

WWD
DIGITAL
FORUM
LOS ANGELES

NOVEMBER 14 • LA

The focus is shifting from mobile-first toward immersive brand experiences, whether online or in store. Driven by the fast pace of technology, fashion and beauty executives face rising expectations of a new generation. How do they navigate this new economy that often values things less than experiences? How do they pivot e-commerce, social, and bricks-and-mortar strategies to deepen consumer connections?



TOPICS OF DISCUSSION

Join WWD on November 14 for exclusive intelligence and exceptional insight to help you stay ahead of the change. A lineup of influential speakers across industries will tackle such key issues as:

- **Identifying new consumer attitudes and behaviors to inform your next-gen marketing**
- **Creating a fail-smart, learn-fast culture to meet the challenge of change**
- **Understanding the changing nature of influence in driving purchases across platforms**
- **Tapping the power of VR, AR and other emerging technologies to create immersive brand experiences**
- **Seizing the potential of chat, messaging and voice technology to engage digital consumers**

SAMPLE AGENDA

TUESDAY, NOVEMBER 14

8 – 9 AM	Breakfast & Registration
9 – 11 AM	Program
11 – 11:30 AM	Mid-Morning Break
11:30 AM – 1 PM	Program
1 – 2:15 PM	Lunch
2:15 – 4:15 PM	Program
4:15 PM	Wine Reception

2017 CONFIRMED SPEAKERS TO DATE



Nicole Frusci
Benefit Cosmetics



Lucie Greene
J. Walter Thompson



Mara McCune
e.l.f. Beauty



Ashleigh Young
e.l.f. Beauty

NOT PICTURED

Ivka Adam
Iconery

Jonah Becker
Fitbit

[Click to View Most Up To Date List of Speakers](#)

BENEFITS OF ATTENDING

"The WWD Digital Forum was like a masters class to help navigate through the digital noise. Insights provided by notable companies and leaders allowed us to walk away inspired and eager to navigate the digital landscape, and apply best practices to our company."

Director of Marketing, L Space by Monica Wise



"A great event packed with a **non-stop barrage of like-minded companies leading by example.** If you don't like being inspired, this is not for you."

**Director of Global eCommerce,
True Religion**



"I know I can count on this conference to give me **actionable takeaways** that I can immediately apply to my digital business – from all digital perspectives (ecommerce, marketing, social media). It feels like an advanced peer sharing forum, but structured and highly productive."

Senior Marketing Director, Jurlique





A PEER-TO-PEER ENVIRONMENT



BANANA REPUBLIC

BILLABONG

BURBERRY

CHINESE LAUNDRY

DIANE VON FURSTENBERG

ESTÉE LAUDER COMPANIES

GUESS

jet

Kate Somerville

KEVIN.MURPHY

LEVI STRAUSS & CO.

L'ORÉAL

Murad.



NORDSTROM

PAIGE

Planet blue

Reformation

REVOLVE

SEPHORA



TheRealReal
AUTHENTICATED LUXURY CONSIGNMENT

VALENTINO

VANS
"OFF THE WALL"

TO REGISTER

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