, eCommerce Director
MCLAREN, Group Digital Director
MEDIAMARKTSATURN RETAIL GROUP, Chief Digital Officer
MICROSOFT, CMO
MONDELEZ, eCommerce Manager
MONOPRIX, Marketing Project Manager
MOTHERCARE, Managing Director - Asia & LATAM
MOVENPICK HOTELS & RESORTS, Senior VP Commercial
NANDO'S, Technology Leader & Head of Core Services
NIKE, Head of Digital
NESTLE, Head of Digital & Brand Governance
NET-A-PORTER, Global Brand Manager
PEPSICO, Head of eCommerce & Digital Experience
PHILIPS, Global Senior Manager - eCommerce Media
PIAGGIO GROUP, senior Vp digital marketing & CRM
PIZZA HUT, Chief Sales & Brand Officer - Europe
PROPERCORN, Head of Marketing
QUINTESSENTIAL BRANDS, Head of Marketing
RECKITT BENCKISER, Global eCommerce Director
RENAULT-NISSAN, Managing Director
SAINSBURY'S - ARGOS, Chief Technology Officer
SCHUH, Director of Ecommerce and Customer Experience
SECRETSALES.COM, CEO
SOPHIA WEBSTER, Head of Ecommerce
SRPRS.ME, Co-Founder & CEO
STEEL HOTELS, Co Founder
STELLA & DOT, Global Managing Director
STEPHEN WEBSTER, Head of Marketing
TATEOSSIAN, Global Ecommerce & Digital marketing Manager

TAYLOR & HART, CEO
TED BAKER, Ecommerce Trading Manager
TESCO, Head of Marketing
THE BODY SHOP, Digital Operations Director
THE COCA COLA COMPANY, Digital & Ecommerce Strategy Senior Manager
THE EAST INDIA COMPANY, Chairman & CEO
THE HUT GROUP, Managing Director
THE LEGO GROUP, Global Brand Development Manager
TIME INC., Head of Content Marketing
TM LEWIN, Global Retail Director
TOMS, EMEA Marketing Director
UA SPORTS, Marketing director
UNIDAYS, CMO
UNILEVER, Global Senior Brand Manager
UNILEVER FOUNDRY, Global Marketing Director & Head
URBAN OUTFITTERS, Head of Ecommerce - EU
UTOPIAN HOTEL COLLECTION, CEO/Co-Founder
VERTBAUDET, ecommerce director
VF CORPORATION, Digital Commerce Director EMEA
VICTORIA BECKHAM, Digital Marketing Manager
VIRGIN MEDIA, Director of Digital
VODAFONE GROUP, Lead - Global Channel Optimisation
WEETABIX, Head of Brand Weetabix on the Go
WHISTLES, Digital Marketing & CRM Manager
YOTEL, Senior Vice President
YOOX NET-A-PORTER GROUP, Head of International Marketing
YOOX NET-A-PORTER GROUP, Global Head of Strategic Campaigns

WHO ATTENDED?



EVENT HIGHLIGHTS / CONFERENCE

We'd like to thank all our speakers, panellists and moderators for their participation.

Overall we hosted 200+ UK and European speakers to join the discussions, representing some of the biggest names in marketing, retail and commerce.

Our Keynote speakers included:



GEORGE GOLEY
CTO



ANDREW MURPHY
GROUP CIO



PEPIJN RIJVERS
CMO



MARTIN WILD
CHIEF INNOVATION OFFICER



SCOTT ALLEN
CMO



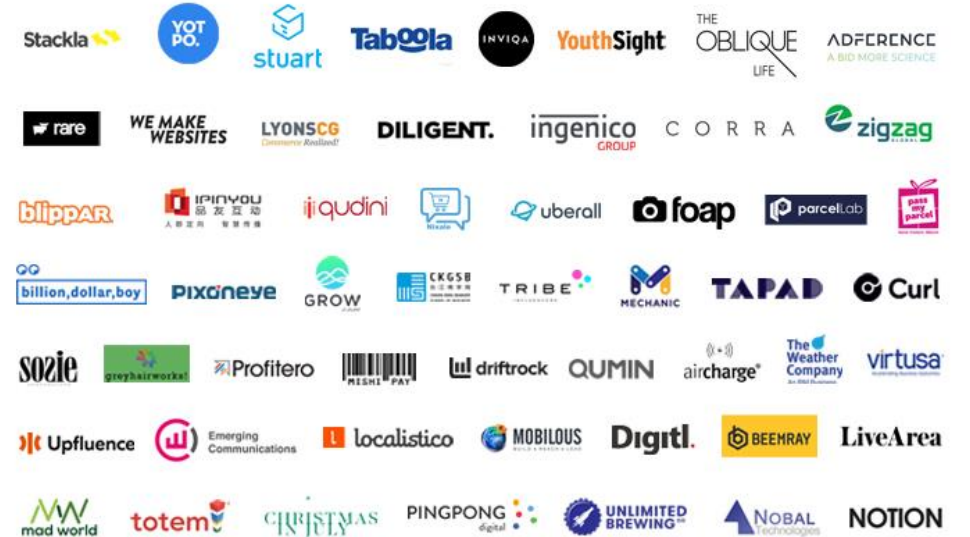
[See all speakers here](#)

DAY 1 - WEDNESDAY 13 TH MARCH				
9:00-10:00				
Opening Address & Keynotes				
10:00-11:00 / Coffee Break / Exhibition Visit				
INDUSTRY INSIGHTS	FUTURE COMMERCE	TECH & INNOVATION	 M20/20 BACKSTAGE Deep dive into topics that matter and build new industry relationships. Backstage hosts various meet-ups, roundtables and private workshops.	
 11:00 - 13:00 TRAVEL & HOSPITALITY What does the future hold for the travel, leisure and hospitality sectors? When experience is the new luxury and the sharing economy is booming, what strategies are out there to tempt customers and ensure satisfaction?	 11:00 - 13:00 MARKETING & ADVERTISING The latest case studies and lessons from world-leading brands on their most (and least) successful campaigns as well as a showcase of new marketing tech and thinking <i>CRM & Loyalty</i>	 11:00 - 13:00 BREAKING CHINA Addressing all you need to know about doing business in China and with Chinese customers.		
13:00-14:00 / Lunch				
 14:00 - 16:20 FOOD & BEVERAGE Exploring some of the most disruptive brands in the Food & Beverage and FMCG sectors. Looking at ever-changing consumption and behavioural habits of today's customers	 14:00 - 16:20 SOCIAL MARKETING Social, Influencers, Conversational Commerce, AI, chatbots - you can't afford to miss out on the best ways to improve customer engagement and stay relevant to the digital-savvy consumer.	 14:00 - 16:20 PAYMENTS & FINANCE Is a cashless world that far away? Who are the new players in the banking, finance and payments sector? Discover the latest in the world of money where millennials are concerned.	Private Breakfast Discussion 08.30 - 10.00 Hosted Lunch 12.30 - 14.00 Afternoon Tea Roundtable 14.30 - 16.00	
16:20-16:40				
Closing Keynote				
M20/20 Ones to Watch Awards				

DAY 2 - THURSDAY 14 TH MARCH				
09.30 - 10.30				
Opening Keynotes				
10.30 - 11.00 / Coffee Break / Exhibition Visit				
INDUSTRY INSIGHTS	FUTURE COMMERCE	TECH & INNOVATION	 M20/20 BACKSTAGE Deep dive into topics that matter and build new industry relationships. Backstage hosts various meet-ups, roundtables and private workshops.	
 11.00 - 13.00 TRAVEL & AUTO Understand the big trends in the auto industry that are creating new customer experiences, new retail formats, new technologies and new ways to use data.	 11.00 - 13.00 FUTURE RETAIL Merging the best of online and offline - from digital to instore. See what omnichannel should really look like and what's in store for the near-future.	 11.00 - 13.00 MARKETING & RETAIL TECH RetailTech is the new FinTech! Come and hear from the solution providers and platforms who can simplify your processes, improve customer engagement, drive instore sales and strengthen brand loyalty.		
13.00-14.00 / Lunch				
 14.00 - 16.20 FASHION & BEAUTY What does it take to build a global beauty brand in today's market? Hear from world-leading Apparel, Fashion and Beauty labels as well as disruptive brands on personalisation, authenticity and social responsibility.	 14.00 - 16.20 E-COMMERCE Replicating offline shopping experiences online and achieving a completely frictionless experience. Explore rentals, subscriptions and re-commerce as new business models to drive sales.	 14.00 - 15.00 INNOVATION IN BUSINESS 15.00 - 16.20 START-UP INNOVATION LAB Meet the start-ups who are changing the way you engage and sell to our customers. See live demos and pitches from a whole host of newbies in the space - including VR, AR, AI and chat bots!	Private Breakfast Discussion 08.30 - 10.00 Hosted Lunch 12.30 - 14.00 Afternoon Tea Roundtable 14.30 - 16.00	
16.20-17.00				
Closing Keynote				
17.00-20.00				
M20/20 Closing Party				

EVENT HIGHLIGHTS / EXHIBITION

60+ exhibiting companies and start-ups spanning across technology, retail, marketing, e-commerce, media, content, advertising, mobile, AR, VR, AI, data and digital joined us for our largest exhibition to date.

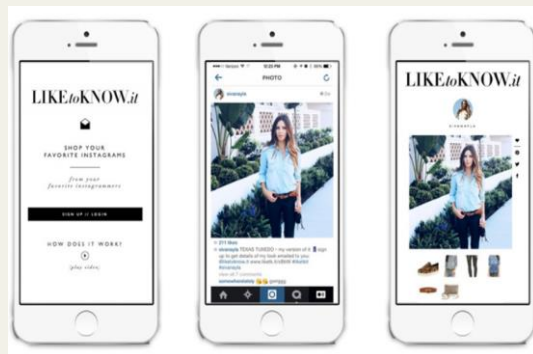


EVENT HIGHLIGHTS / BACKSTAGE

We hosted a number of private sessions for sponsors in our Backstage area, including:

LIKEtoKNOW.it

**Driving Sales at Scale
– Shaping your influencer
marketing strategy**



**Ultimate Millennial
Unified Retail Journey**



**Authentic Conversations
in an Age of Anticipation**



**How Weather and AI can
predict consumer
behaviour**

accenture
High performance. Delivered.

Private C-suite Lunch



Private C-suite Lunch

EVENT HIGHLIGHTS / NETWORKING

Speaker & VIP Party

gettyimages® gallery

Before the conference began, we welcomed all our speakers and VIPs to join us for a wonderful evening reception in the Getty Images central London Gallery.



Closing Party, sponsored by Unlimited Brewing Co.



We'd like to say a huge thank you to UB, who provided beer for everyone for our closing party. Also to Monkey Shoulder for their fantastic whiskey cocktails, no-one left thirsty! A fantastic close to the Summit

MEDIA ATTENDANCE & COVERAGE

100+ media in attendance, including:

Ball Street Network

Co-Founder & CEO

Bloomberg

Editor/Writer

Campaign

Global Technology Editor

Campaign China

Reporter

China Report magazine

Deputy Editor

CNBC International

Features Producer

CNBC International

Producer

Culture Trip

Editor

Digimedia.be

Editor

Dot Media

Editorial Director

Drapers

Publishing Director

Essential Retail

Editor

ExchangeWire

Head of Content

Fashion Network

Editor in Chief, UK

Financial Times

Business columnist

Financial Times

Consumer Industries Editor

Forbes

European Editor

Global Cosmetics News

Publisher

Marketing Week

Reporter

Mash Media

Editor

Mobile Marketing

Reporter

National Geographic Traveller (UK)

Editor

RetailTechNews

Editor

The Drum

Social Media + Video Content

Creator

The Guardian

Commissioning Editor

The London Journalist

Editor



Millennial 20/20: How Western brands can crack China



[See here for all media coverage](#)



Millennial 20/20 Ones-to-Watch Awards

Brand authenticity, trust, convenience, experiential, on-demand, mobile, online and personalised digital interactions are all values held dearly by today's customers. Millennial 20/20 Summits showcase disruptive retailers, innovative brand campaigns, unique startups and solutions that are bringing the future

of retail, marketing and commerce to life. The MOWAs were launched to celebrate the companies within our eco-system that are adapting, evolving and innovating to cater for the demands of today's consumer.

Entries for Singapore open in May.

Congratulations to our shortlist and joint winners.

WINNERS

Best Innovation Commerce-Enabler / Best Retail Solution



JUDGING PANEL



JONATHAN HAMMOND
GLOBAL MARKETING
DIRECTOR & HEAD OF



SEAN MCKEE
DIRECTOR OF ECOMMERCE
AND CUSTOMER EXPERIENCE



RICHARD GIBBONS
DIRECTOR - GLOBAL
ECOMMERCE CUSTOMER



BO JI
CHIEF REPRESENTATIVE &
ASSISTANT DEAN



RICH KITTO
HEAD OF CREATIVE BRAND
STRATEGY



IAN JINDAL
FOUNDER & EDITOR IN CHIEF



GEORGE PORTEOUS
HEAD OF COGNIZANT DIGITAL
BUSINESS, UKI



RUPA GANATRA
Founder & CEO





The Accenture ConsumerTech Awards recognize and reward early-stage innovators that are pushing the boundaries to better engage with the millennial consumer in the Consumer Goods & Services, Retail and Travel industries.

With the explosion of new technologies emerging across consumer industries, the awards recognize excellence in customer experience and personalization, and innovative ways to increase sales revenue, improve product sourcing and delivery or enable a more digital workforce.

Congratulations to all the winners!

MILLENNIAL **CONSUMER**

blippAR

MILLENNIAL **SHOPPER**

 **SPOON
GURU**

MILLENNIAL **TRAVELLER**

wayblazer 



FUTR EUROPEAN RETAILTECH 2018

Top 50 List

IN PARTNERSHIP WITH



During the summit, we announced the European RetailTechTop 50 List, our definitive guide of Europe's top 50 early-stage companies in RetailTech. We would like to say a big thank you to our partner Cognizant and our curated judging panel of retail and media leaders for their participation in selecting the final 50.

The aim of this list was to identify the startups that have the potential to cause real disruption in the sector. From supply chain to product design and mobile to store experiences, our list provides an up-to-the-moment lens into the future of retail and the early stage start-ups that are shaping that future.

[You can see the full list here.](#)

CATEGORIES

IN-STORE EXPERIENCE

Technical innovations or novel digital approaches to improving in-store customer journeys and/or physical store operations.

COMMERCE & PAYMENTS

Startups facilitating better payments, transactions in store or anywhere across the multichannel retail journey through digital innovation.

PRODUCT DESIGN & DEVELOPMENT

Leveraging technology to produce goods or services in ways that break with traditional processes and models.

MOBILE & DIGITAL

Platforms or services in the e-commerce/ m-commerce space, whether it's a direct to consumer initiative or a B2B service that's supporting the connected retail ecosystem.

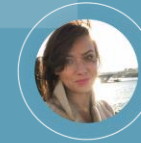
SUPPLY CHAIN, FULFILMENT & DELIVERY

Startups creating faster, more efficient or simply better ways to get goods to consumers across all segments of the supply chain.

JUDGING PANELS



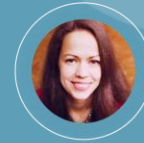
STEPHEN
WELLBELOVE
SENIOR CLIENT PARTNER



CAROLE
PICOU-KATMANN
HEAD OF COMMERCE
& DIGITAL



CHRISTODOULOS
CHAVIARAS
SENIOR RETAIL
ANALYST



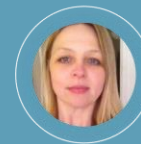
PARMY
OLSEN
STAFF WRITER



NEIL
ROBO
PRINCIPAL FOR
GLOBAL RETAIL



RUPA
GANATRA
FOUNDER & CEO



JENNIFER
NORTH
HEAD OF VERTICAL
CATEGORIES



FAYE
ROTH
HEAD OF TRANSFORMATION



PAUL
ARMSTRONG
CONTRIBUTOR,
FORBES & FOUNDER



RICHARD
MOGENDORFF
FOUNDER & CEO



PAUL
HUNTER
DIRECTOR OF RETAIL
EXPERIENCE



SANDRA
STEVING
HEAD OF INNOVATION



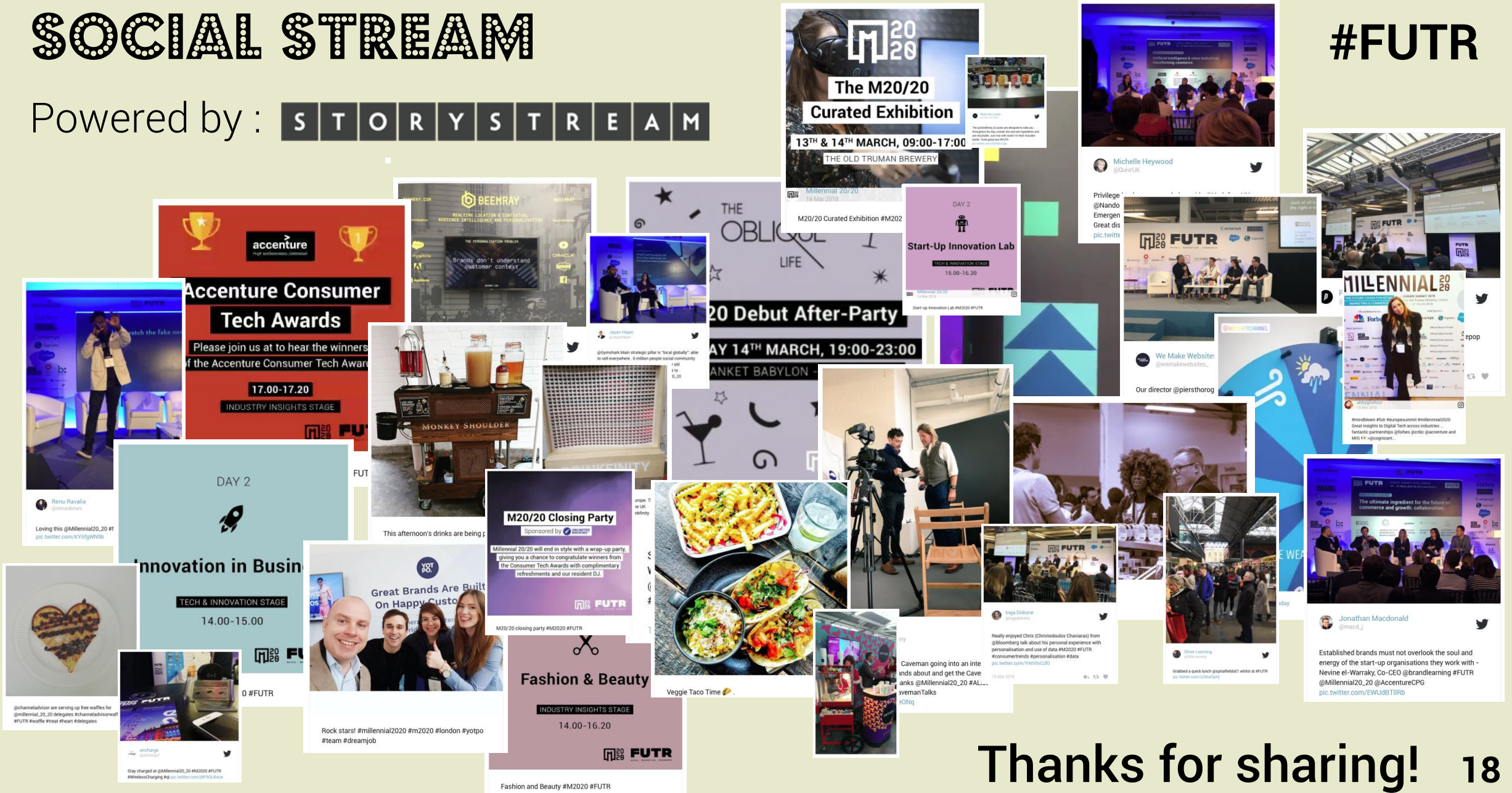
PHOTO GALLERY



SOCIAL STREAM

Powered by : **S T O R Y S T R E A M**

#FUTR



Thanks for sharing! 18

THANK YOU TO ALL OUR SPONSORS & PARTNERS

HEADLINE SPONSOR



OFFICIAL MEDIA PARTNERS



GOLD SPONSORS



SILVER SPONSORS



BACKSTAGE SPONSORS



OFFICIAL MUSIC PROVIDER



OFFICIAL VIDEO PARTNER



OFFICIAL DRINKS SPONSOR



OFFICIAL DIGITAL SIGNAGE PARTNER



CIRCULAR ECONOMY PARTNER



OFFICIAL PR COMPANY



THANK YOU TO ALL OUR EXHIBITORS & PARTNERS

EXHIBITORS



EVENT PARTNERS



FOOD & BEVERAGE



FUTR SUMMITS



FUTR ASIA

24th & 25th OCTOBER 2018

SUNTEC, SINGAPORE



FUTR EUROPE

24th & 25th APRIL 2019

BUSINESS DESIGN CENTRE,
LONDON