

12.30

WELCOME COFFEE

13.00



GOING GLOCAL WITH ECOMMERCE IN AN OMNICHANNEL WORLD  
**IKEA** - KRISTIEN SEGERS

KEYNOTE ROOM  
27th FLOOR

ROOM 1  
26th FLOOR

13.25



INNOVATIVE SOLUTIONS FOR THE WHOLE  
PRODUCT LIFE CYCLE  
**VEEPEE** - VICTOR MAES



HOW TUI CREATED AND DEPLOYED AN IN-HOUSE  
MEASUREMENT AND ATTRIBUTION MODEL TO  
PRECISELY TRACK ALL E-COMMERCE ACTIVITIES  
**TUI BELGIUM** - KATHLEEN VANDENBULCKE &  
HALEWIJN SCHOONJANS

13.50



SCALING A FAMILY-OWNED BUSINESS: JEUNE  
PREMIER'S LONG-TERM STRATEGY FOR  
GLOBAL EXPANSION  
**CLICKTRUST** - FABIAN VAN DE WIELE



CONSUMERS' DIGITAL BEHAVIOUR IS HERE  
TO STAY EVEN POST-PANDEMIC & INFLATION  
**GFK** - VANESSA THEUNISSEN

14.15

NETWORKING BREAK

14.35



MAKING IMPACT THROUGH PERSONALISATION  
**TONY'S CHOCOLONELY** - ERIK DE KONING



THE CRUCIAL LINK BETWEEN SOCIAL MEDIA &  
E-COMMERCE: TRENDS AND OPPORTUNITIES  
**MKKM** - MATHIEU HOSSELET

15.00



PILOTING A DIGITAL INVESTMENT BOOST  
WITH AN OMNICHANNEL APPROACH -  
A KIABI BELGIUM CASE  
**KIABI** - DORIANE MAGNUS & SARAH AOUADI



HOW TO KNOW YOUR AUDIENCE TO  
BETTER SERVE THEM?  
**THALYS** - CÉCILE QUINON

15.25

NETWORKING BREAK

15.45



THE VALUE OF CREATING AND MAINTAINING A DIRECT TO CONSUMER WEBSHOP  
**DANONE** - ALEXANDRA ILLIASHOVA

16.10



AI & NEW LEVEL OF ALGORITHMS IN THE E-COMMERCE MARKET  
**LOUIS VUITTON** - ANDREA DI LAURA

16.35



HOW TOYOTA AND LEXUS USE DATA & PROCESSES TO DRIVE DIGITAL LEADS TO LOYAL CUSTOMERS?  
**TOYOTA** - ALEXANDRA MONET & ISABELLE RUBBRECHT

17.00

CLOSING DRINK

POWERED BY

CLICKTRUST

Digimedià  
Think digital.