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Retail Council of Canada



Conseil canadien du
commerce de détail

Schedule-at-a-glance

7:00 am – 8:00 am	Registration, Breakfast and Networking Sponsored by 
8:00 am – 8:45 am	Welcome and Opening Keynote Session The Luxury Renaissance; Transforming the In-Store Experience - Ogilvy Holt Renfrew Montreal Sponsored by 
8:45 am – 9:15 am	Transforming Retail at iStore Where Fashion Meets Technology - iStore Inc.
9:15 am – 9:45 am	The Mobile Revolution - Facebook
9:45 am – 9:50 am	Fast Five: VISA CHECKOUT: Helping Improve the Connected Consumer's Experience Presented by 
9:50 am – 10:20 am	Networking Break
10:20 am – 10:50 am	Data Driven Execution - Changing Dynamics of Retail Staffing - WorkJam
10:50 am – 11:20 am	Disrupting Location Sourcing – More Power to the Consumer! - Potloc
11:20 am – 1:00 pm	Lunch & Networking Sponsored by 
12:00 pm – 12:20 pm	Lunch & Learn: The Connected Consumer Experience - A Team Sport! Presented by 
1:00 pm – 1:30 pm	Personalization: The New Customer Service Standard - DAVIDsTEA
1:30 pm – 2:00 pm	Millennials: Trend Setters, Fast Adopters & Major Influencers - Leger Presented by 
2:00 pm – 2:30 pm	Networking Break
2:30 pm – 3:00 pm	How Technology Optimizes the Customer Experience - The Jean Coutu Group Presented by 
3:00 pm – 3:30 pm	Game Changing Innovation - ALDO Group Sponsored by 
3:30 pm – 4:00 pm	How Digital is Shaping the Consumer Experience - L'Oréal Canada Sponsored by 
4:00 pm – 4:10 pm	Closing Remarks
4:10 pm – 5:00 pm	Networking Reception Sponsored by 
5:15 pm – 7:00 pm	MySTORE MySTORY Montreal - La Maison Lavande Series Presented by  Event Sponsor 

Thursday October 29

7:00 am – 8:00 am

Registration, Breakfast and Networking

Level 5, Foyer 510-511, Room 511

Sponsored by 

8:00 am – 8:45 am

Welcome & Opening Remarks

Room 510

Nathalie St-Pierre

VICE PRESIDENT, QUEBEC & SUSTAINABILITY
RETAIL COUNCIL OF CANADA

Alain Dumas

SENIOR DIRECTOR, PUBLIC AFFAIRS
SOBEYS QUEBEC

Yves-Thomas Dorval

PRESIDENT & CEO
QUEBEC EMPLOYERS COUNCIL

Simultaneous Interpretation 

The Luxury Renaissance; Transforming the In-Store Experience

Room 510

Increased competition, digital transformation, and two iconic retail brands merging together have given Holt-Ogilvy an opportunity to redefine the customer experience. In this session, retail visionary Joanne Nemeroff will provide her insights on what retail success will look like in the new world of luxury.

SPEAKER

Joanne Nemeroff

SENIOR VICE PRESIDENT
OGILVY | HOLT RENFREW MONTREAL

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Simultaneous Interpretation 

8:45 am – 9:15 am

Transforming Retail at iStore Where Fashion Meets Technology

Room 510

Joel Teitelbaum, veteran Canadian retail leader and CEO of iStore, leads a growing retail team that looks at its customers and its purpose differently. Yes, iStore plays in the highly competitive, ever-changing electronics business; more importantly, iStore is winning through its focus on fashion, convenience, education, and exploration – the needs that drive very lucrative and engaged consumer demographics. Learn how Joel Teitelbaum is differentiating, growing and transforming the retail experience!

SPEAKER

Joel Teitelbaum

CEO
iStore INC.

Simultaneous Interpretation 

9:15 am – 9:45am

The Mobile Revolution

Room 510

The shift to mobile consumption is among the most significant shifts we have experienced in over 60 years. The audience marketers want to reach is moving to mobile, fast. Today's consumer has a TV, a radio, a mailbox, a newspaper and a directory of all their friends in their pockets.

In this session, Nicolas Franchet, Head of Retail & E-Commerce, Global Vertical Marketing at Facebook, using real-life retail success stories, will discuss the future of social media, what has changed, and how retailers can adapt to today's omnichannel, mobile-driven world.

SPEAKER

Nicolas Franchet

HEAD OF RETAIL & E-COMMERCE, GLOBAL VERTICAL MARKETING
FACEBOOK

9:45 am – 9:50 am

Fast Five: VISA CHECKOUT: Helping Improve the Connected Consumer's Experience

Room 510

The online checkout experience continues to be a consumer pain point with an average cart abandonment rate of 77% on tablets¹, according to research firm, eMarketer. In many cases, consumers have to click through multiple screens, filling out detailed information before completing a purchase. The problem is even more pronounced as devices become smaller with 86% of shoppers never completing their purchases on smartphones¹.

1. eMarketer, "Shopping Cart Abandonment", February 2014.

SPEAKER

Marina Chernyak

HEAD OF RETAIL MERCHANT SALES AND SOLUTIONS
VISA CANADA

Presented by **VISA Checkout**

9:50 am – 10:20 am

Networking Break

Room 511

10:20 am – 10:50 am

Data Driven Execution - Changing Dynamics of Retail Staffing

Room 510

Millennials are not only driving change in consumer dynamics, they are also influencing how organizations address employee needs and expectations. In this session, Steven Kramer, President & CEO of WorkJam will talk about the evolution of retail staffing needs, and how his and other companies like it are developing technology platforms that help retail organizations communicate with their staff. Steven will also demonstrate the power of leveraging data to better serve customers, grow revenue, reduce cost and create a happier workforce.

SPEAKER

Steven Kramer

CO-FOUNDER, PRESIDENT & CEO
WORKJAM

10:50 am – 11:20 am

Disrupting Location Sourcing – More Power to the Consumer!

Room 510

Customer demand continues to drive dramatic changes in retail – from enhanced e-Commerce selection and delivery, seamless omnichannel offerings, and improved customer experience in-store and online. In an innovative approach that adds more power to the consumer, Rodolphe Barrere, Co-Founder & CEO Potloc, will share how his open crowdsourcing platform leverages consumers to identify the most desired brands and select the ideal bricks & mortar retail locations for their communities! Rodolphe believes that consumers, led by millennials, will become the driving force for identifying the best locations for retail in the future, with the potential to disrupt current real estate sourcing models.

SPEAKER

Rodolphe Barrere

CO-FOUNDER & CEO
POTLOC

Simultaneous Interpretation 

11:20 am – 1:00 pm

Lunch & Networking

Room 511

Sponsored by 

12:00 pm – 12:20 pm

Lunch and Learn: The Connected Consumer Experience—A Team Sport!

Room 510

Connected shoppers have reached a level of maturity to where they now want more out of their purchasing experience. A key aspect is the delivery promise. During this presentation Marc will discuss the winning promise, which is possible only if the functions of e-comm, marketing and logistics work closely as a team. He will draw from examples of industry leaders to illustrate the winning formula.

SPEAKER

Marc Smith

DIRECTOR, STRATEGY AND E-COMMERCE MARKET DEVELOPMENT
CANADA POST

Presented by 

Simultaneous Interpretation 

1:00 pm – 1:30 pm

Personalization: The New Customer Service Standard

Room 510

Diversity, convenience, selection and personalization are hallmarks of the new customer centric approach to the in-store experience. In this session, Sylvain Toutant will talk about DAVIDsTEA's commitment to customer service, and how the millennial consumer drove its in-store service strategies. In the days of omnichannel, the in-store experience is still an important aspect of retail, and it's not just older generations that are driving change.

SPEAKER

Sylvain Toutant

PRESIDENT & CEO

DAVIDsTEA

Simultaneous Interpretation 

1:30 pm – 2:00 pm

Millennials: Trend Setters, Fast Adopters & Major Influencers

Room 510

Millennials are far more important than many give them credit for. Millennials are tapped into emerging trends, are extremely technologically savvy, and they are staying in the nest longer than any generation before them; with surprising impact on how the whole family shops. In this session, Christian Bourque, Executive Vice-President and Senior Partner at Leger, will explain why every retailer must connect with today's most influential consumer.

SPEAKER

Christian Bourque

EXECUTIVE VICE-PRESIDENT & SENIOR PARTNER

LEGER

Presented by 

Simultaneous Interpretation 

2:00 pm – 2:30 pm

Networking Break

Room 511

2:30 pm – 3:00 pm

How Technology Optimizes the Customer Experience

Room 510

In today's retail world, modern technologies improve traditional, time-consuming retail processes. These new technologies reduce labour costs, improve accuracy of inventory, reduce out-of-stock, ensure accurate pricing, and even reduce fraud. Not only does this improve in-store operations, but it also enhances customer service by providing a fast, enjoyable in-store experience. In this session, Alain Boudreault, Vice-President and Chief Information Officer, will discuss how Jean-Coutu is putting new technologies and consumer data into the hands of staff to improve in-store performance and service.

SPEAKER

Alain Boudreault

VICE-PRESIDENT & CHIEF INFORMATION OFFICER

THE JEAN COUTU GROUP

SESSION HOST

Nathalie Large-Odier

ENTERPRISE DIRECTOR, EASTERN REGION

MICROSOFT CANADA

Presented by  Microsoft

Simultaneous Interpretation 

3:00 pm – 3:30pm

Game Changing Innovation, The ALDO Way

Room 510

In a world where retail, large or small, brick or click, will only survive and thrive with innovation, imagination and flawless execution, one does not need to go far to find its ambassador, its poster child – it's Nicholas F. Martire and his team at ALDO Product Services. This session will not only inspire you but it will challenge you to re-think your business, to re-imagine what it could be to remain relevant and indeed ahead of the pack. Regardless of your position within the organization, Nicholas's message and experience will allow you to re-think your plans from product offering and assortment, to branding and marketing, to distribution. A powerful session that brings Retail to 360 degrees.

SPEAKER

Nicholas F. Martire

VICE PRESIDENT

ALDO GROUP NORTH AMERICA,

CALL IT SPRING

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Simultaneous Interpretation 

3:30 pm – 4:00pm

How Digital is Shaping the Consumer Experience

Room 510

In this session, Stéphane Bérubé, CMO of L'Oreal Canada will discuss what L'Oreal has learned and will focus on how to customize and personalize the customer journey through digital interaction. How is the new generation defining L'Oreal's product assortment and brand experience? Retailers will identify with and learn from L'Oreal's experience with its digital and social transformation.

SPEAKER

Stéphane Bérubé

CHIEF MARKETING OFFICER
L'ORÉAL CANADA

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BUSINESS

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4:00 pm – 4:10 pm

Closing Remarks

Room 510

4:10 pm – 5:00 pm

Networking Reception

Room 511

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5:15 pm – 7:15 pm

MySTORE MySTORY Montreal

Series Presented by  **Moneris**

Présentation en français

Lancer sa propre entreprise peut comporter de nombreux obstacles à surmonter. Il faut reconnaître les opportunités et faire preuve de persévérance. Daniel Joannette et Nancie Ferron en savent quelque chose. Deux anciens journalistes télé, ils décident de relever leurs manches et de repartir à zéro pour consacrer leur énergie à leur coup de cœur mutuel: la lavande. Daniel fera découvrir son expérience personnelle lorsqu'il a pris la décision de quitter le monde des médias pour se lancer dans la culture de la lavande et offrir sa propre gamme de produits.

SPEAKER

Daniel Joannette

PRESIDENT & OWNER
LA MAISON LAVANDE

Event Sponsor  **RBC Royal Bank**