

Breakfast Club Events

imr



What makes IMRG Breakfast Club a must-attend event?

Each IMRG Breakfast provides sponsors with a premium opportunity to engage directly with 20+ senior managers from top retail companies.

With interactive discussions, cutting-edge insights from IMRG data, and a curated audience of high-level retailers actively seeking strategic changes and solution improvements. These breakfasts are designed to position your brand and solutions at the forefront of retail innovation, helping you build a strong pipeline for 2025.



Key Reasons to Sponsor

Direct Access to Retail Leaders

Engage with top retail professionals to build relationships and explore opportunities for collaboration.

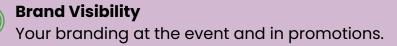
Showcase Your Expertise

Aligning discussions with key trends and retail milestones for maximum impact.

Engage Meaningfully

Host all guests via structured 15-minute table rotations.





Exclusive Data

Receive all event data and insights from the IMRG tracker metrics.

Align with Seasonal Trends

Align with retailers' key periods and strategy shifts throughout the year.

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The UK eCommerce Association

Breakfast Club Audience Sample

Imro

Job Title

Head of CRM Director **Omnichannel Marketing Manager Content and Brand Manager** Senior eCommerce Manager Director **Director of Digital Services Director of Data Science & Analytics Head of Brand Development Digital Analytics Lead CRM Manager Growth Marketing Manager** Senior CRM Manager **Marketing Director Product Manager Digital & eCommerce Manager Marketing Manager Co-founder & Director Senior Digital Trade Manager Multichannel Analyst Digital Analyst Trading and Campaign Manager** Head of eCommerce **Head of Marketing** Site Optimisation Manager eCommerce Analytics Manager Website Merchandiser CEO **Senior Product Owner CRO Manager** Senior Head of eCommerce Trade Senior eCommerce Coordinator **Digital Trading Specialist** eCommerce Director **Online Trading Manager Founder & Director Delivery Solutions Manager** Head of Online Trade **Head of Digital Trading UK Delivery Partnerships Manager Head of Analytics & Optimisation** Program Manager CEO CEO **Delivery Proposition Lead Head of Marketing Commercial Director Head of Operations Head of eCommerce**

Company

B&Q

Bare Kind Diageo **Eto Wine** Farfetch **Fjord Labs Limited** inMusic Lyma Life **Margaret Howell Ltd** QVC **Ted Baker** The Fold London Thortful **Vertical Leisure Ltd** ASOS Avery **Boutique Stone** Eto Fenwick **Furniture Village** Harrods Joseph Joseph Matrix **My Nametags** New Look Pandora Peter Millar **Presto Music Rapha Racing Russell & Bromley** Sephora Seraphine Space NK **The Futon Company** ТКМАХХ Weirdstock ASOS Belstaff Berry Bros. & Rudd eBay **Estee Lauder** Harrods Instadecor Ltd mahabis **Marks & Spencer My Nametags The Futon Company** Thortful Warner Bros

The IMRG Breakfast Club events attract senior retail leaders from a variety of sectors, including fashion, home & garden, health & beauty, and beyond. These retailers are actively seeking strategies and solutions to optimise their eCommerce performance.



The events focus on key retail trends and challenges, providing a unique platform to engage with influential professionals. These gatherings encourage the exchange of innovative ideas, insightful discussions, and practical strategies, enabling participants to implement meaningful changes within their organisations.







The UK eCommerce Association

Breakfast Club Calendar



April 9th, 2025

Connect with senior retailers reviewing early-year performance, including New Year, Valentine's, and Mother's Day. Showcase how your solutions can drive growth during these key seasonal events.

May 21st, 2025

A closer look at category performance and spring trading insights, positioning your expertise to address retailers' sector-specific challenges.

July 15th, 2025

Analysis of mid-year performance and seasonal patterns, highlighting strategies to maximise opportunities in the months ahead.

October 15th, 2025

A review of late-year trading and preparation for the busiest retail periods, including holiday and seasonal peaks.



The breakfasts take place at the iconic Ivy, located at 1-5 West Street, London

LIMITED SLOTS AVAILABLE GET INVOLVED TODAY

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