

# CATALYST EUROPE 2018

## AGENDA

WEDNESDAY, 9 MAY 2018

- 8:15 am - 5:30 pm **Registration Open**
- 9:00 am - 10:15 am **Opening Keynote**  
David Spitz, CEO, ChannelAdvisor
- 10:15 am - 11:00 am **eBay Keynote**  
Rob Hattrell, VP of eBay United Kingdom
- 11:00 am - 11:30 am **Networking Break**
- 11:30 am - 12:00 pm **Amazon Keynote**  
François Saugier, Vice President; Amazon EU Marketplace
- 12:00 pm - 12:30 pm **Fireside Chat**  
with Rio Ferdinand, Football Legend and TV Pundit  
Hosted by Jon Maury, Managing Director, EMEA at ChannelAdvisor
- 12:30 pm - 1:30 pm **Networking Lunch**  
Sponsored by OTTO
- 1:30 pm - 1:50 pm **Google Keynote: Shopping Ads**  
Ian Carrington, Managing Director, Performance Solutions EMEA at Google
- 1:30 pm - 2:00 pm **Roundtables**
- 2:00 pm - 2:30 pm **Why Personalisation is the Future of Digital Advertising**  
Link Walls, VP of Digital Marketing Strategy, ChannelAdvisor
- 2:00 pm - 2:30 pm **Roundtables**
- 2:30 pm - 3:00 pm **Networking Break**
- 3:00 pm - 3:30 pm **Panel Session: How to Successfully Sell Across Europe with Marketplaces**  
Hosted by Hakan Thyra, Director of Strategic Partnerships at ChannelAdvisor
- 3:00 pm - 3:30 pm **Roundtables**
- 3:30 pm - 3:50 pm **Keynote**  
**The Future of Retail Through the Eyes of Google**  
Tim Woolias, Senior Industry Head at Google
- 4:00 pm - 4:45 pm **Keynote**  
**Brompton Bikes**  
William Butler-Adams, CEO at Brompton Bikes
- 4:45 pm - 5:30 pm **Closing Keynote**  
**Web Psychology: The Science of Success and Principles of Online Persuasion**  
Nathalie Nahai, Renowned Web Psychologist and Best-Selling Author