

## Reflections on Peak Trading Breakfast 2024 Audience Sample

Fortnum & Mason , London

Wednesday, 17th January 2024

### Overview and Key Topics

Attendees shared their Black Friday experiences with industry peers, accessed exclusive IMRG data on November and December performance, and discovered customer engagement levels and behavioral differences. The event highlighted the top and most innovative campaign structures used during the peak season, allowing participants to reflect on how they can adapt or refine their strategies for 2024.

## Who Joined Us?

### Job Title

E-Commerce Executive  
E-Commerce Manager  
Marketing Director  
Consumer Relations Manager  
Director UK Shipping & Logistics  
Head of Analytics & Optimisation  
Finance Analyst  
Commercial Director  
Head of E-Commerce Marketing  
Head of E-Commerce  
E-Commerce director  
Associate Director  
Managing Director  
Digital Analyst  
Senior Commercial Finance Manager  
Customer Insight Manager  
E-Commerce Trading Manager  
E-Commerce Trading Manager  
Digital Analytics & CRO Manager  
Director of Commerce

### Company

Barry M Cosmetics  
Biscuiteers  
Buyagift  
Deckers Ltd  
eBay  
Estee Lauder  
Fortnum & Mason  
Frame Maker (MK) Ltd  
Harrods  
Jaques of London  
Joseph Joseph  
Kao Corporation  
Lisa Angel  
Marks & Spencer  
Missoma  
New Look  
Pandora  
The Dune Group  
Victorinox  
Warren James

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