



The UK
eCommerce
Association

Breakfast Club Events



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.



Brand Visibility

Your branding at the event and in promotions.



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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Breakfast Club Audience Sample

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
TKMAXX
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.





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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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