



7 - 8 September | 155 Bishopsgate

2026 Agenda at a Glance





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A WORD FROM OUR CONFERENCE PRODUCER

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Following a successful debut in 2025, Appsforum London is back this September with two full days of strategic content focused on Acquisition, Monetization, and Retention. This year's agenda will dig into the big questions – including whether AI and emerging LLM-based interfaces are redefining (or even replacing) the role of the app, and how this shift will shape the next generation of growth strategies.

We're also excited to introduce roundtables for the first time at Appsforum – a dedicated space for intimate, expert-led conversations on the most pressing topics in the app ecosystem. These small-group sessions are designed to spark honest discussion, surface real challenges, and give attendees the opportunity to exchange insights with peers navigating the same industry shifts.

We can't wait to see you in September!



SPEAKER PREVIEW



Stanislas Marchand
CEO
Rocapine



Yasin Keradmand
Head of Growth
Stakemate



Arielle Sholzberg
Strategic Partnerships Lead
Sweatcoin



Hitesh Poojary
Senior Growth Manager
Trucaller



Peggy Anne Salz
Founder
Mobile Groove



Jules Bewley
Director
Spond



Jade Gilmour
Global Product Marketing Lead
Muzz

And More...

FEATURED PANELS

Is the App Dead?

Peggy Ann Salz, Lead Analyst & Founder, Mobile Groove

Emily Grossman, CMO, Trustedhousesitters

More Speakers TBA...

As AI reshapes digital experiences, this talk explores whether the app is dead, and how to rebuild trust, discovery and player loyalty in an LLM-driven world.

The Retention-Led Growth Blueprint

Stanislas Marchand, CEO, Rocapine

Jade Gilmour, Global Product Marketing Lead, Muzz

More Speakers TBA...

As acquisition costs rise, sustainable growth depends on keeping users engaged. Join app leaders as they share proven strategies for retention, loyalty, monetization, and long-term customer value

How Global Brands Localise Creativity with AI

Eliza Dumitrache, Independent Consultant

Saniya Vasiuk, Fractional Head of Growth, Freelance

More Speakers TBA...

From Europe to Japan and Southeast Asia, this panel explores how brands localise messaging and storytelling and use AI to scale creative production without losing cultural authenticity.

FEATURED PRESENTATIONS

The Future of Subscription Apps Is Human-Centred Architecture

Olha Kashpur, Senior Product Manager, Flo Health

Learn how human-centred architecture is redefining subscription success, blending empathy, data, and design to create app experiences that feel personal, intuitive, and impossible for users to abandon.

From Start Up to Scale Up

Julian Bewley, Director, Spond

Discover how leading app brands navigate the challenges of growth, from finding product-market fit and building sustainable acquisition strategies to scaling teams, revenue, and customer engagement without losing momentum.

The Web2App Blueprint

Cristian Rotari, Monetization Lead, Zing Coach

A clear blueprint for high-converting web funnels—mapping each essential step, sequencing them for maximum impact, and tailoring the entire flow to your industry for predictable, scalable growth.

WHO IS APPSFORUM FOR

Appsforum London is built for the people shaping growth across the app industry. Whether you're leading user acquisition, monetisation, product, growth or company strategy, you'll find practical answers, actionable insights and valuable peer connections, not just theory.

THE LONDON FORMAT

Appsforum London is designed to help growth teams move from insight to action. Each day starts with keynotes that set the direction, followed by focused sessions across acquisition, monetisation and retention. Throughout the conference, you'll find closed-door roundtables, workshops, and 8 hours of dedicated networking to connect with peers, so you can benchmark performance, pressure-test decisions, and leave with clearer priorities.

The event brought together an inspiring community of innovators, creators, and leaders who are shaping the future of apps.

From the thought-provoking sessions to the meaningful networking opportunities, everything was exceptionally well organized and full of energy. I left feeling inspired and grateful to have been part of it.

Marina Anton
App Acquisition Lead, **interactive investor**

CO-LOCATED WITH GAMESFORUM LONDON

Gamesforum London brings together the people driving growth across both apps and games, including UA, monetisation, product and growth leaders, and founders, giving you access to a wider set of perspectives, strategies, and conversations in one place.

What makes it more valuable as a co-located event:

- ✓ **Access both games and app growth leaders in one place.**
Connect with senior decision-makers across gaming and the wider app ecosystem.
- ✓ **Expand your network with more relevant connections.**
Meet a wider mix of high-quality contacts you wouldn't typically reach.
- ✓ **Discover growth strategies shaping the wider app economy.**
See what's working across different verticals and bring new ideas back to your own team.
- ✓ **Maximise the value of a single event trip.**
Get exposure to two curated audiences and content streams with one ticket.

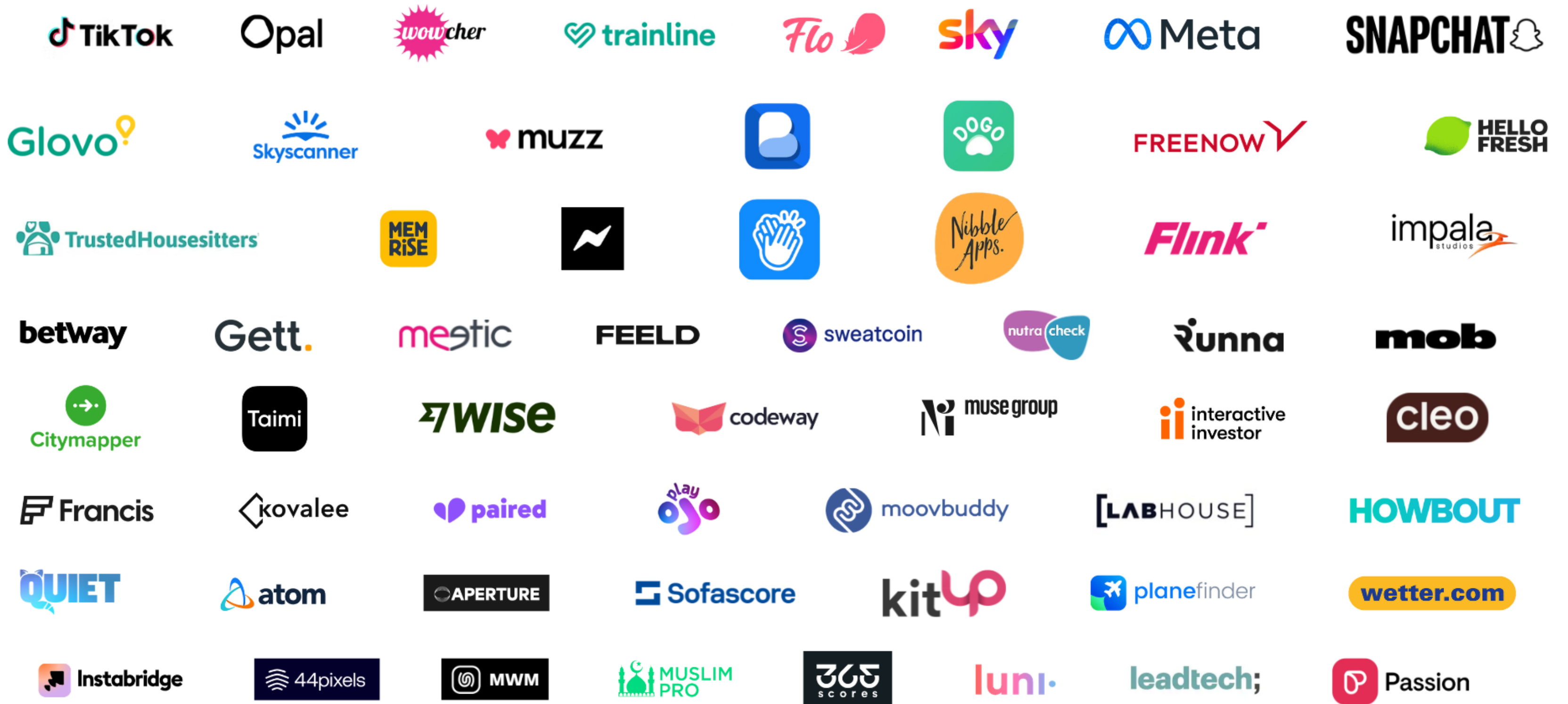
[LEARN MORE](#)

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The combined Gamesforum and Appsforum proved once again that some things are simply better together.

Over two days, we enjoyed productive meetings, inspiring conversations, and great catch-ups with both gaming and non-gaming app marketers - bringing real value to the event.

Lucjan Exner
Head of Sales, **Appnext**

WHO ATTENDS?



WHAT ATTENDEES SAID

It was a well-organised event with a diverse audience.

I truly appreciate the opportunity to deliver the keynote about Glovo's data-driven growth journey at Appsforum. It was a well-organised event with a diverse audience, some very useful talks and ample networking opportunities. Looking forward to the future seasons of Appsforum!

Devangana Khokhar
Director of Data, Glovo



It was a valuable experience.

I engaged with established industry leaders, exchanged perspectives on critical challenges in the app ecosystem, and gained practical insights into strategic approaches.

Cemre Korkmaz
Senior Marketing Manager, Codeway



An extremely useful event with talented speakers from across the app space.

The networking opportunities were incredibly valuable and it was a pleasure to attend, and to be offered the opportunity to speak on a panel at the conference.

Cole Lilley
Performance Marketing Manager, Runna



PASSES AND PRICING

Most Popular

Super Early Bird

£179

Save £70

Available until 26 June

Early Bird

£199

Save £50

Available until 14 August

Conference Pass

£249

Available from 15 August

What's included in your pass?

- ✓ Full access to two days of keynotes, panels, and case studies.
- ✓ Focused session across acquisition, monetisation and retention.
- ✓ Closed-door roundtables and interactive discussions (subject to capacity).
- ✓ 8 hours of dedicated networking breaks and onsite networking moments.
- ✓ Event app access for agenda planning, messaging, and meeting requests.

Group Booking Savings

3 tickets: 15% off each ticket price
4 tickets: 30% off each ticket price

Grab Your Ticket!