



FUTURE RETAIL #2 CONFERENCE

13 March 2019 | 99 City Road Conference Centre, London

EXPERT SPEAKERS INCLUDE



Emma Kelso
Senior director
of customers and
casework
Ofwat



Samir Rahim
CIO
MOSL



Andy Hughes
CEO
Water Plus



John Reynolds
CEO
Castle Water



Paul Stelfox
Head of wholesale
market services
United Utilities



Simon Bennett
Head of wholesale
services
Bristol Water



Pritesh Patel
Commercial
director
First Business

DRIVING SUCCESS IN THE OPEN WATER MARKET


The only event
dedicated to promoting
customer awareness
and success in the
open water market

LEARN how to engage
the 90% of customers
still not bought into
the open market

FIND OUT what MOSL
is doing to help
resolve the bilaterals
issue

EXPLORE practical
strategies to improve
the wholesaler-
retailer relationship

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FUTURE RETAIL #2

The opening of the non-household water retail market in England was hailed as the biggest transformation in the water sector since its privatisation in 1989.

The goal was to drive improvements in customer service, as well as pushing down costs for customers, and encouraging innovation and water efficiency. Two years on from the opening of the water retail market, **FUTURE RETAIL #2** brings together the market's leading participants to discuss whether the open water market goals have been met and how best to pave the way forward to future success.

By connecting leading retailers, wholesalers and customers in a unique setting, **FUTURE RETAIL #2** will address the challenges facing the industry and create a deeper understanding of each player's concerns.

Key topics to be addressed include enhancing the wholesaler-retailer relationship, improving data accuracy and completeness, optimising customer engagement and awareness, and improving customer services and strategies for growth.

We look forward to meeting you in London for an insightful day of knowledge exchange and networking.



Lois Vallely
Editor
Water.Retail

WHO ATTENDS?

WHOLESALE

Directors, department heads and managers responsible for:

- Wholesale
- Market
- Trade
- Relationship
- Supply

RETAILERS

CEOs, MDs, GMs, directors, department heads and managers responsible for:

- Commercial
- Sales
- Strategy
- Regulation
- Accounts
- Solutions
- Operations
- Revenue
- IT/Systems
- Research
- Compliance
- Technology

In addition to:

- Government
- Regulators
- Brokers
- Consultants
- Solution providers
- Large water users
- Self-suppliers

Agenda

(subject to change)

09:00 Coffee, registration and innovation showcase

09:30 Chair's opening remarks
Lois Vallely, Editor, **Water.Retail**

IMPROVING CUSTOMER AWARENESS & ENGAGEMENT IN THE OPEN MARKET

09:40 What customers are telling us, and what the industry can do about it

- What the results of our most recent customer awareness survey mean for the industry
- What the industry can do to step up its efforts to engage with customers

Phil Marshall, Deputy CEO, **CCWater**

10:00 How to engage the 90% of customers still not bought into the open market

- Building trust with business customers, particularly SMEs
- The importance of customer engagement in streamlining the price-setting process and ensuring more visibility in price and service offerings
- Solutions for optimising billing, reporting and complaints handling

Emma Kelso, Senior director of customers and casework, **Ofwat**

10:20 Audience poll, questions and answers

10:30 Spotlight on the customer experience & self-supply

In conversation with Lois Vallely

- To what extent have customers benefited from competition in the market?
- What are the main challenges with switching suppliers from a customer's perspective?
- Why are some companies choosing self-supply?
- What are the realistic benefits?
- How can water retailers effectively compete with self-supply?

Claire Yeates, Director, **Waterscan**

11:00 Coffee, networking and innovation showcase

OPTIMISING THE WHOLESALER-RETAILER RELATIONSHIP

- 11:30** **Optimising bilateral transactions to deliver an improved customer experience**
- How poorly executed bilaterals are resulting in inefficient processes, lack of data and poor customer service
 - Identifying the specific challenges associated with bilaterals
 - Best practice for bilateral transactions: ways of working, code alignment, common technology
 - What will optimised bilateral transactions help the industry achieve?
 - What MOSL is doing to help resolve the bilaterals issue

Samir Rahim, CIO, **MOSL**

- 11:50** **Where there's a will there's a way – the RWG**
Simon Bennett, Head of wholesale services, **Bristol Water**

- 12:10** **Audience poll, questions and answers**

- 12:20** **Panel discussion: improving the wholesaler-retailer relationship**
- Overcoming inconsistency with wholesale/retail tariffs – what needs to change?
 - What impact are margins having on the wholesaler-retailer relationship?
 - Moving beyond market codes: what more can wholesalers do for retailers?
 - Trade effluent – whose responsibility is it?
- Phil Marshall**, Deputy CEO, **CCWater**
Jacob Tompkins, Chief technology officer, **The Water Retail Company**
Paul Stelfox, Head of wholesale market services, **United Utilities**
Simon Bennett, Head of wholesale services, **Bristol Water**

- 13:00** **Networking lunch and innovation showcase**

MAXIMISING THE POTENTIAL OF DATA, TECHNOLOGY AND INNOVATION TO DRIVE MARKET GROWTH

- 14:00** **Moving beyond the hype: how blockchain could help the water retail market**
Nick Rutherford, Interim programme director, **Bristol Water** and chairman of digital strategy committee, **MOSL**

- 14:20** **Check uw-event.co.uk/FutureRetail2 for details**

- 14:35** **Improving data completeness to support market growth**

Richard Stanbrook, Director, **Pennon Water Services**

- 14:55** **Audience poll, questions and answers**

- 15:10** **Coffee, networking and innovation showcase**

LOOKING FORWARD: MARKET COMPLEXITY AND MODELS FOR GROWTH

- 15:40** **Panel debate: exploring market complexity and strategies for growth**

- What lessons can be applied from the Scottish market two years in?
- Should the Scottish and English markets align?
- What does this mean for the future of domestic market competition?
- What are the most appropriate models for growth?
- What does this mean for investment to support various models?

Andy Hughes, CEO, **Water Plus**

John Reynolds, CEO, **Castle Water**

Pritesh Patel, Commercial director, **First Business**

Josh Gill, Managing director, **Everflow**

- 16:30** **Closing remarks and end of Future Retail #2**

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Align your company with this established event to demonstrate your thought leadership, showcase your solutions and develop new business.

Opportunities can be tailored to meet your needs. Please contact **Sophie Abbott** on +44 (0)1342 332062 or email sophieabbott@fav-house.com to discuss your requirements.

BOOK YOUR PLACE NOW AT: UW-EVENT.CO.UK/FUTURERETAIL2

Here's how to register...

Price per delegate for 13 March 2019

Booking type	Book before 8 February	Full rate
Water.Retail Subscribers	£249 (Save £100)	£349
Standard	£349 (Save £100)	£449

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More reasons to book...

"Excellent frank discussions on where we are and what we need to do now."

**TRADE EFFLUENT MANAGER,
SOUTHERN WATER**

"Great opportunity to get water market views."

HEAD OF WHOLESALE MARKET SERVICES, UNITED UTILITIES

"Informative, honest and well-structured."

**SUPPLY CHAIN SPECIALIST,
EDF ENERGY**

"Great opportunity to network and get an update on the market so far and to raise awareness on hot issues."

DIRECTOR, WATER EFFICIENCIES

SPREAD THE WORD!

**FUTURE
RETAIL #2**

13 March 2019 | London

Future Retail is the only event dedicated to promoting customer awareness and success in the open water market.

Join 100+ senior wholesale and retail water leaders, regulators, brokers, large water users, self-suppliers and more to make the open market work for you.

With high-profile speakers and a unique full-day programme featuring *live audience polling, panel debates, and cutting-edge case studies*, we are sure you will leave with the insight and contacts to improve your experience with the open water market.

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