

The logo features the text 'Dx3 pulse' in a bold, white, sans-serif font. The 'D' is a large, rounded shape containing a red 'x'. The '3' is a large, rounded shape with three white curved lines above it, resembling a signal or Wi-Fi icon. The word 'pulse' is in a lowercase, rounded font. The background is a gradient of red and orange, with a diagonal split between a darker red and a lighter orange.

OCTOBER 21, 2020

RETAIL,  
MARKETING &  
TECHNOLOGY

Shaping the future of Retail & Marketing.

# WELCOME TO DX3 PULSE 2020

This year retailers and marketers are facing fundamental challenges, if not existential threats. Technology, rather than being the source of disruption, is scrambling to catch up. The digital transformation in the retail landscape has accelerated, with years of gradual change compressed into weeks or months. Retailers and Marketers plunge deeper than ever into customer experience, highlighting safety in addition to personalisation and convenience. This is our opportunity to rethink the future from the ground up, by having the most relevant conversations.

DX3 pulse brings thought leaders in retail and marketing together to discuss the future of the industry, help people navigate these troubled waters, and share hope and hopefully provide clarity.

DX3 pulse speaking faculty will give you industry insights on key focused areas: Retail, Marketing, and Tech. They will share their challenges and opportunities on how to build a brand and be relevant in this transformed environment. We urge you to take in as much as you can from this thought-provoking one-day virtual event.



## DX3 PULSE 2020 THEME: EVOLVE

The DX3 pulse event is all about Evolving, as we shift practices, systems, and paradigms. It's year Zero and businesses need to evolve to the new reality. Suddenly changing consumers, buying behaviors and social interactions have forced us into rethinking the whole business proposition and product offering.

Learn how to use and implement new tools, channels, and strategies towards success. Gain new ideas, diverse perspectives, and discover what leading businesses are doing to be successful in these pivotal times. Meet like-minded people, connect with industry leaders, and be inspired.

Let's evolve together.

## MEET THE RIGHT PEOPLE | DX3 2020 DEMOGRAPHICS

### 3000+

retail, marketing, and technology professionals came to previous DX3 events to learn, experience, and connect with each other.

### COMPANIES

DX3 has welcomed attendees from the biggest brands across North America.

DX3 Pulse welcomes virtual participation from around the globe.

### PEOPLE

### 62%

of DX3 attendees are top management, including VPs, Directors, C-Suite, Owner, or Founder.

DX3 Pulse is for action leaders including Marketing Managers, Directors, C-Suite Executives, and VPs who need to create an impact in the next 3-12 months.

DX3 Pulse is for action leaders including Marketing Managers, Directors and VP's who need to create an impact in the next 3-12 months.

### INDUSTRIES

### 60%

of DX3 event attendees have been from the Retail or Marketing industries.

# DX3 PULSE 2020 FEATURES

## ONE DAY THOUGHT LEADERSHIP SUMMIT

Want to know what top retailers and marketers are doing TODAY to succeed in the new reality?

This one day conference is packed with expert insights from leaders who shape the industry.

Hear from some of the most innovative professionals as well as tech experts who help you evolve through this new phase.

This is THE place to be for anyone in the retail space who wants to get insights in knowing who the new customer is going to be.



## INTERACTIVE

Enjoy the flexibility of this virtual experience and benefits of live streaming, chat, breakout sessions, networking and gamification. Learn how top experts break through the noise! Hear from leaders who know what it takes to build successful brands and run campaigns that do well.

Have fun and explore interactive panel sessions. Make meaningful connections with fellow retailers, marketers, and tech professionals.



## 100% VIRTUAL

For the 1st time DX3 is going virtual! This your chance to attend an insightful conference from the comfort of your home or office. Attend remotely from any part of the world. Get a chance to network and hear from the best in the industry. Hear their stories, case studies, tips, and take part in interactive panel discussions, so that you can take home a new perspective and actions to evolve your brand into this new phase.



## DX3 PULSE 2020 EVENT APP

We're excited to share that DX3 Pulse 2020 will have its own EVENT APP. Everyone who registers for the event will get access to the app by downloading it on their phone and logging in with the email they registered to the event with.

Features of the app:

Engage - Post pictures and network with other attendees

Stay up-to-date - Updated agendas, speaker line-up

Plus: We may even send out important notifications on the day of the event through the app

Once you have been added to the app participant list, we will send an email with a link to download the app!



# SPEAKER LINE-UP



accenture

**DANE ALOE**

Director of Growth and Innovation

**Accenture**

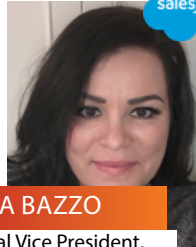


F FABRIC

**RYAN BARTLEY**

Founder and CRO

**Fabric**



salesforce

**CINZIA BAZZO**

National Vice President, Enterprise Sales, Retail Canada

**Salesforce**



freshii

**TANVIR BHANGOO**

Vice President, Technology

**Freshii**



**SUKHMANI DEV**

VP, Digital & Cybersecurity Solution

**Mastercard**



E empathy

**MO DEZYANIAN**

President

**Empathy Inc.**

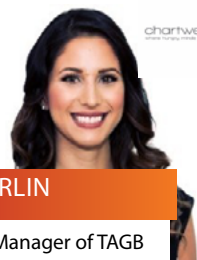


Moneris

**PATRICK DIAB**

Chief Product Officer

**Moneris**



chartwells

**TANIA FERLIN**

Senior Manager of TAGB

**Chartwells Canada**



goeasy Ltd.

**CORBY FINE**

Vice President, Digital Marketing

**Go Easy**



CIMMO

**SÉRGIO FRIAS**

Chief CXO

**CIMMO**



Dialog Insight

**BENJAMIN GUAY-MARCEAU**

Director of Client Solutions

**Dialog Insight**



**KOBI GULERSEN**

Vice President, Merchants & Public/Private Partnerships

**Mastercard**



**CONOR HAROLD**

Founder

**Sorry I've Got Plants**



cheekbone™

**JENNIFER HARPER**

CEO & Founder

**Cheekbone Beauty**



iProspect

**BASIL HATTO**

SVP Product & Strategy

**iProspect**



Cubii

**SHIVANI JAIN**

Co-Founder & CMO

**Cubii**



DIGITAL MAIN ST.

**DARRYL JULOTT**

Managing Lead

**Digital Main Street**



Crate&Barrel CB2

**AROOPA KHAN**

eCommerce Manager, Canada & International

**Crate and Barrel**

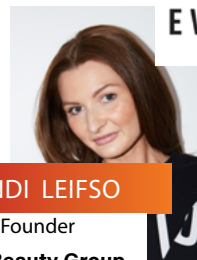


TD

**VIPUL LALKA**

VP of Digital Payments

**TD**



EVIO

**BRANDI LEIFSO**

CEO & Founder

**Evio Beauty Group**

# SPEAKER LINE-UP



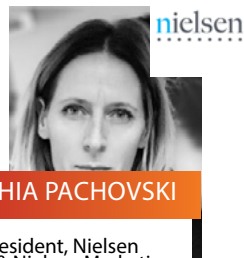
**MEGHAN NAMETH**

SVP Marketing  
**Hudson's Bay**



**RACHAEL NEWTON**

**Founder**  
**nixit**



**CYNTHIA PACHOVSKI**

Vice President, Nielsen  
Media & Nielsen Marketing  
Cloud Canada Lead  
**Nielsen**



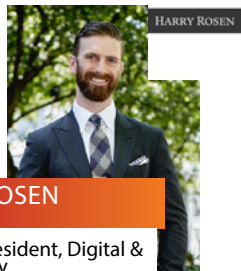
**ERIN REYNOLDS**

Marketing Communica-  
tions Specialist  
**Samsonite**



**NICKLAS RONNING**

Managing Partner  
**Signify Canada**



**IAN ROSEN**

Vice President, Digital &  
Strategy  
**Harry Rosen**



**HEIDI RUGGIER**

President  
**Matte PR**



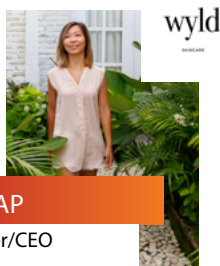
**ROBIN WHALEN**

President  
**Church+State**



**CYNTHIA WONG**

Associate Vice President, Dig-  
ital Product Management  
**Canadian Tire Corpora-  
tion**



**JOY YAP**

Founder/CEO  
**Wyld Skincare**



**JOHN YESKO**

Head of Digital User Expe-  
rience & Service Design  
**Walgreens**



**FERAS RAY ZIKRA**

CEO  
**Karl Winters**

# AGENDA

OCTOBER 21, 2020



08:50

## Welcome

09:00

### Keynote: Future of Retail Post COVID-19 – Retailer Perspective

- Is this the end of retail business as we have known it?
- What are innovative ideas to fuel the future?
- How can we reinvent the purpose of the store with technology?

Meghan Nameth, SVP Marketing, Hudson's Bay

09:30

### Keynote: Future of Retail Post COVID-19 – The Mastercard Perspective

- Does the business model still work?
- What is key in experiential, contact-free retail?
- Are resilience and adaptability core components of a business strategy, like tech, product, and logistics?

Kobi Gulersen, VP, Merchants and Public/Private Partnerships, Mastercard

10:15

### Pivotal Leadership

- Pivot the market, pivot the product
- Cultivating a risk-taking environment
- Understand and expand digital capabilities of the company
- Leading through rapid change

Dane Aloe, Director of Growth and Innovation, Accenture

Brandi Leifso, CEO & Founder, Evio Beauty Group Ltd.

Cynthia Wong, AVP, Digital Product Management, Canadian Tire Corporation

Feras Ray Zikra, CEO, Karl Winters

Moderator: Robin Whalen, CEO & President, Church+State

11:00

## MORNING BREAK

11:15

### The Alpha and Omega of Omni

- The ubiquity of connected devices demands a seamless experience across multiple touch-points...but without touching.
- Omnichannel payments solutions to support omnichannel commerce.
- The holistic distribution approach
- The pandemical rise of BOPIS

Ryan Bartley, CRO & Founder, Fabric

Tanvir Bhangoo, VP, Technology, Freshii

Arooba Khan, Ecommerce Manager, Crate & Barrel & International, Crate & Barrel

Yesko, Head of User Experience & Service Design, Walgreens

12:00

### Marketing to the Post-Pandemic Consumer

- What is marketing for social distancing?
- How can we facilitate direct interaction with customers?
- How do we build link between positive endorsements and marketing?
- What is the best way to understand customer data? Behaviour vs. Demographics? Is the new element of safety and risk perceptions helpful?
- How can we keep up with online shoppers' changing expectations?

Conor Harold, Founder, Sorry I've Got Plants

Basil Hatto, SVP Product & Strategy, iProspect

Cynthia Pachovski, VP, Nielsen Media & Marketing Cloud, Canada Lead

Erin Reynolds, Marketing Communications Specialist, Samsonite Canada

Moderator: Robin Whalen, CEO & President, Church+State

12:45

## LUNCH

# AGENDA

OCTOBER 21, 2020



01:45 PM

## Panel - Digital vs Digitization

- Digitization is internal: Communicate, Collaborate, WFH, etc.
  - Digital is customer-facing: E-commerce, Digital Marketing, etc.
  - What are the best tools and strategies to progress on both fronts?
- Cinzia Bazzo, National VP, Enterprise Sales, Retail Canada, Salesforce
- Darryl Julott, Managing Lead, Digital Main Street
- Nicklas Rønning, Managing Partner, Signify Inc.
- Ian Rosen, VP, Digital & Strategy, Harry Rosen

02:30 PM

## The Post-Pandemic Payments Landscape

- How to adopt contact-less, mobile payments?
  - Are we seeing the fall of digital currencies?
  - How do mobile payments drive insights for both Customer and Company?
  - Are we incorporating financial inclusion?
- Sukhmani Dev, VP, Digital & Cybersecurity Solutions, Mastercard
- Patrick Diab, CPO, Moneris
- Corby Fine, VP, Digital Marketing, GoEasy Ltd.
- Vipul Lalka, VP, Head of Enterprise Payments Platform & Capabilities, Digital & Payments, TD
- Moderator: Hifazat Ahmad, CEO & President, DX3

03:15 PM

## AFTERNOON BREAK

03:30 PM

## Brands and Social Movements

- Be consistent, be real
  - Stand for something
  - Is social justice making companies re-evaluate their work-place policies?
  - What is motivating the company's action on social impact?
  - How do customers perceive the brand through their social activities?
- Mo Dezyanian, President, Empathy Inc.
- Jennifer Harper, CEO & Founder, Cheekbone Beauty
- Rachael Newton, Founder, nixit
- Joy Yap, CEO & Founder, Wyld Skincare
- Moderator: Heidi Ruggier, President, Matte PR

04:15 PM

## Beyond the Sale

- Customer experience development for retention
  - Post-sales marketing without digital saturation
  - Nurturing verticals in customer care
  - Creating collaborative retail partnerships
- Tania Ferlin, Senior Manager, Chartwells, Compass Group Canada
- Sérgio Frias, Chief CXO, CIMMO
- Benjamin Guay-Marceau, Director of Client Solutions, Dialog Insight
- Shivani Jain, CMO & Co-Founder, Cubii

05:00 PM

## END OF DX3 PULSE

# SPONSOR DX3 PULSE

## PLATINUM

\$13,000

Presence on all marketing messages of DX3  
Keynote 30 Minutes presentation opportunity in the virtual conference

10 guest passes to the conference (valued at \$375 each)

A customizable company page on a virtual platform for all marketing collaterals (infographics, videos, case studies etc) to supplement the presentation

100 word company profile featured on DX3 website

Exclusivity as the only platinum sponsor  
2min product video to be played during coffee breaks

1st coffee break to be named after the sponsor

## ASSOCIATE

\$6,500

Presence on all conference marketing messages of DX3

One speaking opportunity in the conference as a panellist or moderating a panel

4 guest passes to the conference (each pass is valued at \$375)

A customizable company page on a virtual platform for all marketing collaterals (infographics, videos, case studies etc) to supplement the presentation

100 word company profile featured on DX3 website

A range of sponsorship opportunities are available for this unique event.

We can even put together a custom sponsorship package to suit your business needs and goals. To request the sponsorship prospectus and for more information, please send us an email at [info@iotevents.ca](mailto:info@iotevents.ca)

# SPONSORS AND PARTNERS

PLATINUM SPONSOR:



ASSOCIATE SPONSORS:



MEDIA / ASSOCIATION PARTNERS



# REGISTRATION FORM

## Delegate Details

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Postal/Zip Code: \_\_\_\_\_  
Country: \_\_\_\_\_

## Delegate Fees

Full Access Pass - Super Early Bird Pass till 31st July 2020  
Retailers, Banks, Media & Marketing Agencies **\$145(CAD) + HST**  
Vendors and Tech Providers **\$245 (CAD) + HST**

Full Access Pass - Early Bird Pass till 6th September 2020  
Retailers, Banks, Media & Marketing Agencies **\$195(CAD) + HST**  
Vendors and Tech Providers **\$295 (CAD) + HST**

Full Access Pass  
Retailers, Banks, Media & Marketing Agencies **\$275(CAD) + HST**  
Vendors and Tech Providers **\$375 (CAD) + HST**

## Payment Details

Please select your method of payment.

### 1. BY CREDIT CARD

Visa  Mastercard  American Express

Card holder: \_\_\_\_\_  
Card Number: \_\_\_\_\_  
Start Date: \_\_\_\_\_ Expiry Date: \_\_\_\_\_  
Issue no. (if applicable): \_\_\_\_\_  
Security Code: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Card billing address, if different from above:  
\_\_\_\_\_  
\_\_\_\_\_

## 2. PLEASE, INVOICE COMPANYY

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Invoice Address: \_\_\_\_\_  
City: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Country: \_\_\_\_\_

\*A receipt will be issued once payment has been received.

Mailing Address: 4889 Dundas St. West, Unit 4. Toronto, Ontario, M9A 1B2.

Registration over the phone at +1 (416) 597-5751

Online registration for the conference at

<https://www.dx3canada.com/register>

Registration by email at [info@dx3canada.com](mailto:info@dx3canada.com)

I agree to the Terms & Conditions of Payment Policy

By registering for this event you agree to receive electronic communication from Dx3 Canada and partners. All emails will offer an unsubscribe option. Should you wish to be preemptively removed from this list, please email your request to [info@dx3canada.com](mailto:info@dx3canada.com).

## TERMS & CONDITIONS

### PAYMENT POLICY

Your registration will not be confirmed until payment is received and may be subject to cancellation. Payment is due in full at the time of registration and includes lunches, refreshments and conference materials.

### CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY

You may substitute delegates at any time by providing reasonable advance notice to DX3. For any cancellations received in writing between forty five (45) and fifteen (15) days prior to the conference, you will receive a 50% credit to be used at another DX3 or IoT Events conference which must occur within one year from the date of issuance of such credit. For any cancellations received in writing more than forty five (45) days prior to the conference, you will receive a 90% credit to be used at another DX3 or IoT Events conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by DX3 for all permitted cancellations. No credit will be issued for any cancellations occurring within fifteen (15) days inclusive of the conference dates.

In the event that DX3 cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another DX3 or IoT Events conference to be mutually agreed with DX3, which must occur within one year from the date of cancellation.

In the event that DX3 postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another DX3 or IoT Events event to be mutually agreed with the DX3, which must occur within one year from the date of postponement.

Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances.

The DX3 is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. The DX3 shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.

Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, the DX3 reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible.

### DATA

By registering for this event you give permission to DX3 Canada and its commercial partners to send you promotional messages. You also give permission to the organizer to share your data with their partners.

### DISCOUNTS

All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount. Any discounts offered whether by the DX3 (including team discounts) must also require payment at the time of registration. All discount offers cannot be combined with any other offer

## FOLLOW THE CONVERSATION

@DX3CANADA #DX3PULSE WWW.DX3CANADA.COM

