

## The importance of the last-mile in delivering an exceptional customer experience!

**Wednesday, 5 April 2017**

Come along to the first SCLAA Thought Leadership Series event of the year for an entertaining evening full of thought provoking discussion.

- When:** Wednesday, 5 April 2017
- Where:** Honey Bar, 345 Clarendon Street, South Melbourne
- Cost:** Members: \$15.00  
Non Members: \$20.00  
Affiliate Member: \$15.00
- Time:** 6:30pm - 9:00pm
- Parking:** Limited on street parking available (additional parking available at Albert Park or at South Melbourne Market)



Finger food and complimentary drink on arrival, thereafter cash bar.

Throughout 2017, VIC/TAS SCLAA will be hosting a series of networking events and product showcases with an emphasis on emergent technology and processes within the industry. The Thought Leadership Series will explore disruptive technologies and the products and services transforming the supply chain and logistics sector into the future.

The last mile is a crucial segment of any supply chain. How customers experience delivery of goods and services can make or break a business.

Join the SCLAA at the delightful Honey Bar in South Melbourne for an entertaining evening where entrepreneurs and industry leaders, share their insight into the value of the last mile, in delivering an outstanding customer experience and what lies ahead for the future for the industry.

### Speakers



Jonathan Reeve is a speaker, author and adviser who helps retailers to build profitable last-mile fulfilment. Jonathan's newest book, *Retail's Last Mile Why Online Shopping Will Exceed Our Wildest Predictions*, explores the disruption of store retail by online shopping and forecasts that last-mile innovations will see shopping online overtake shopping in stores within twenty years. It also describes the business models most likely to succeed and the steps retailers can follow to keep up with the Amazons of this world.



Justin Williams is the CEO of MeeMeep.com and has been instrumental in overseeing MeeMeep's rapid growth through its transformation into a last-mile delivery logistics platform. His passion of engaging society with technology and cultural leadership is reflected in his vision for MeeMeep and the potential it has in reinventing the last-mile delivery solution.

Jason Pallant is an applied researcher with a particular focus on multi-channel shopping, multi-media habits and retail. Jason is passionate about understanding consumer decision making and behaviour through applied academic research as well as developing work-ready university graduates through higher education. He also works as a Research Fellow in the Australian Consumer, Retail and Services (ACRS) Research Unit where he has worked on grants over \$1 million.



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