

## The Virtual Beauty Trends & Innovations Programme, 15<sup>th</sup> September 2021

### Log In & Explore The Virtual Platform

08:40 - 09:00

### Morning Co-Chairs' Opening Remarks

09:00 - 09:10

Anna Crawford, Head Of Marketing, Amanda Harrington London

Steven Faye, Managing Director, KIKO Milano

### Hot Trends & Innovations – Panel Discussion

09:10 - 09:40

#### **Disrupt & Dominate In This New Beauty Sphere With The Hottest Trends, Game-Changing Innovations, Inspiring Consumer Insights & Show-Stopping Brand Strategies**

- Stand out from the crowd by capitalising on the hottest trends for 2021 and beyond for on-trend beauty products and on-point brand strategies
- 2020 changed the beauty game completely... react, adapt and innovate strategies by keeping pace with the ever-changing consumer buying habits to drive sales forward and grow brand awareness
- What macro trends will shape the beauty landscape next, and how can you ensure you stay ahead of the curve?
- International inspiration: explore some of the hottest international trends for increased engagement and sales-boosting product success

Lou Bennett, Marketing Director, Benefit Cosmetics UK & Ireland

Sophie Bryant, Head of Marketing, Tangle Teezer

Ron Robinson, Founder & CEO, BeautyStat Cosmetics

Amy Catton, Global Product Manager – No7 Skincare, No7 Beauty Company

Gayathri Nagarajan, Client Partner, Traackr

Jo Chidley, Founder, Beauty Kitchen

Christie Fawke, Commercial Account Manager, Valpak

Joel Palix, Non-Executive Director, GOODIEBOX

### Customer Insights & Shopper Behaviours

09:40 - 10:00

#### **Outshine Competition, Drive Strong Brand Engagement & Skyrocket Sales By Monetising The Seismic Shifts In Consumer Behaviours & Buying Habits Post-Covid**

- 2020 saw an accelerated pattern of consumer behaviour shifts... from bricks and mortar to e-commerce and social media – how are your consumers shopping today, and where are they buying from?
- Engage, influence and target consumers with tailored products and consumer-driven content and campaigns which suit your consumers' changing beauty needs

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- The return of the in-store shopping experience! Uncover new, creative and innovative methods of bringing the shopper experience to life to create the ultimate stand-out in-store experience

Grace Vernon, Global Cultural Insight & Trends Lead, Walgreens Boots Alliance

### **Optimising The Customer Journey Through Third-Party Data**

**10:00 - 10:15**

#### **Convergence Drives Conversion: The Importance Of Aligning Your Media & Ecommerce Strategy In This Presentation:**

- mmi will reveal share of voice data for the beauty industry's key launches both from an online co-op advertising and media perspective
- They will show how alignment of key media and ecommerce investments in the Q4 Key Consumption Period can drive success
- How you can optimise budgets and improve the customer journey by understanding share of voice data

Kevin Flaherty, Business Unit Director for Etail, mmi Analytics

### **Winning In E-Commerce**

**10:15 - 10:35**

**How do brands win FMCG eCommerce long term? Capturing hearts, minds, and wallets. A quick look into how we react quickly and have adapted our strategies to ensure stay at the forefront of digital innovation.**

Adam Wright, Head of Digital – Northern Europe, Beiersdorf

### **Morning Break With Informal Networking**

**10:35 - 11:05**

### **Changing Shifts In The Beauty Consumer Landscape**

**11:05 - 11:20**

Mr Anurag Banerjee, CEO & Co-founder, Quilt.AI

### **Sky-High Online Sales**

**11:20 - 11:40**

#### **Drive E-Commerce Success & Dominate Sales Online By Exploiting Cutting-Edge Digital & Tech**

- In a fast-moving, competitive online environment, discover how to react quickly, interact with consumers and increase brand visibility and product promotion online
- As the retail market shifts and e-commerce reaches new levels, adapt your strategies to ensure you are at the forefront of digital innovation
- Uncover exceptional online engagement and sales strategies which secure maximum brand exposure
- Explore game-changing tech advances in AI and VR to drive business online and see your sales sky-rocket

## The Virtual Beauty Trends & Innovations Programme, 15<sup>th</sup> September 2021

Alex Grogan, Co-Founder & CEO, ManCave Ltd

### **Sustainability & Packaging Innovations**

**11:40 – 12:00**

#### **Attract Attention, Exceed Consumer Expectations & Boost Brand Image With Inspiring, Sustainable, Cost-Effective Products & Packaging**

- From materials used to colour selection, uncover the latest design innovations driving forward changes in sustainable beauty packaging today
- Surpass competition with market-leading packaging! How can brands create environmentally-friendly packaging whilst maintaining a premium design?
- Refill schemes, minimal waste and products designed to be easily dispensed... stay ahead of the game by exploring the latest trends in packaging to fulfil consumers' ever-growing sustainable desires
- How can you create inspiring, sustainable products with eco-friendly packaging within budget?

Jayn Sterland, Managing Director, Weleda UK

### **Winning Social & Influencer Strategies – Panel Discussion**

**12:00 - 12:30**

#### **Showcase Your Brand On Social! Captivate Consumers, Guarantee Engagement & Prove Social ROI With Impactful & Streamlined Social Media & Influencer Strategies**

- TikTok, Instagram, Clubhouse... deep dive into the hottest platforms to invest your time and money in right now for sky-high engagement and interaction
- Explore how beauty brands can maximise the latest technology, channels, platforms and features to stay at the forefront of your consumers' minds
- How can you establish an authentic voice on social which really resonates with consumers today?
- Establish real-world KPIs which prove social ROI and take your beauty brand to the next level by converting likes into sales
- What is the future of social in beauty? Trend forecasting for 2021 and beyond

Kelsey Page, Global Social Media Director, L'Oréal Luxe

Tamar Koifman, Global Communications & Influencer Marketing Director, Wella Companies

Nora Zukauskaitė, Global Head of Marketing, Ciaté London; Skin Proud & Lottie London

Christa de Wal, Head of Marketing, Holland & Barrett Benelux

Gary Rees, Founder & CEO, Synergy Retail Support

### **Clubhouse Workshop**

**12:30 - 12:50**

#### **Strategies To Win On Clubhouse**

Discuss strategies and get fresh insights on how to maximise Clubhouse for your brand. To get started now, you might want to follow the moderator of this room on Clubhouse: @SebastianKraft

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Sebastian Kraft, General Manager & Founder, NORDIC NAVAL

### **Lunch Break For Delegates, Speakers & Partners**

**12:50 - 13:50**

### **Afternoon Chair's Opening Remarks**

**13:50 - 14:00**

Sebastian Kraft, General Manager & Founder, NORDIC NAVAL

### **Retailing Insights – Panel Discussion**

**14:00 - 14:30**

#### **Your Questions Answered! Guarantee Your Beauty Products Stand Out In-Store & Online With First-Hand, Unmissable Insights From The Top Retailers Today**

- The shifting powers and new reality of beauty powerhouses: what is the vision for the future, and how will retail models change?
- 2020 saw a dramatic shift in the retail market, so what is it retailers are looking for today, and what do you need to do to create an unstoppable retail strategy which ensures profit in a competitive and challenging market?
- How are retailers responding to the latest trends, and what do they want from the products on their shelves or sites?
- The global pandemic has radically impacted retailer and customer shopping habits... explore the latest retailer perspectives on consumer habits, product innovations and marketing strategies to boost sales
- From online to in-store: how do online retailers differentiate in strategy and buying from in-store retailer giants?

Aaron Chatterley, Founder, Feelunique

Rebecca Overton, Beauty Buyer, Marks and Spencer

Stacia Prince, International Buying Director, Cult Beauty

Hannah Taylor, Senior Buyer, Next

Rebecca Wicks, Buying Manager, Beauty, Sainsbury's

### **How AI & AR Beauty Tech Is Reshaping The Future Of Ecommerce**

**14:30 - 14:45**

#### **How AI & AR Beauty Tech Is Reshaping The Future Of Ecommerce**

Talking points and takeaways from the presentation:

- 1) Tech is a fundamental building block for a successful Direct to Consumer strategy**
- 2) Brands and retailers need to move from a traditional Passive Experience into an Active Experience**
- 3) Brands and retailers need to embrace an Omnichannel 360 approach to deploy these services in all consumer touchpoints for a seamless consumer experience**

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Kristi Vannatter, AVP of Business Development, Perfect Corp.

### **Ingredients For Your Wish-List**

**14:45 - 15:05**

#### **Examine The Next Must-Have Ingredients & Successfully Substantiate Claims To Suit Increasingly Ingredient-Savvy Consumers For Trusted Products & Ultimate Conversions**

- Succinic Acid, CBD, Cica, Retinol... what are the next must-have ingredients that you should be looking into now?
- It's what's inside that counts... as purchasing decisions are becoming ever more dependent on ingredients, ensure you are substantiating claims and communicating effectively to drive sales
- Incorporate your product ingredients into your marketing strategies to promote benefits, satisfy the educated consumer and influence consumers' buying habits

Fraser Fergie, Head of Product Innovation, This Works

### **Modern Wellness - Murad Case Study**

**15:05 - 15:25**

Join Dr. Murad as he examines how the Covid-19 pandemic has exacerbated cultural stress (the 24-hour stress of modern living).

Dr. Howard Murad M.D.. FAAD, Founder, Murad, LLC

### **Gen-Z & Beauty: Obsession. Passion. Revolution.**

**15:25 - 15:40**

#### **How The World's Ultimate Alpha Consumer Is Redefining Beauty**

Gen Z are the most hyper-informed, hyper-connected and high maintenance consumer in history. Their real-world and digital existence are basically one of the same. They live and breathe social media, instant messaging, video games and live-streaming - often all at the same time. Their unwavering style, sass and verve make them the ultimate alpha consumer. Join Viviane Paxinos and special guests as she reveals the key five beauty brand secrets to unlock Gen Z.

Viviane Paxinos, Global GM, UNiDAYS

### **Afternoon Break With Informal Networking**

**15:40 - 16:10**

### **Pioneering Natural Beauty**

**16:10 - 16:30**

#### **Natural, The New Norm? Fulfil Consumer Demands & Create Products Which Deliver On Ingredients, Functionality & Claims To Win Consumer Trust & Boost Loyalty**

- Natural, vegan, green, clinical, clean beauty... monetise the hottest trends in your packaging, ingredients and marketing strategies for 2022 and beyond
- With the ever-increasing shift in consumer consciousness, how can brands use 'natural' to build brand positioning?

## **The Virtual Beauty Trends & Innovations Programme, 15<sup>th</sup> September 2021**

- Establish an authentic voice as an ethical natural beauty brand by successfully communicating your green and cruelty-free presence to consumers
- Determine how your brand can best fit into the eco-friendly narrative by producing natural, organic and safe beauty products

Elise Courson, Head of Marketing & Digital, Le Petit Marseillais, Johnson & Johnson

### **Evolving Beauty Trends Since The Pandemic**

**16:30 - 16:45**

#### **Evolving Beauty Trends Since The Pandemic – What Changes In Behaviour Do Brands Need To Innovate For**

- Pre pandemic – how women shopped versus now – key shifts and what has stayed
- Online vs. offline behaviours – brand interactions. How is this shifting, what do women want more of in the future.
- Did lockdown prompt women to re-think their image – in what way
- What new behaviours started in lockdown – home treatments versus salon / professional treatments? What did they buy, how satisfied were they, will they stick with in-home treatments?
- How can beauty brands ensure they are ready to capture and keep today's shopper?

Tania Page, Research Director, Harris Interactive

### **Lucrative R&D**

**16:45 - 17:05**

#### **Translate Consumer Insights, Market Trends & Innovations Into Pioneering Beauty Products Which Captivate Consumers**

- Deliver impressive ROI and make your mark with ground-breaking products and game-changing R&D by identifying new product development opportunities
- Determine where beauty innovation is heading next by examining the latest trends, technologies, ingredients and regulations
- Overcome the technical barriers of delivering diverse products whilst remaining natural, responsible and cruelty-free
- Drive innovation forward by exploring opportunities to provide a more inclusive range of products which cater to diverse beauty

Dr. Natasha Williams O'Hanlon, Director Scientific Branding & Sustainability, Oriflame

### **Afternoon Chair's Closing Remarks & Close Of Conference**

**17:05 - 17:15**

Sebastian Kraft, General Manager & Founder, NORDIC NAVAL