

NRF[®] 2020 VISION

RETAIL'S BIG SHOW

Saturday, January 11

10:00 - 12:00pm | MEET AT DESIGNATED STORE

PROGRAM TYPE: NETWORKING EVENT

Guided Retail Store Tours

Separate registration and additional fee required.

Guided Retail Store Tours can be purchased when you register for NRF 2020 or through the dashboard after registration has been completed.

Retail Store Tours provide curated, two-hour guided walking tours of cutting-edge spaces by global retail leaders. See firsthand how these retailers are using their understanding of our changing behaviors and technology to enhance the customer experience.

Each guided tour visits five carefully selected stores at a premier shopping destination. Tour guides will lead groups to the selected stores where a store administrator will speak about the features, innovations, store design experience, customer service enhancements and brand stories. Each store visit will last 15 minutes, and each tour lasts two hours.

Hudson Yards: The State of Excellence Today

Hudson Yards represents the best of what retail has to offer! This new addition to New York City retail is the largest private real estate development in the U.S. Join this tour to see the five trends driving successful retail today: Elegant Innovation, Discovering Innovative Retail Models, Retail as an Experience Destination, Experiences that Inspire Shopping, and Out-of-the-Box Retail.

Oculus: A Tour for the Senses

See how the largest shopping malls in Manhattan -- Westfield World Trade Center and Brookfield Place -- are transforming downtown shopping and using cutting-edge design, sales associate training and innovative experiences. The Oculus has

the most diverse array of retail innovation in New York City, featuring pop-ups to flagship stores, along with iconic retailers and online brands that have transitioned from online to brick and mortar.

SoHo: Innovation & Reinvention

SoHo is one of New York City’s prime shopping destinations and the preferred location for launching a new business concept or reinventing an old one. Throw a stone down any street in the area and you’ll hit a number of exquisite retail destinations. Cobblestoned streets and loft-like spaces make the neighborhood a pleasant spot for shopping and inspiration. This tour will highlight visionary business innovators and savvy re-inventors.

Iconic Retailers

This tour of New York’s iconic retailers offers insight into the latest innovations in store design with the ideas, influencers and thought process behind their conception. The tour will visit iconic stores in the heart of the Midtown shopping district. Experience store innovation, tech, store concepts, merchandising, and how brands are seeing sustainability.

Developed in partnership with:



**Retail Store
Tours™**

11:00 - 11:15am | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR
PROGRAM TYPE: FOOD TECH WORKSHOP

Opening Remarks

SPEAKERS:
Rob Grimes, CEO, IFBTA

11:00 - 4:30pm | MARRIOTT MARQUIS TIMES SQUARE
PROGRAM TYPE: ADDITIONAL ATTENDEE PROGRAM

Food Tech Workshop

For retailers only; not open to press. Separate registration and fee required.

Workshop can be purchased when you register for NRF 2020 or through the dashboard after registration has been completed.

Produced in partnership with NRF and the International Food and Beverage Technology Association (IFBTA), this half-day workshop designed for grocery and restaurant professionals, features top industry Operators, CIOs, CFOs, and IT Directors who will delve into the latest in foodservice technology – and discuss the challenges and successes they’ve had during the implementation process.

Workshop agenda available [here](#).

Terabyte Sponsors:

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In partnership with:



11:15 - 11:35am | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

The state of the food industry

Technology trends come and go, but also create efficiencies and enhancements to the food and beverage, hospitality, and retail industries. New and emerging technologies shape the way businesses are run and customers are engaged. With all the noise of new and fancy technologies, how do you know what's right for you? In this session, learn about technologies you might want to invest in over the next 12 months.

11:35 - 11:55am | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

Why integrated ordering helps you and your customers

Today, the ways in which you can order a product are seemingly endless – in-store, online, at a drive-thru, or through a smart home assistant. Google, Amazon, and countless brick-and-mortar stores are utilizing any and all methods to reach current and prospective customers. In this session, learn options for online ordering and how to determine which platform is right for your business and its customers.

SPEAKERS:

Christopher Thomas-Moore,

VP, Digital Marketing and Global eCommerce, Domino's Pizza

11:55 - 12:25pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

Deep Dive: Technology trends and ordering

12:25 - 1:00pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

Networking lunch

1:00 - 1:20pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

The grocery store of the future

Grocery stores will always be a staple for consumers, and each year new concepts arise – healthy and organic foods, lower prices, etc. – making way for new competition in the marketplace. With all these options, what are the latest innovations resetting the competitive landscape? Learn how new technologies are transforming food retail for tomorrow's consumers.

SPEAKERS:

Sterling Hawkins, Founder, Sterling Hawkins

1:00 - 3:00pm | MEET AT DESIGNATED STORE

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Tours™**

1:20 - 1:50pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

Technology implementation you should consider now

Technology in retail, like that of foodservice or hospitality, is vital for businesses to engage with consumers and ultimately increase revenue. Oftentimes, technology must accommodate the needs of consumers – based on customer expectation, technological advancements, or evolving purchasing landscapes. In this panel, learn how retailers utilized and incorporated technologies to grow their business and drive customer loyalty.

SPEAKERS:

Gary Hawkins, CEO, CART

Ron Bonacci, VP, Advertising and Marketing, Weis Markets

Mike Penner,

Director, Retail Applications and Technology, Fairway Group Holdings

1:50 - 2:10pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

How predictive technology enhances your bottom line

Consumers are looking at ways to expand their in-store experience and try new products. With the help of mobile devices and predictive technology, you can simultaneously shape the experience of each individual customer and increase your bottom line. In this session, learn how predictive technology can create a more inclusive and connective experience for your customers.

SPEAKERS:

Ravi Bagal,

Head, WW Business Development, Consumer Industries, Amazon Web Services

2:10 - 2:40pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

Deep Dive: Grocery store of the future, technology implementation and predictive technology

2:40 - 2:55pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

Networking break

2:55 - 3:15pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

Where will delivery go next?

Delivery and foodservice have been ramping up the past few years, but what happens when these two industries combine to give consumers a comprehensive delivery experience? What if a grocery store could deliver a fully crafted meal to the consumer? What if a restaurant could increase the number of customers served through a targeted delivery program? In this session, we will discuss the successes and pain points of delivery, and the potential crossover in food and beverage and retail.

SPEAKERS:

Ben Abel, Director, Digital, Wegmans Food Markets

3:15 - 3:35pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

How consolidated loyalty puts cash in your pocket and your customers'

Many food and beverage companies are employing loyalty programs – some with in-store or online rewards, and others provide cash back for frequent visits. Consolidating loyalty programs is the wave of the future. Learn how loyalty can be used in various ways to give the customer the most bang for their buck.

3:35 - 4:05pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

Deep Dive: Delivery and consolidated loyalty

4:00 - 6:00pm | MEET AT DESIGNATED STORE

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4:05 - 4:15pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

Closing remarks

SPEAKERS:
Rob Grimes, CEO, IFBTA

4:15 - 4:30pm | MARRIOTT MARQUIS, SOHO COMPLEX, 7TH FLOOR

PROGRAM TYPE: FOOD TECH WORKSHOP

Grab & go treats

5:00 - 6:00pm | MARRIOTT MARQUIS, WESTSIDE BALLROOM FOYER, 5TH FLOOR

PROGRAM TYPE: NETWORKING EVENT

International Welcome Party

Be our guest and connect with friends from across the globe as we welcome you to the Big Apple.

6:00 - 7:30pm | MARRIOTT MARQUIS, WESTSIDE BALLROOM,
5TH FLOOR

PROGRAM TYPE: NETWORKING EVENT

Opening Party

Let us treat you to drinks and hors d'oeuvres to welcome you to New York and NRF 2020 Vision! You'll see old friends and colleagues and make new contacts across the industry.

Sponsored by:

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Sunday, January 12

8:00 - 8:30am | SPECIAL EVENTS LOBBY, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Donut Dunk

Start the day off with free donuts and coffee.

8:30 - 8:45am | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

Retail's Vision 2020: NRF chairman's welcome and opening remarks

Overflow seating available at the Medallia Stage, Hall E, Level 1.

SPEAKERS:

Chris Baldwin, Chairman, President and CEO, BJ's Wholesale Club

8:45 - 9:15am | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

Opening keynote with Satya Nadella, CEO, Microsoft

Microsoft CEO Satya Nadella will deliver the opening keynote at NRF 2020. He will share his thoughts on the future of retail and how technology can help the industry transform. Microsoft works closely with retailers all over the world to help them deliver on the promise of intelligent retail.

**Closed Captioning will be available during this session*

Overflow seating available at the Medallia Stage, Hall E, Level 1.

SPEAKERS:

Satya Nadella, Chief Executive Officer, Microsoft

9:15 - 9:45am | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

A new era of workforce transformation

Hear noted author and MIT professor Zeynep Ton and Walmart U.S. CEO John Furner explore the current retail landscape when it comes to digital capabilities and employee opportunity. Zeynep and John will discuss how work is changing and what retailers like Walmart are doing to be great employers.

Overflow seating available at the Medallia Stage, Hall E, Level 1.

SPEAKERS:

John Furner, President and CEO, Walmart U.S.

Zeynep Ton,

Professor of the Practice, Operations Management,
MIT Sloan School of Management

The Visionary 2020: A conversation with Kohl's CEO

Michelle Gass

Kohl's CEO Michelle Gass is championing innovative thinking and bold initiatives at Kohl's, transforming the company's culture to embrace new ideas that excite customers and allow the company to thrive in today's dynamic retail environment. In an intimate fireside chat, Gass will share how she is driving an ambitious plan for growth at Kohl's, forging new partnerships with innovative players and new brands, and positioning Kohl's as a leading omnichannel retailer by building out the company's digital capabilities, omnichannel operations and online growth. Hear directly from this year's recipient of the NRF Foundation's The Visionary 2020 award on what retail leadership will look like in 2020 and how Kohl's is cultivating an environment where risk-taking is encouraged and bringing forth new, innovative ideas to fuel the future of the company and the retail industry.

Overflow seating available at the Medallia Stage, Hall E, Level 1.

Underwritten by:



SPEAKERS:

Michelle Gass, Chief Executive Officer, Kohl's

10:00 - 10:45am | CRYSTAL PALACE, LEVEL 3

PROGRAM TYPE: PODCAST

Podcast: Decision Makers

The Decision Makers podcast will share inspiring insights from some of the most innovative people in the tech, retail, and business industries. In addition to these insightful conversations, it will also incorporate some unfiltered conversations held at conferences and other live events. These conversations are meant to inspire as well as provide listeners with tangible takeaways.

Produced by:



10:00 - 12:00pm | 1C 02, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Expo Tours

Open to Retailers only. Separate registration required.

EXPO Tours can be purchased when you register for NRF 2020 or through the dashboard after registration has been completed.

NRF, in partnership with CIM Tours, is providing four unique Expo Tour experiences. Each curated, two-hour tour will visit exhibitors recognized for delivering the latest in retail technology across multiple business disciplines.

Artificial Intelligence | Artificial Intelligence is taking retail to a new level and changing the way we shop. Learn how retailers are using advanced AI with first-party data, real-time AI-based recommendations, AI-enabled decision platforms, customer driven AI insights and much more!

Customer Experience | Customer experience today is driving the success of brick & mortar. Retailers are using smart sales associate tools to enhance the shopping experience, reduce check-out friction, streamline internal communications, and collect real-time customer feedback. Cutting-edge smart signage, RFID and 5G are making the retail environment more responsive and interactive. Meet the

companies enhancing the customer journey and winning in retail today.

Digital Experience & Ecommerce | Creating digital experiences that matter to consumers drives results. As digital continues to permeate the retail landscape, today’s shoppers are demanding less payment friction and a quicker shopping experience. Learn how retail leaders are using digital in every aspect of the customer journey to drive results.

Future & In-store Tech | See the newest technology trends and breakthrough products in retail today. Learn how AR/VR can engage shoppers, how technology is enhancing the shopping experience, and how click and collect reduces friction and satisfies customers. Attendees will visit companies focused on innovation and get a sneak peek at technology powering the future of retail.

Expo Tours powered by:



10:00 - 5:00pm | NORTH CONCOURSE, LEVEL 2

PROGRAM TYPE: NETWORKING EVENT

Membership Lounge

Standing up for our industry – celebrating our industry – educating and inspiring our industry... it’s what we do every day. Stop by the Membership Lounge to learn more about the value of NRF membership, our resources, and how to engage in NRF activities. Real change happens when we work together.

10:00 - 5:00pm | NRF LOUNGE, LEVEL 4

PROGRAM TYPE: NETWORKING EVENT

NRF Lounge

Come to the rear of the River Pavilion to recharge and take the weight off your feet. The perfect location to grab a bite to eat and network with attendees!

10:00 - 5:00pm | EXPO, LEVEL 1, BACK OF 1100 AISLE

PROGRAM TYPE: NETWORKING EVENT

The FQ Lounge @ NRF 2020

Open to retailers, NRF members, and registered press.

The FQ Lounge is coming back to NRF 2020: Retail's Big Show!

In partnership with The Female Quotient, The FQ Lounge is a destination that brings together women to connect, collaborate, learn, and activate change together. There is power in the pack. Lounge attendees will hear exclusive Q&As, have access to networking areas and special experiences including free professional headshots.

Separate registration is not required to attend this program. For any questions, please contact programs@nrf.com.

Sponsored by:



In partnership with:



10:00 - 5:00pm | EXPO, LEVEL 1 AND 3

PROGRAM TYPE: GENERAL INFO

Expo Open

If you have a challenge, you'll find a solution in the Expo. Browse the floor and discover the latest retail technology and solutions from more than 800 retail solution providers.

10:00 - 5:00pm | INNOVATION LAB, LEVEL 4

PROGRAM TYPE: GENERAL INFO

NRF Innovation Lab

The Innovation Lab at NRF 2020 is an immersive exhibit, which includes over 50 visionaries from around the globe, that displays the latest developments in retail's tech transformation.

Sponsored by:



10:00 - 5:00pm | STARTUP ZONE, LEVEL 4

PROGRAM TYPE: GENERAL INFO

Startup Zone

From AI and AR to machine learning, robotics and more, the Startup Zone lets you get hands-on with new and emerging tech from the industry's best startups.

EXHIBITOR BIG IDEAS

10:15 - 10:45am | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Breaking tradition: Disrupt your industry by adding e-commerce to your business model

Get insights into selling online from three entrepreneurs who broke industry norms. E-commerce success can be found in surprising places, and this family butcher shop, formal wear company, and events flower company can show you how. Danny Catullo (Catullo Prime Meats), Diana Ganz (The Groomsman Suit), and Lauren Bercier (Something Borrowed Blooms) are ready to share how they innovated their business models, defied tradition, and identified key factors to succeeding online in their respective industries.

SPEAKERS:

Deanna Kaufman,

Manager Solutions, E-Commerce and Retail Vertical, FedEx Solutions

Lauren Bercier, Co-Founder and CEO, Something Borrowed Blooms

Diana Ganz, Co-Founder, The Groomsman Suit

Danny Catullo, COO and Owner, Perishable Shipping Solutions

10:15 - 10:45am | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

How data and analytics are reshaping retail

With tight margins, volatile markets, and changing customer demands, retailers cannot rely on intuition alone to drive growth. You need data-informed insights.

See why retailers are turning to visual analytics and Tableau to help them meet the demands of a rapidly changing industry. But don't just take our word for it, attend and hear from one of our retail customers about how they are doing just that. Learn how creating a data culture helped to digitally transform their business and solidify analytics as their competitive edge.

10:15 - 10:45am | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Make your data work for you!

From the early days of computers to the breakthrough of the internet, companies have understood inherently that there is worth to information. We live in a culture driven by data. A truly digital world where information is available at our every fingertip. With a skill gap and a mess of a data system, the hurdles can seem insurmountable. Automated intelligences and machine learning are closing that gap by helping a variety of companies' make data guided decisions and reap the benefits of their data.

SPEAKERS:

Rob Ortiz, Director, AI, Keyence Corporation of America

Arthur Bailey, Director, PR/AR, Samsung Electronics

Brian Neely, Sr. Consulting Data Scientist, Keyence Corporation of America

10:15 - 10:45am | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by HappyOrNot

10:15 - 10:45am | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Trust in retail: Why sustainability, accountability and traceability are critical to brand belonging

Customers today care more than ever about the provenance of their purchases. If it's a matter of healthy living, values centered on sustainability or alignment to a company's philosophy, customers want to know as much as they can to make more informed decisions. Intelligent supply chains, infused with AI, are proving to help deliver on these customer expectations. A shift from brand loyalty to brand belonging requires participation and trust from your clients. Are you ready to deliver?

10:30 - 11:00am | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Future Consumer 2022: Shopping methods, consumer behavior trends and changes ahead

How will people's behaviors evolve and what will they expect from brands and retailers in the near future? This insightful research will assist in providing direction and stir creativity to prepare your team for what lies ahead. Futurist and trend forecaster WGSN's Andrea Bell presents the key consumer sentiments and profiles that will disrupt industries and drive growth in 2022.

SPEAKERS:

Andrea Bell, Head of WGSN Insight, WGSN

10:30 - 11:00am | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Immersive... Reimagined...Revolutionary: The future of shopping beckons

It's time to throw out the old playbooks and write new ones. Executives from SHOWFIELDS and AREA15 are doing just that. Experimenting with models that blend physical and digital retail in an effort to revitalize bricks-and-mortar retail, these two models drive home the theory that traditional retail is not dead; it's evolving – and they're doing it in very different ways.

SPEAKERS:

Tal Zvi Nathanel, CEO and Co-Founder, SHOWFIELDS

Winston Fisher, CEO, AREA15

Pocket brands: Why Facebook and Instagram think social is the fastest growing sales channel

Shopping capabilities on social media platforms are evolving with lightning speed. Already a vital part of many consumers' discovery and purchase journey, capabilities such as the arrival of Instagram's seamless in-app checkouts - adopted by the likes of Nike and MAC Cosmetics - confirms how content and commerce are merging. It's clear that social is fast becoming a vehicle for driving more sales, more efficiently, and for connecting with customers more directly.

This discussion will focus on the brands and retailers using social media in innovative ways to both sell products and communicate with customers well beyond the transaction. With the latest buy buttons, apps and e-commerce plug-ins, social media channels are helping retailers take the friction out of the buying process. We will discuss the best ways to engage with Gen Z for social selling, and how retailers might even drive traffic to physical stores or harness customer feedback to inform future (product) decisions with the right kinds of social interactions. The panel will share examples of engagement and loyalty-building via social media that is delivering sales growth, promoting the brand mission and reaching new customers in interesting ways. This session will also ask what's next, how will social commerce look in 5 or 10-years' time, and why it's so important for brands to jump in.

SPEAKERS:

Asher Rapkin,

Head of Messenger & Emerging Platforms, Global Business Marketing, Facebook

Alexis DeSalva Kahler, Senior Analyst, Retail and eCommerce, Mintel

Layla Amjadi, Product Lead, Instagram Shopping

Amy Eschliman, Senior Vice President, Sephora ECommerce, Sephora

11:00 - 11:30am | 1B 03, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Retailer Table Talks

Open to Retailers only.

Join these small group, retailer only discussions focusing on specific topics and challenges retailers are facing today. The intimate environment will enable you to share and hear solutions, unique perspectives and valuable takeaways to implement immediately. Discussions are chosen by and led by retailers. Space is limited and will be first-come, first-served.

EXHIBITOR BIG IDEAS

11:00 - 11:30am | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Integrating facial identity and powerful loyalty technology to transform and deliver personalized customer experiences

Delivering personalized and engaging customer experiences is crucial in achieving lifetime loyalty with your customers. Join this session to discover how facial recognition technologies are being used to drive loyalty, trigger frictionless personalization, convenience and one-on-one interactive experiences in everyday transactions. Brierley's CMO, John Pedini, will host this panel discussion with John Miller, CEO of Cali Group, Girish Nazhiyath, Solutions Architect Director, Retail Solutions at NEC and Bill Swift, CTO of Brierley.

SPEAKERS:

Girish Nazhiyath,

Director, Retail Solutions Architecture, NEC Corporation of America

John Pedini, CMO, Brierley+Partners

Bill Swift, EVP and CTO, Brierley+Partners

John Miller, Chairman and CEO, Cali Group

11:00 - 11:30am | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Reshaping the retail store experience at Dunn-Edwards

Retailers must re-imagine stores in the digital age. Stores continue to evolve from individual points of commerce to hubs of fulfillment, service and experience. Retailers are using stores to inspire shoppers with more interactive brand engagement while improving the profitability across their operations. In the midst of this change, the traditional point-of-sale is evolving to provide multi-dimensional capabilities that accelerate store performance. Join Toshiba and Dunn-Edwards, the leading paint manufacturer in the Southwestern USA, to explore the future of point-of-sale amid emerging new retail store experiences.

SPEAKERS:

Rich Stefani,

CIO, Group Vice President of Technology, Nippon Paint (USA), Inc.

Fredrik Carlegren,

Executive Director, Global Marketing, Toshiba Global Commerce Solutions

11:00 - 11:30am | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Retail in the cloud: How new models are bringing stability to retail

Retailers today are struggling to adopt new capabilities due to challenges with integrating new applications into complex legacy environments. This is hindering many retailers' ability to quickly alter their operating model, to improve customer experience, increase revenue and lower operating costs. Learn how cloud is changing the game! From application modernization, multi-cloud management and new models, stores can realize faster, lower cost deployment of new capabilities infused with AI, IOT and Intelligent Automation; all benefiting your customers and employees.

11:00 - 11:30am | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Episerver

11:00 - 11:30am | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Turn customers into lifelong fans: Experience-driven commerce in action

Offering the best products or prices is no longer enough to succeed in today's retail environment. Customers want a personalized experience, before, during and after their purchase. And they want that experience to be seamless across channels and devices. The smartest (and most successful) companies are using this new market reality as an opportunity, turning customers into lifelong fans. Join us to hear how SIGNA Sports United, one of the largest sports online platforms in the world, is delivering inspiring, experience-driven commerce to their customers.

SPEAKERS:

Michael Gerard, CMO, e-Spirit Inc.

Thomas Neumann, Group CTO, SIGNA Sports United

11:00 - 11:30am | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF 1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

Brick-and-Mortar 2.0: Making Every Customer Count

Online shopping has fundamentally changed the rules of retail. But, one rule that will never change is that the customer always comes first. Real brick-and-mortar stores provide the opportunity to deepen the customer's relationship with a brand. Hear how leaders in the industry are focusing on the physical shopping experience to engage a wider audience.

SPEAKERS:

Andrea Fasulo,

Global Head of Retail Marketing, Viacom Nickelodeon Consumer Products

Kirsten Kuhlmann, President and CEO, Cliff Consulting

JoAnn Martin, VP, Industry Strategy and Market Development, JDA Software

11:15 - 11:45am | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

NRF curated session

More details on this session coming soon!

11:15 - 11:45am | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

NRF curated session

More details on this session coming soon!

Curated in collaboration with:



11:15 - 11:45am | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Virtual Store Tour: Using technology to reinvent the purpose of the store

We'll take you inside New York's most awe-inspiring retail spaces to learn how brands and retailers are using the latest technology to understand and connect with shoppers in their stores. Neiman Marcus's Yujin Heo shares the exciting features and technology behind their first Manhattan location. And Accenture's Karen Voelker takes you on a virtual tour of numerous store locations to learn what a number of NYC retailers—like Amazon Go, Ikea and Puma, are doing to deliver on their purpose to turn store visits into memorable experiences.

SPEAKERS:

Karen Voelker, Associate Director, Accenture

Yujin Heo, VP, Creative, The Neiman Marcus Group Inc.

11:30 - 1:30pm | NORTH AND SOUTH CONCOURSES,
OUTSIDE LEVEL 2

PROGRAM TYPE: NETWORKING EVENT

Food Truck Alley

Check out the expanded Food Truck Alley and grab lunch from some of New York's most popular mobile culinary artisans. Located along the shuttle drop-off area on level 2.

11:30 - 1:30pm | VARIOUS LOCATIONS IN JAVITS

PROGRAM TYPE: NETWORKING EVENT

Full Conference Attendee Lunch Options

Did you pre-purchase lunch tickets during the registration process?

Pick-up your lunch in the Special Events Lobby, Level 1 (ticket required).

No lunch ticket?

Lunch is available for purchase in the Javits Food Court (Level 1) or Food Truck Alley (outside Level 2).

Looking for lunch seating?

Seating is available in Hall E (Level 1) for Full Conference attendees. Additional seating in the Food Court (Level 1), South Concourse (Level 2) and NRF Lounge (Level 4).

Need some Food for Thought? *(Full Conference Retailers only)*

Bring your lunch to the 12:45pm session at the Medallia Stage (Level 1):

The future is now - How retailers can utilize digitally native talent (and brands) to revitalize growth

EXHIBITOR BIG IDEAS

11:45 - 12:15pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Retail 2020: The year of transformation to recurring revenue and customer LTV

According to Gartner Group, by 2023, 75% of organizations selling direct to consumers will offer subscription services, but only 20% will succeed in increasing customer retention. This presentation will focus in on the retention challenge for retail brands, share best practices from experts on how to achieve significantly higher retention rates and accurately measure customer LTV, and present examples of retailers who are transforming their business models from transactional to relationship-driven.

SPEAKERS:

Greg Alvo, CEO, Ordergroove

11:45 - 12:15pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by AgilOne

11:45 - 12:15pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Cybage Software Inc.

11:45 - 12:15pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by True Fit

11:45 - 12:15pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Transforming the in-store experience: How Albertsons, Pinterest, and Vestcom inspire at shelf-edge

Shoppers are seeking inspiration and more meaningful interactions with brands. While brand messaging is still fragmented across channels, the physical shelf-edge is pivotal to both Retailers and Brands as the key engagement point to drive purchase. Learn how Pinterest, Albertsons, and Vestcom have partnered to bring digital inspiration to the shelf-edge, enhancing the shopping experience, and ultimately driving sales.

12:00 - 12:30pm | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Bringing bricks to life: LEGO knows the child in all of us

Retail's digital transformation is wondrous in many respects, but on the downside a thirst for convenience can reduce the shopper experience down to uninspiring levels of functionality.

There is a risk that by not finding the balance shoppers will lose any connection to the brand, particularly when visiting a physical store to find there are no 'memorable moments.'

At the LEGO® Stores we leverage new digital technologies as a layer that will enhance the brick and mortar store visit with stronger fun and creative experiences. We create memorable moments that bring our brand and products to life, including personalization as a unique experience for our brand fans. For instance, within minutes shoppers can create their own LEGO Mini figures or even their own personalized portrait built with 2,304 LEGO bricks.

This session celebrates what becomes possible when a powerful global brand, the latest digital tools and the human imagination combine to create something very special in store.

SPEAKERS:

Martin Urrutia Islas, Head Global Retail Innovation, The Lego Group

Lauren Thomas, Retail Reporter, CNBC

12:00 - 12:30pm | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

From points to passports: Reimagining the loyalty program

As companies look for compelling ways to get customers in the front door, retain their business and convert them into advocates, we're witnessing a new way of thinking about loyalty that shifts the conversation away from points acquisition into access to a broader ecosystem. This approach not only enables members to earn rewards but also invites them into the larger world of the brand, empowering them with key tools across their journey and adding value through exclusive experiences and services.

Join Rick Gomez, Executive Vice President, Chief Marketing and Digital Officer of Target, and Matthew Blonder, Vice President, Marketing and Digital Brand Commerce at Reebok, as they discuss their best-in-class loyalty programs.

Rick Gomez will explain why Target consolidated its suite of mobile apps into a unified tool that functions as a gateway through which shoppers can access a range of key functions at every stage of their journey, from mobile shopping to loyalty to payments, and how this allows Target to offer a more responsive and convenient shopping experience.

Matthew Blonder will discuss the strategy behind the Reebok Unlocked loyalty program, which lets members earn points for interacting with the brand beyond making purchases and offers experiential rewards, creating an ongoing connection between the brand and its most loyal customers, as well as the community at large.

Curated in collaboration with:

The image features a large purple rectangle with a folded bottom-right corner. The letters "psfk" are written in a bold, white, lowercase sans-serif font across the center of the rectangle.

psfk

SPEAKERS:

Rick Gomez,

Executive Vice President, Chief Marketing and Digital Officer, Target Corporation

Matthew Blonder, VP, Marketing and Digital Brand Commerce, Reebok

12:00 - 12:30pm | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Grassroots mission: The journey to sustainability

Where did it come from? More consumers are asking that question; it's up to retail brands to respond with authentic, transparent answers about sustainable business practices they've adopted and the ethical sourcing processes in play. Two retail leaders will share their commitment to sustainable sourcing objectives, the value of certifications, partnerships and relationships with farmers and artisans, and the goals they've set for shifting the product offerings toward more organic, fair trade certified.

SPEAKERS:

Heather Deeth, Manager, Ethical Buying, Lush Cosmetics North America

Jennifer Walsh, Founder, Walk with Walsh Media

Jennifer Gootman,

VP, Social Innovation, West Elm; VP, Corporate Social Responsibility,
Williams-Sonoma Inc.

12:30 - 1:00pm | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF
1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

Building a Successful Brand: A fireside chat with Lisa Price

Lisa Price, Founder, Carol's Daughter discusses how she went from making hair and body products in her kitchen to having a successful company with products that are sold in retailers nationwide.

Hear how she succeeded while navigating the changing landscape of the natural haircare industry in the age of social media.

SPEAKERS:

Lisa Price, Founder, Carol's Daughter

12:30 - 2:30pm | 1C 02, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Expo Tours

Open to Retailers only. Separate registration required.

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Artificial Intelligence | Artificial Intelligence is taking retail to a new level and changing the way we shop. Learn how retailers are using advanced AI with first-party data, real-time AI-based recommendations, AI-enabled decision platforms, customer driven AI insights and much more!

Customer Experience | Customer experience today is driving the success of brick & mortar. Retailers are using smart sales associate tools to enhance the shopping experience, reduce check-out friction, streamline internal communications, and collect real-time customer feedback. Cutting-edge smart signage, RFID and 5G are making the retail environment more responsive and interactive. Meet the companies enhancing the customer journey and winning in retail today.

Digital Experience & Ecommerce | Creating digital experiences that matter to consumers drives results. As digital continues to permeate the retail landscape, today's shoppers are demanding less payment friction and a quicker shopping experience. Learn how retail leaders are using digital in every aspect of the customer journey to drive results.

Future & In-store Tech | See the newest technology trends and breakthrough products in retail today. Learn how AR/VR can engage shoppers, how technology is enhancing the shopping experience, and how click and collect reduces friction and satisfies customers. Attendees will visit companies focused on innovation and get a sneak peek at technology powering the future of retail.

Expo Tours powered by:



12:45 - 1:45pm | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: LUNCH HOUR TOPICS

Food for Thought - The future is now: How retailers can utilize digitally native talent (and brands) to revitalize growth

Bring your lunch to this session! Seating available on a first-come, first-served basis.

Open to Retailers with a Full Conference pass.

Retailers are wising up to the success had by DTC and influencer brands and want in on the fun. This panel will focus on successful strategic partnerships, joint ventures, investment and new ways of doing business are bridging the gap between DTC and brick & mortar. Panelists will explore how these new alliances and business models may mark the path for the future of businesses who inhabit both the real world and the digital one.

Curated In Collaboration With:



SPEAKERS:

Reesa Lake,

Partner and Executive Vice President, Brand Partnerships, Digital Brand Architects

Gabby Cohen, SVP, Marketing and Brand, Rent the Runway

Katherine Power, CEO and Founder, Who What Wear

EXHIBITOR BIG IDEAS

1:00 - 1:30pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

5 Reasons you need a gateway for POS payments and 5 reasons you don't

This session will provide retailers with a framework of evaluating traditional gateways and payment switches in the marketplace along with alternative options that provide greater flexibility. Attendees will be able to use this framework to evaluate middleware features and benefits and select the optimal solution for their organization.

SPEAKERS:

Anand Goel, CEO, Optimized Payments

1:00 - 1:30pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Enhancing the customer and employee experience by engaging and empowering your store associates

In today's retail environment, store teams must be able to prioritize activities that will enhance the customer experience, and drive results. Retailers have the massive task of gatekeeping, ensuring balance and coordination of tasks, effective and efficient execution of priority initiatives, and communicating key strategies, product knowledge, and directives. Opterus' awesomely powerful, yet simple platform has enabled retailers to deliver on these challenges. Jeremy Arnold, Ralph Lauren, and Mark Qualls, GameStop, will share how Opterus has helped drive customer and employee experience in their stores.

SPEAKERS:

Mark Qualls, VP, US Operations, GameStop

Jeremy Arnold,

Sr. Dir., NA, Ralph Lauren, Polo, and RRL Stores, Ralph Lauren

1:00 - 1:30pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Making store execution your superpower

In this digital era, the in-store experience remains the key moment of truth for retail brands. Delivering a great store experience starts with getting the basics right. Hear retailers share how implementing digital tools transformed their store execution to deliver an amazing customer experience.

1:00 - 1:30pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by One Door

1:00 - 1:30pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

What's next in retail: Meeting consumer expectations via connected commerce experiences

In an increasingly connected world, retailers must create experiences that are not only engaging, but span digital channels, devices, and emerging technology.

In this session Nandan Sheth, Head of Global Digital Commerce at Fiserv, will discuss the expanded possibilities connected experiences are bringing to retail. Presenting in partnership with Fanatics, Sheth will walk through connected experiences that Fanatics is winning with today, and explore how technologies like Artificial Intelligence and Augmented Reality may redefine consumer interactions in the future.

SPEAKERS:

Nandan Sheth, SVP, Head of Global Digital Commerce, Fiserv

1:00 - 1:45pm | CRYSTAL PALACE, LEVEL 3

PROGRAM TYPE: PODCAST

Podcast: The Retail Exchange

The Retail Exchange is a dedicated retail podcast series that throws the spotlight on key issues affecting the industry. Our podcasts feature insight and opinion from senior industry professionals and thought leaders.

Produced by:

THE RETAIL
EXCHANGE

1:30 - 2:00pm | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF
1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

The Age of AI: Women Shaping the Future of Retail

Today, women are vastly underrepresented in the tech industry. If the AI is the future and the future is feminine, then we need more women calling the shots. After all, there's still no algorithm that substitutes for human connection. In this discussion, learn how female thought leaders are harnessing the power of AI and other digital tools to get closer to the consumer.

SPEAKERS:

Christiane Pendarvis,

Senior Vice President, E-Commerce, FULLBEAUTY Brands

Alysa Taylor,

Corporate Vice President, Microsoft Business Applications and Global Industry,
Microsoft

Seemantini Godbole, Chief Information Officer, Lowe's

2:00 - 2:30pm | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Disruption: Rapid growth of CBD products impacting big box, digital, specialty and department stores

With many new CBD products hitting the marketplace, stores are figuring out how to integrate this relatively new product category. Beauty departments were natural early adopters but now with mattress, shoe and apparel retailers to yoga studios finding their niche, CBD infused merchandise is clearly on the rise. This new frontier is prompting retailers to ferret out world class products, find trustworthy suppliers, train staff and establish merchandise strategies to gain ground quickly. Our expert panel will break it down, including--are CBD products right for your store, how to get started and what's trending...don't miss this opportunity to understand this disruptive new product category.

SPEAKERS:

Peter Horvath, CEO, Green Growth Brands

Stephanie Wissink, Managing Director, Consumer Research, Jefferies

Eventizing shopping: Creating compelling experiences online and in-store

Consumers increasingly value experiences over things and spend their money accordingly. In the same way, the enjoyment of shopping is as much about the excitement of discovering, learning and talking about a product as it is the act of purchasing. As a result, we're seeing a return to entertainment and community within the retail landscape.

This session will highlight two innovators who are rethinking shopping as must-see content and one-of-a-kind experiences.

Aaron Levant, CEO of NTRWK, will talk about how NTRWK built an app that blends a schedule of compelling programming with a live shoppable concept to reach the devoted fanbases of verticals including gaming, music, sports and media.

Ben Kaufman, CEO of CAMP, will talk about how this NYC toy store united shopping and play in an immersive store experience meant to evoke the fun and magic of summer camp for the whole family.

Curated in collaboration with:



SPEAKERS:

Ben Kaufman, Founder and CEO, CAMP

Aaron Levant, CEO, NTRWK

Store of the future: Rethinking physical retail's role and strategy

The digital transformation journey is impacting retail business models and is driving a new approach to stores.

Physical locations will play a key role in acquiring new clients, collecting data, building relationships and operating as fulfillment centers, delivery points and service providers.

Combining low friction with elevated experience will be crucial for the success of the stores. Emerging business models will require new KPIs, metrics and ways of measuring the store's contribution to the brand.

This session examines the need to re-define the store's strategic value and contribution in a digitally transformed retail model.

It will explore how Rituals Cosmetics have grown from 1 to 800+ standalone stores around the world, updating each store concept with different building blocks, unique to its customers. The success of the Brazilian footwear brand Melissa with its experiential global lifestyle store concepts that are all kinds of cool. Attendees can lastly learn from the leading Brazilian house of premium brands Soma Group which is building a successful portfolio of fashion retail brands and chains - developing internationally.

SPEAKERS:

Alberto Serrentino, Founder, Varese Retail

Raquel Metz Scherer, Managing Director, GRENDENE SA

Fabio Barreto, CEO FARM Rio Global, Grupo de Moda Soma

Richard Lems, Director, Format and Store, Rituals Cosmetics

EXHIBITOR BIG IDEAS

2:00 - 3:00pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Omni-channel agility – Maximizing customer service and profitability

Your customers expect convenient, seamless brand experiences and compressed fulfillment timeframes. However, omni-channel complexity makes it challenging to meet customer expectations with a focus on profitability. Learn from the CIO at Spencer's/Spirit Halloween about how they: optimize enterprise inventory visibility and omni-channel order orchestration; take pop-up stores to another level; leverage BI for improved decision-making; and adopt a strategically agile, unified and profitable approach to customer-centric commerce. You will leave this session with pragmatic strategies and tactics to improve order profitability.

SPEAKERS:

Jim Barnes, CEO, enVista

2:00 - 3:00pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Amazon Web Services

2:00 - 3:00pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Salesforce

2:00 - 3:00pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Why retail organizations are now embedding AI in their DNA culture

The empowered consumer is more connected and informed than at any other time in retail history. Retailers must now start anticipating and predicting their consumer's evolving needs and habits by transforming their business decisions through embedding AI in their DNA culture. Learn how best-in-class retailers are using AI machine learning to identify signals and patterns in their data, to become truly customer-centric; adopting an AI Demand Forecasting approach and at the same time increasing operational efficiencies to ensure a frictionless customer experience.

2:00 - 3:00pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Winning the battle for the customer with self-serve automation

Whether it is big e-commerce competition or third-party delivery services, disruptors in the industry are causing brands to fight for a better customer and associate experience. Smart retailers are embracing technology, like automating order pick-up, to provide opportunities for brand engagement no matter how the customer chooses to engage. And while this technology shift is happening, retailers are also seeing streamlined order fulfillment more satisfied customers and top-line growth. Hear from leading organizations who are focused on putting customers and associates first and enhancing the customer experience in a way that keeps the brand top of mind.

SPEAKERS:

Mike Wills, Chief Revenue Officer, Apex Supply Chain Technologies

2:30 - 3:00pm | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF
1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

The Rise of Female-Led DTC Companies

The retail industry is constantly evolving, and women-owned startups, direct-to-consumer (DTC) companies, and entrepreneurs play a critical role in its transformation. Hear from the inspirational female retail leaders who are adapting to changes in consumer behavior, including new business models that are disrupting established industries and activating positive social change.

SPEAKERS:

Kerry Cooper, President and Chief Operating Officer, Rothy's

Gabby Cohen, SVP, Marketing and Brand, Rent the Runway

2:45 - 3:15pm | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Humans are back: Why companies are putting a premium on the human element in the digital age

Customer service is broken. Instead of forging better human-to-human connections, companies are using tech to build walls with customers. But the brands consistently breaking through today have put a premium back on the human element. Whether providing expert guidance or solving an in-the-moment need, savvy companies are re-investing in their people and creating new ways to connect with their customers to deliver superior customer experiences that cannot be automated.

In this session, Olivier Blayac, the General Manager of Color&Co, will outline how the new DTC brand from L'Oréal's incubator is helping upgrade the at-home hair coloring experience with a platform that offers live video consultations with a professional colorist to create a custom formula that is sent directly to their door, using digital tools to bring the high-touch salon experience to consumers at home.

Callie Field, the Executive Vice President of Customer Care at T-Mobile, will speak about T-Mobile's Team of Experts—a radically new approach to customer service that puts people first. When you call, you're immediately connected to a customer

service Expert. No bots. No automated phone menu. You get your very own Team of Experts who are dedicated to you and others in your city. Since launching nationwide in 2018, Team of Experts has set records for customer satisfaction.

Curated in collaboration with:



SPEAKERS:

Olivier Blayac, General Manager, Color&Co by L'Oreal

Callie Field, Executive Vice President, Customer Care, T-Mobile

2:45 - 3:15pm | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Living in an Amazon world: New rules!

Let's face the facts: the battle is over--Amazon won, three years of research don't lie. In the last three years, Amazon had a \$100 billion increase in revenue, delivered a consumer research satisfaction rating that's consistently 20% higher than their competitors, and is considered a "favorite" brand by 50% of consumers surveyed. So what can we learn from the victor? WD Partner's EVP and expert strategist Lee Peterson will look at the "new rules" defining 21st century retail, show how retailers should structure their organizations for this business transformation, and help you visualize how this will redefine what we now call a store.

SPEAKERS:

Lee Peterson, EVP, Brand, Strategy and Design, WD Partners

2:45 - 3:15pm | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Retail as a service: Using plug-and-play infrastructure to test and learn in the physical retail channel

Faced with rising costs associated with customer acquisition and increasing competition online, many direct-to-consumer brands are looking to physical retail as a way to stand out, drive awareness and build emotional connections with their audiences. Because the barrier to entry remains high, a new type of retail service provider is offering these brands flexible, turnkey solutions for entering physical retail, allowing them to test and refine concepts and products and engage with their customers in new ways.

Experts Matt Alexander and Kevin McKenzie will discuss the advantages of this new retail model and highlight the opportunities for both brands and real estate service providers.

Matt Alexander is the co-founder and CEO of Neighborhood Goods, a department store for the modern age, featuring an ever-changing selection of direct-to-consumer brands, many of whom are entering the physical space for the first time. After launching in Plano, Texas, in 2018, Neighborhood Goods is opening a store in New York City in fall 2019.

Kevin McKenzie is a digital entrepreneur and previous Chief Digital Officer at both The Macerich Company and Westfield where he led digital transformation and omnichannel initiatives. Most recently he developed and launched BrandBox, a turnkey approach to physical retail for digitally native brands to open and operate stores within the Macerich Company's malls.

Following the presentations, there will be a Q&A moderated by Scott Lachut, President of Research & Strategy at PSFK, the business intelligence platform for innovation in retail and CX.

Curated in collaboration with:



SPEAKERS:

Scott Lachut, Partner and President, Research and Strategy, PSFK

Kevin McKenzie,

Digital Transformation Leader in Retail, Real Estate and Omni-Channel,

Matt Alexander, CEO, Neighborhood Goods

3:00 - 3:30pm | 1B 03, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Retailer Table Talks

Open to Retailers only.

Join these small group, retailer only discussions focusing on specific topics and challenges retailers are facing today. The intimate environment will enable you to share and hear solutions, unique perspectives and valuable takeaways to implement immediately. Discussions are chosen by and led by retailers. Space is limited and will be first-come, first-served.

3:00 - 5:00pm | 1C 02, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Expo Tours

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Expo Tours powered by:



EXHIBITOR BIG IDEAS

3:15 - 3:45pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

How 3d visualization can transform the customer experience and increase sales conversion

The use of 3D visualization including 360° views, Augmented Reality and Lifestyle Scenes has been proven to create new high-engagement customer experiences. By enabling online shoppers to interact with products as they would in a store (plus with added functionality such as View In Room), 3D visualization has been proven to increase sales conversion, reduce product returns and strengthen brand loyalty. Join CGTrader CEO and Co-founder Dalia Lasaite as she explores the strategies and solutions that are bringing in store shopping experiences to eCommerce.

SPEAKERS:

Dalia Lasaite, CEO and Co-Founder, CGTrader

3:15 - 3:45pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

How to build and foster stronger consumer relationships through responsible and conscious retailing

Today's consumers increasingly favor sustainable companies that minimize their impact on people and the planet. The rise of social consciousness has each generation of consumers expecting companies to take a stand on current relevant issues such as sustainability, transparency, and fair employment practices. Join us and **guest retailer BESTSELLER** as we discuss how to become an enduring business with positive initiatives that will impact your brand reputation and value, customer loyalty and future best practices. Learn how **BESTSELLER** is driving success with its **"Fashion Forward Strategy."**

SPEAKERS:

Ian Holland, VP, Development, ACCEO Solutions Inc.

Mike Wexler, Director, Global Sales, ACCEO Solutions Inc.

Stephanie Bleau,

Head of Marketing and eCommerce, Bestseller Retail Canada

3:15 - 3:45pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

How Tractor Supply cultivates true omni channel wins

With more than 1,800 stores across the US, Tractor Supply has discovered the winning formula for merging its in-store and online customer experiences. Come hear Letitia Webster, VP Omni Channel for Tractor Supply, and Sören Stamer, co-founder and CEO for CoreMedia, discuss how a clear customer vision and an iterative approach can drive transformational change.

SPEAKERS:

Soeren Stamer, CEO and Co-Founder, CoreMedia AG

Letitia Webster, VP, Omni Channel, Tractor Supply

3:15 - 3:45pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Ultinuous

3:15 - 3:45pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Tailor the in-store engagement using true 360 customer profile

The key to success in today’s competitive retail space is meeting the customer where they are and delivering tailored experiences. Good examples abound for doing so digitally, but when it comes to a personalized in-store engagement, retailers need a way to bring physical in-store shopping data together with digital profiles, and make that information available in real time.

SPEAKERS:

Kazuki Ohta, VP, Technology, Data Services, Arm, Inc.

3:30 - 4:30pm | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

Winning the experience economy: How to raise the bar in a world of raised expectations

With consumers expecting increasingly seamless shopping experiences, who is meeting consumers where they are, instore, online or in-home? In consecutive interviews, hear from three CEOs who are setting the vision and raising the bar by meeting "me-commerce" demands in a world of always on-demand.

Overflow seating available at the Medallia Stage, Hall E, Level 1.

SPEAKERS:

Hitha Herzog, Chief Research Officer, H Squared Research LLC

Ron Johnson, Co-Founder and CEO, Enjoy Inc.

Neela Montgomery, CEO, Crate and Barrel

Philip Krim, Co-Founder and CEO, Casper

EXHIBITOR BIG IDEAS

4:00 - 4:30pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Hyper-personalization - Retail sustainability through digital clienteling

In today's crowded and highly competitive market, personalization is a critical component for optimizing customer's shopping experience. Understanding customers' preferences is necessary to personalize the in-store experience.

Leading Premium and Luxury retailers are taking steps using the latest technology to enhance their customers' shopping experience and increase operational effectiveness.

During this panel discussion, our speakers will share their experience and insight on how digital retail technology complements and grows in-store sales. Technology creates this synergy by focusing on enhancing the customer experience irrespective of channel.

SPEAKERS:

Ali Asaria, Founder and CEO, Tulip Retail

Gavin Frank,

Sr. Dir., Retail and Consumer Goods Solution Strategy, Salesforce

George Clark, Technology and Customer Experience Director, Mulberry

4:00 - 4:30pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

In store innovation, do I really want a robot?

In store innovation options abound for the retailer. Artificial intelligence, in store robotics, inventory analytics and computer vision all hold potential. The tough call is what makes sense for your format. Beyond the selection, what does it take to pull it off? At the top of the list is IT support, operations adoption, customer acceptance, supplier capabilities and continued improvements. For success, all these and more must be considered before the launch. Two retailers discuss their current journeys.

SPEAKERS:

Tim Rowland, CEO, Badger Technologies

Rob McCartney, Format Development Director, Woolworths Food Group

4:00 - 4:30pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Learn how AI is transforming network operations for retailers

Customer engagement and network connectivity are becoming more and more critical to the success of today's retailers. And with the soaring numbers of mobile and IoT devices, managing a distributed network of stores and engaging with customers is becoming more challenging. Join this session to hear how organizations such as top retailer, PetSmart, are investing in AI-driven technology to transform IT operations rather than being stuck in a technology refresh cycle, ultimately driving up profitability and in-store experience.

SPEAKERS:

Bob Friday, CTO and Co-Founder, Mist, a Juniper Company

Dave Caldwell, VP, IT Service Delivery, PetSmart

4:00 - 4:30pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Symphony RetailAI

Hear from a panel of your peers who have used AI to create value now! The panel will feature actual examples from several US and EMEA retailers who are using AI across the end-to-end retail value chain.

You'll leave with tangible proof points, actionable takeaways, and a roadmap for you to achieve the same success.

The session will be moderated by respected industry expert Mike Troy, Editor-in-Chief of Retail Leader.

4:00 - 4:30pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

The future of digital retailing is now

Innovation is critical to thrive in today’s retail environment. New technologies such as computer vision, artificial intelligence, drones and robots are changing the way we think, act and function within the value chain. Come learn how these innovative retailers are leveraging these technologies to improve the overall customer experience, team member productivity and reduce operational expenses.

SPEAKERS:

Kyle Dufresne,

President and GM, Global Client and Compute Solutions and Global Compute and Networking

,
Dell Technologies

4:00 - 5:00pm | EXPO, LEVEL 1, 3 AND 4

PROGRAM TYPE: NETWORKING EVENT

Expo Happy Hour

Time for a drink. Unwind from a busy day and stroll through the aisles to take in the latest visionary retail tech.

5:30 - 7:30pm | HYATT CENTRIC TIMES SQUARE, BAR 54

PROGRAM TYPE: NETWORKING EVENT

Retail's CIO Party (by invitation only)

By invitation only.

Top off the opening of NRF 2020: Retail's Big Show by joining us for an exclusive networking event on Sunday, January 12, from 5:30p – 7:30p, powered by the NRF CIO Council.

Mingle with the industry's premier retail technology leaders while enjoying classic hors d'oeuvres and refreshing cocktails and catching up on the latest NFL playoffs.

For any questions or to be added to the invitation list, please contact programs@nrf.com.

Sponsored by:



ZEBRA

Monday, January 13

8:00 - 8:30am | SPECIAL EVENTS LOBBY, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Donut Dunk

Start the day off with free donuts and coffee.

8:00 - 8:45am | CRYSTAL PALACE, LEVEL 3

PROGRAM TYPE: PODCAST

Podcast: RetailCraft

Interviews, analysis and insight by and for the people behind the performance in multichannel retail, ecommerce and digital brands.

Produced by:



8:30 - 9:15am | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

NRF curated session

More details on this session coming soon!

Overflow seating available at the Medallia Stage, Hall E, Level 1.

Underwritten by:



9:00 - 9:45am | CRYSTAL PALACE, LEVEL 3

PROGRAM TYPE: PODCAST

Podcast: Ecommerce Braintrust

The Ecommerce Braintrust podcast gives you access to the world's best brains when it comes to building momentum online for established consumer brands. The show is hosted by Kiri Masters, Founder and CEO of Amazon agency Bobsled Marketing, author, Forbes Retail contributor, and a strong voice in the Amazon world. Listen to our conversations with expert guests about ecommerce strategies, trends and innovations.

Produced by:



9:00 - 5:00pm | NORTH CONCOURSE, LEVEL 2

PROGRAM TYPE: NETWORKING EVENT

Membership Lounge

Standing up for our industry – celebrating our industry – educating and inspiring our industry... it's what we do every day. Stop by the Membership Lounge to learn more about the value of NRF membership, our resources, and how to engage in NRF activities. Real change happens when we work together.

9:00 - 5:00pm | NRF LOUNGE, LEVEL 4

PROGRAM TYPE: NETWORKING EVENT

NRF Lounge

Come to the rear of the River Pavilion to recharge and take the weight off your feet. The perfect location to grab a bite to eat and network with attendees!

9:00 - 5:00pm | EXPO, LEVEL 1, BACK OF 1100 AISLE

PROGRAM TYPE: NETWORKING EVENT

The FQ Lounge @ NRF 2020

Open to retailers, NRF members, and registered press.

The FQ Lounge is coming back to NRF 2020: Retail's Big Show!

In partnership with The Female Quotient, The FQ Lounge is a destination that brings together women to connect, collaborate, learn, and activate change together. There is power in the pack. Lounge attendees will hear exclusive Q&As, have access to networking areas and special experiences including free professional headshots.

Separate registration is not required to attend this program. For any questions, please contact programs@nrf.com.

Sponsored by:



In partnership with:



9:00 - 5:00pm | EXPO, LEVEL 1 AND 3

PROGRAM TYPE: GENERAL INFO

Expo Open

If you have a challenge, you'll find a solution in the Expo. Browse the floor and discover the latest retail technology and solutions from more than 800 retail solution providers.

9:00 - 5:00pm | INNOVATION LAB, LEVEL 4

PROGRAM TYPE: GENERAL INFO

NRF Innovation Lab

The Innovation Lab at NRF 2020 is an immersive exhibit, which includes over 50 visionaries from around the globe, that displays the latest developments in retail's tech transformation.

Sponsored by:



9:00 - 5:00pm | STARTUP ZONE, LEVEL 4

PROGRAM TYPE: GENERAL INFO

Startup Zone

From AI and AR to machine learning, robotics and more, the Startup Zone lets you get hands-on with new and emerging tech from the industry's best startups.

9:15 - 9:45am | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

Visionary voices of ambition, purpose and inclusion

Transforming business, from the retail industry and beyond, calls for action – beyond all the talk – to unlock and drive performance and possibilities. And when it comes to leading the way, some of the biggest moves are coming from female executives. Visionary voices from retail's biggest players are joined by CEO Action leaders to share fresh and successful strategies, battle-tested tactics, and takeaways that are both tangible and actionable.

Overflow seating available at the Medallia Stage, Hall E, Level 1.

Sponsored by:

CEO **ACTION** FOR
DIVERSITY & INCLUSION



SPEAKERS:

Shannon Schuyler, Chief Purpose Officer, PwC

EXHIBITOR BIG IDEAS

9:15 - 10:00am | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Determining the needs and requirements of a retail employee communications system

We know that it is critical to provide communication, recognition and growth for our retail team members. Before you issue an RFP and begin that process, you need to gather a list of needs and requirements. Join us this year and hear from retailers who have gone through this process and learn from what they did.

SPEAKERS:

Brittany Hilton, Retail Marketing, Hughes

9:15 - 10:00am | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Gen Z and Millennials are here: How and where to engage them

Gen Z and Millennials make up 40% of the U.S. labor force. Their digital-native behaviors and preferences are likely shaping your organization already. In this session, you'll learn how to meaningfully engage these rising generations to effectively attract, retain, and motivate them. We'll provide Gen Z and Millennial insights, best practices for engagement, and guidelines for leveraging mobile technology to reach them where they're most likely to engage.

SPEAKERS:

Brett Patrontasch, CEO, Shyft

9:15 - 10:00am | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Cisco

9:15 - 10:00am | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by SSI Schaefer

9:15 - 10:00am | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Turn your frontline workers into competitive advantage

Don't leave your largest and most influential workforce behind. Empowering your associates on the frontline with cloud-native solutions unlocks their potential and provides a better customer and employee experience, creates process efficiencies, and captures powerful insights to move your business forward. Hear from Google Cloud and customers about the importance of prioritizing this workforce and results already seen.

SPEAKERS:

John Solomon, VP, Chrome OS, Google

2020 Perspectives: Retail on the global socio-economic stage

Please note: Members of the media may take notes but may not record audio or video in this session.

Government policies, such as tax reform, reciprocal trade agreements and monetary regulation, persist as key instruments in managing global economic health. Former US senator and Speaker of the US House of representatives, Paul Ryan joins NRF 2020 with Recode co-founder and editor-at-large Kara Swisher as expert panelists providing insights on the business impacts of recent political and policy decisions in Washington. Whether it's tariffs, international trade agreements, tax reforms or impending Big Tech regulations, the former chairman of the Ways and Means committee, Ryan, and tech and innovation authority, Swisher will explore and anticipate what lies ahead for consumers and the retail industry on the global stage.

Overflow seating available at the Medallia Stage, Hall E, Level 1.

SPEAKERS:

Kara Swisher, Co-Founder and Editor-at-Large, Recode

Matthew Shay, President and CEO, National Retail Federation

Paul Ryan, Former Speaker of the U.S. House of Representatives (2015-2019),

10:00 - 10:45am | CRYSTAL PALACE, LEVEL 3

PROGRAM TYPE: PODCAST

Podcast: The Voice of Retail

The Voice of Retail is a weekly podcast hosted by retail pioneer and veteran Michael LeBlanc and produced in conjunction with Retail Council of Canada. On a weekly basis and along with expert commentary and interviews, TVOR takes us through a curated look at the top retail stories in Canadian, U.S. and International retail for the past week.

Produced by:



10:00 - 12:00pm | 1C 02, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Expo Tours

Open to Retailers only. Separate registration required.

EXPO Tours can be purchased when you register for NRF 2020 or through the dashboard after registration has been completed.

NRF, in partnership with CIM Tours, is providing four unique Expo Tour experiences. Each curated, two-hour tour will visit exhibitors recognized for delivering the latest in retail technology across multiple business disciplines.

Artificial Intelligence | Artificial Intelligence is taking retail to a new level and changing the way we shop. Learn how retailers are using advanced AI with first-party data, real-time AI-based recommendations, AI-enabled decision platforms, customer driven AI insights and much more!

Customer Experience | Customer experience today is driving the success of brick & mortar. Retailers are using smart sales associate tools to enhance the shopping experience, reduce check-out friction, streamline internal communications, and collect real-time customer feedback. Cutting-edge smart signage, RFID and 5G are making the retail environment more responsive and interactive. Meet the

companies enhancing the customer journey and winning in retail today.

Digital Experience & Ecommerce | Creating digital experiences that matter to consumers drives results. As digital continues to permeate the retail landscape, today’s shoppers are demanding less payment friction and a quicker shopping experience. Learn how retail leaders are using digital in every aspect of the customer journey to drive results.

Future & In-store Tech | See the newest technology trends and breakthrough products in retail today. Learn how AR/VR can engage shoppers, how technology is enhancing the shopping experience, and how click and collect reduces friction and satisfies customers. Attendees will visit companies focused on innovation and get a sneak peek at technology powering the future of retail.

Expo Tours powered by:



EXHIBITOR BIG IDEAS

10:15 - 10:45am | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

AI/ML at work - Albertsons, IKEA and Save A Lot's journey to the edge

How do you leverage the best artificial intelligence and machine learning to enhance customer experience and improve operational efficiency? Leading retailers are harnessing AI/ML to better manage their supply chains, predict optimal inventory, reduce waste, power more profitable decisions, and deliver a seamless customer experience. Join this panel presentation to hear from leaders at Albertsons, IKEA & Save A Lot as they discuss what put them on the path towards the edge. Leave this session with a roadmap to achieve real results using AI/ML.

SPEAKERS:

Wayne Usie, EVP, Market Development, JDA Software

Rucha Nanavati, GVP, IT, Albertson's

Lars Gunnarsson,

Deputy Manager & Digital Transformation Leader, IKEA Food

Brad Coons, CTO, Save A Lot

10:15 - 10:45am | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Human centered digital transformation: How adidas is creating human-digital collaboration

In a volatile world with accelerating digital disruption, consumers are continually redefining what a great experience looks like, and the first-mover advantage is shorter than ever.

A response to this challenge is to leverage human potential to find new meaning and create value for customers. adidas is achieving this by creating new human and digital collaboration to create meaningful and effective digital customer solutions.

SPEAKERS:

Peter Brook, Director of Omnichannel Solutions, adidas

10:15 - 10:45am | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Price, strategies and agility: Thriving in a multi-channel retail environment

Today's shoppers demand convenience and accessibility on their own terms, with the flexibility to shop and receive merchandise in channels of their choice. Whether a retailer begins as a brick-and-mortar player and begins to embrace online, or expands from etail roots to develop a physical presence, retailers must structure for success in a multi-channel environment. Hear from retailers that are pricing smarter, not harder, from across a range of sectors with an array of business models in a lively, interactive discussion of their challenges, strategies and successes in addressing opportunities across channels.

SPEAKERS:

Scott Zucker, SVP, Customer Success, Revionics

Barrie Carmel, Chief Value Optimization Officer, Bed Bath & Beyond

Moussa Coulibaly,

VP, Pricing, Merchandising Analytics and Reporting, DICK'S Sporting Goods

Leonardo Cyreno, Pricing Director, Leroy Merlin Brazil

10:15 - 10:45am | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Protecting the magic and transforming the rest

The retail industry is everchanging and retailers need to keep up to stay competitive. Digital transformation across the business and cost savings are among the key priorities for most companies, including the multinational retailer, Marks & Spencer. Join Davide Breda, Head of Finance - Corporate Information Strategy, as he talks about how M&S is enabling better decision-making by closing the loop between analytics, simulation, and planning using the Board platform. Davide will focus on how M&S is increasing efficiency using Board's Integrated Business Planning approach.

SPEAKERS:

Davide Breda,

Head of Finance - Corporate Information Strategy, Marks & Spencer

10:15 - 10:45am | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Re-imagining the shopping experience with immersive 3D and AR product media

Major retail brands are re-imagining their digital imagery strategy to accelerate product launches and increase conversion rates by shifting to a new paradigm where entire catalogs are created using computer generated imaging texturing and 3D rendering tools, saving millions on traditional product photography. In this session learn how Wayfair built an in-house digital studio responsible for creating photoreal quality images from 3D CAD files and how this approach has transformed the interior design discovery experience for their customers.

SPEAKERS:

Ross McKegney, Director, Adobe Dimension, Adobe

Alexis Khouri, Sr. Dir., Head of Sales and Business Strategy, Adobe

10:30 - 11:00am | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Curious. Distinctive. Uncompromising. Conversations with Recode

New this year, NRF has partnered with Recode to bring its hard-hitting editorial interview style to NRF 2020 Vision's stages. In this live interview, Recode senior correspondent Jason Del Rey will leverage his background in covering executives and entrepreneurs to explore the challenges at the intersection of technology and commerce in his interview with a soon-to-be-announced retail CEO. Del Rey has lead a wide range of discerning interviews with influential executives ranging from Delta Airlines' CEO Ed Bastian to Glossier CEO Emily Weiss.

Curated in collaboration with:



SPEAKERS:

Jason Del Rey, Senior Correspondent, Commerce, Recode

Mike Smith, President and COO, Stitch Fix

10:30 - 11:00am | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Solving for the future of retail with Cloud

The retail industry is on the cusp of great change with customer expectations evolving and impacting all areas of the retail value chain. The most forward-thinking businesses recognize that they must embark on a digital transformation strategy to stay competitive and deliver innovation. Google works with retailers to solve pain points and shape a future vision that focuses on a set of business that bring to bear the very best of Google. Using cloud technologies such as application development, data management, advanced analytics and AI/ML capabilities, Google is helping retailers unlock impending opportunities. Join Google Cloud CEO, Thomas Kurian and Kohl's CTO, Paul Gaffney as they discuss how Kohls is infusing their business with intelligence and cloud capabilities to better serve employees and customers.

SPEAKERS:

Thomas Kurian, CEO, Google Cloud

Paul Gaffney, SEVP and Chief Technology Officer, Kohl's

10:30 - 11:00am | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Trends fit for the future: The surprising secret of persistently brilliant retail brands

Hear retail analyst and GDR Creative Intelligence CEO, Kate Ancketill address the retail revolution that she has observed over the last 20 years, watching iconic retailers rise and fall. Kate will explain why some brands continuously amaze us with innovation and explore what they all have in common. Then with a look to the fascinating new brands that are picking up the torch for 2020, Kate will share the key consumer trends these stores are embracing and provide implementable ideas and insights for the new year.

SPEAKERS:

Kate Ancketill, CEO and Founder, GDR Creative Intelligence

10:30 - 11:00am | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF 1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

The Visionary Women Rocking Retail

Amid today’s rising customer demands and non-stop tech evolution, it’s never been more important to understand and to envision a world that supports all people, including women. Female leaders in tech, retail, and business discuss how the perspective women bring to the industry is critical to brand relevance.

SPEAKERS:

Lockie Andrews, Chief Digital Officer, UNTUCKit

Johanna Murphy,

SVP, Global Digital Commerce & Consumer Marketing, Michael Kors

Laura Joukovski, President of Global Fashion Brands, TechStyle Fashion Group

Isamar Batista, VP, Marketing and CRM, RetailWinds

11:00 - 11:30am | 1B 03, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Retailer Table Talks

Open to Retailers only.

Join these small group, retailer only discussions focusing on specific topics and challenges retailers are facing today. The intimate environment will enable you to share and hear solutions, unique perspectives and valuable takeaways to implement immediately. Discussions are chosen by and led by retailers. Space is limited and will be first-come, first-served.

EXHIBITOR BIG IDEAS

11:00 - 11:30am | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Creating meaningful experiences

Today's shoppers expect rewarding, engaging and safe experiences. Digital natives are creating new business models by leveraging disruptive technologies. Brands are establishing direct-to-consumer propositions. Retail's leaders have proven that resilience and reinvention are the keys to success. Our panelists will discuss and share success stories on how Meaningful Experiences, that are inspired by design and driven by technology, are changing their engagement with shoppers and associates.

SPEAKERS:

Deviprasad Rambhatla, VP, Retail, Distribution and Transportation, Wipro Ltd

11:00 - 11:30am | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

How strong content marketing and headless commerce helped burrow disrupt an industry

Burrow's CEO, Stephen Kuhl, is changing the way people buy sofas and couches online and redefining customer profiles through a headless commerce approach. Using creative content marketing tactics including photography, video, and retail events, he is crafting a brand that stands out in a sea of retail furniture sellers. Learn how Burrow is innovating their channel strategy to strike the right marketing mix between introducing new marketing channels and scaling existing ones to reach different audiences.

11:00 - 11:30am | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

How we built a high performing frontline

Frontline employees are the face of your organization. Their ability to execute can make or break your business. But they are highly dispersed, experience high turnover and work in introductory positions. This executive panel will share how they have defied the trend to drive business results by focusing on their frontline teams, and shifted their organizations' mindsets regarding the importance of supporting the frontline. They'll also share how they tactically leverage Axonify to grow frontline knowledge and foster ongoing business agility.

11:00 - 11:30am | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Riverbed Technology

11:00 - 11:30am | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Technology: How retailers can stay alive and create exceptional customer experiences

Physical stores are shuttering faster, making customers travel farther to shop at their preferred retailers and requiring brands to ensure worthwhile customer journeys. With fewer stores, retailers must maximize traffic into each of them, or else they jeopardize their businesses. Bad experiences can quickly become detrimental, but technology can help create remarkable customer experiences. As stores represent enormous value, branding, and convenience, learn how retailers are using technology to provide extraordinary customer experiences.

SPEAKERS:

Glenn Shoosmith, Founder and Chief Architect, JRNI

11:15 - 11:45am | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

A burger with benefits -- From Beyond

Americans are making room at the table for plant-based meats and Beyond Meat is grabbing its share of stomach. The company surprised Wall Street with a stunning IPO and has announced partnerships with Dunkin and Subway. But are grocery stores doing their part to woo shoppers? Hear from a top executive at Beyond Meat and learn how one forward-thinking supermarket merchandiser is raising the bar when it comes to merchandising this fast growing segment for maximum success.

SPEAKERS:

Seth Goldman, Executive Chair, Beyond Meat

Tonya Herring, Senior Vice President, Merchandising, Giant Food

Phil Lempert, Editor, SupermarketGuru.com

Circular business models: How a closed-loop supply chain can create new opportunities

Consumers' increasing demands for sustainability are driving brands to rethink their end-to-end supply chain and consider the environmental impact of their products and packaging throughout their lifecycles. Forward-thinking brands are stepping up to take responsibility through post-consumer initiatives that remove the friction from refilling, recycling or reselling their items. These new business models not only accommodate the desires of eco-minded consumers but also present exciting new business opportunities for brands.

Tom Szaky, CEO of TerraCycle, will discuss their Loop initiative, a circular shopping platform that enables consumers to shop for household goods in durable, reusable packaging and has allowed a host of leading CPG brands to eliminate single-use packaging while also creating a new model of shopping.

Phil Graves, Patagonia's Head of Corporate Development, and Andy Ruben, CEO of logistics and technology startup Yerdle, will share how their partnership is an example of how brands can launch recommerce solutions like Patagonia's Worn Wear to embrace more circular models of business and help brands own their resale market and customer relationships.

Curated in collaboration with:



SPEAKERS:

Tom Szaky, CEO, TerraCycle

Andy Ruben, CEO and Founder, Yerdle

Phil Graves, Head of Corporate Development, Patagonia

11:15 - 11:45am | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Virtual Design Tour 2020: The year's best designed new stores of New York

Every year, New York City hosts the opening of more new retail environments than any other in the US, and this year is no exception. New concepts, new directions and new experiences all come together in stores that you must see while visiting the Big Apple. Join Nordstrom's Director of Store Design, Murf Hall as he takes you on a tour of their new Flagship store which debuted in October, and Retail Design Institute's Ray Ehscheid for a curated tour of 2019's new and exceptionally well designed retail stores including Apple, Vince and Hermes.

SPEAKERS:

Ray Ehscheid, RDI,

Dir., Client Services, Retail and Financial Sectors, IA Interior Architects

Murf Hall, Director, Store Design, Nordstrom

11:30 - 12:00pm | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF 1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

Leaders in Retail Tech: Speeding Up Scale and Innovation

It's no secret that online shopping and other digital advances are rapidly transforming the retail industry. Today, the purchasing power of traditionally underrepresented groups and younger generations are at an all-time high. Hear how these powerful women are the key to the future of retail.

SPEAKERS:

Ali Kriegsman, Co-Founder and COO, Bulletin

Tracy Sun, Co-Founder, Senior Vice President of New Markets, Poshmark

Corine Vives, Global Retail Industry Lead, Avanade

11:30 - 1:30pm | NORTH AND SOUTH CONCOURSES,
OUTSIDE LEVEL 2

PROGRAM TYPE: NETWORKING EVENT

Food Truck Alley

Check out the expanded Food Truck Alley and grab lunch from some of New York's most popular mobile culinary artisans. Located along the shuttle drop-off area on level 2.

11:30 - 1:30pm | VARIOUS LOCATIONS IN JAVITS

PROGRAM TYPE: NETWORKING EVENT

Full Conference Attendee Lunch Options

Did you pre-purchase lunch tickets during the registration process?

Pick-up your lunch in the Special Events Lobby, Level 1 (ticket required).

No lunch ticket?

Lunch is available for purchase in the Javits Food Court (Level 1) or Food Truck Alley (outside Level 2).

Looking for lunch seating?

Seating is available in Hall E for Full Conference attendees. Additional seating in the Food Court (Level 1), South Concourse (Level 2) and NRF Lounge (Level 4).

Need some Food for Thought? *(Full Conference Retailers only)*

Bring your lunch to the 12:45pm session at the Medallia Stage (Level 1):
How to spot a unicorn: What VCs are looking for in 2020 and beyond

EXHIBITOR BIG IDEAS

11:45 - 12:15pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Minimize markdowns with pricing and inventory analytics

Belk is transforming inventory precision through artificial intelligence and machine learning to detect localized customer preferences, automate assortment and allocation impact at the size level, deliver incremental revenue and margin, and enhance customer experiences.

Learn how the Belk team trusts and collaborates with SAS as the virtual assistant to solve complex problems and make better, faster, more accurate and more profitable decisions to support the end-to-end merchandising demand management process.

SPEAKERS:

Tim Carney, VP, Allocation and Replenishment, Belk

11:45 - 12:15pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Retail 2020: The dawn of sustainability

Is sustainability becoming more critical to your transformation journey? Then you won't want to miss Microsoft Corporate Vice President, Retail & Consumer Goods, Shelley Bransten who will share her thoughts on sustainability, its increasing importance to retailers and how technology can help the industry drive their sustainability agenda. Shelley will be joined on stage by Arti Zeighami, Head of AI & Sustainability for H&M, who will share H&M's sustainability journey and how Microsoft technology is empowering them to achieve their sustainability vision.

SPEAKERS:

Shelley Bransten,

Corporate VP, Retail and Consumer Goods Industries, Microsoft

Arti Zeighami, Global Head of Advanced Analytics and AI, H&M

11:45 - 12:15pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Generix Group

11:45 - 12:15pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

The hidden key to a transformative in-store customer experience (is to think beyond the store)

Innovative and forward-looking retailers are not only investing in improving store operations, they're also redefining what the retail experience looks like across the entire retail value chain for the modern consumer and workforce. In this session, a panel of experts will discuss how retailers can expand from focusing solely on traditional store operations to digital retail experiences that expands into the supply chain and share tips on how to leverage technology to redefine consumer interactions, retail store processes, workforce management, and supply chain workflows.

SPEAKERS:

Mark Scanlan, Business Solutions Architect, Cisco Systems Inc.

Joel McGlynn, NPD and Innovation Manager, Domaine Chandon

Lee Holman, Lead Retail Analyst, IHL Group

Julie Vargas, Global Market Development, Intelligent Labels, Avery Dennison

12:00 - 12:30pm | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Experiences enabled by tech, inspired by engagement

Technology changes retail but not used in an overt way - helping companies do the things they say they want to do.

SPEAKERS:

Kyle Nel, EVP, Uncommon Partners Lab, Singularity University

Håkan Nordkvist, Head of Sustainability Innovation, IKEA Group

12:00 - 12:30pm | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Learn how 4 leading global retailers have harnessed a culture of innovation and customer obsession to deliver outstanding experiences

These are not just buzzwords. You'll hear how retailers are actually achieving this.

But there's no single recipe for success, some aim to create personal and emotional connections with their customers, others focus on empowering their employees with more access to customer knowledge than they've ever had before.

So combine this with a desire to learn and experiment, and an understanding that you can fail fast when you innovate- sometimes you'll learn more from your failures than your successes.

Some brands are nailing this, and in this session, we'll hear about their secrets to ensuring that customers remain at the heart of their business, and how a culture of innovation drives them forward.

SPEAKERS:

Alex Genov, Manager of Research, User Experience, Zappos.com

Jake Knowles, Senior Retail Consultant, BJSS Ltd.

Heidi K Isern, Sr. Director, Customer Experience Innovation, Gap Inc.

Alexa Geovanos, Brand President, North and South America, Chloé

Marc Dench, Chief Financial Officer, Joules

12:00 - 12:30pm | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Stronger together: The power of cybersecurity industry collaboration

Retailers are competing every day for customers' time and attention, but it is possible to be fully collaborative (and non-competitive) in service of protecting consumer information? Target's Chief Information Security Officer, Rich Agostino, will talk about Target's journey to build an industry-leading program, train the next generation of cybersecurity leaders and stay ahead of the latest threats. He will be joined by other retail cybersecurity leaders to discuss the importance of strong industry cybersecurity collaboration and the power of joint cyber intelligence to fight the bad guys together.

SPEAKERS:

Rich Agostino,

Senior Vice President and Chief Information Security Officer (CISO),

Target Corporation

12:00 - 1:00pm | PRESS ROOM, 1A 04, LEVEL 1

PROGRAM TYPE: ADDITIONAL ATTENDEE PROGRAM

Prospects and perspectives on the U.S. economy (open to press and analysts only)

Open to registered Press and Analysts only. Lunch provided on a first-come, first-served basis.

As we turn the calendar, the U.S. economy continues to set a record of consecutive months of growth. Is the economy on solid ground? Can we be excited about 2020? NRF Chief Economist Jack Kleinhenz will lead a panel of professionals focusing on key economic indicators, reviewing recent trends and providing a discussion on the 2020 outlook.

12:30 - 1:00pm | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF 1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

Ecosystem Players: Women are Advancing Sustainable Development

Shopping sustainably is more than just a trend nowadays— it's becoming a moral imperative. In this discussion, industry leaders will discuss how women are demanding eco-friendly products and why brands that respond are smart.

SPEAKERS:

Sarah Veit Wallis, VP/GM Ecommerce, Athleta

Shelley Bransten,

Corporate VP, Retail and Consumer Goods Industries, Microsoft

Annie Agle, Director, Impact and Brand, Cotopaxi

EXHIBITOR BIG IDEAS

12:30 - 1:15pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Delighting customers with a thoughtful and responsible physical-digital strategy

The biggest dilemma in retail today is resolving the conflict between meeting consumer expectations for on-demand, anytime, anywhere retail and maintaining financial and operational responsibility. It's easy to say retailers should offer free shipping and an unlimited returns window, but the reality is more complicated. Join us to learn some of the opportunities to find a path that effectively balances the two. This lively discussion will feature Zahia Ghossaini, Head of eCommerce at Arezzo, with Amit Sharma, Founder & CEO of Narvar.

SPEAKERS:

Amit Sharma, CEO and Founder, Narvar

Zahia Ghossaini, Head of eCommerce, Arezzo

12:30 - 1:15pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by HighJump

12:30 - 1:15pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Ultinous

12:30 - 1:15pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Transforming innovation trends into results with best-in-class analytics

This session will uncover new Mastercard-sponsored research from HBR Analytic Services on the state of retail innovation across physical and digital programs. As retailers' channel strategies, and even business models continue to evolve, leading organizations are experimenting with new programs from subscription offerings to cutting-edge in-store technology to personalized experiences. Amidst such change, the need for a robust analytics and measurement capability remains constant. Learn how leading retailers are leveraging Mastercard services and technologies to effectively navigate the industry innovation consumers demand, while driving profitability.

12:30 - 1:15pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

What makes a winner: Insights from the 2020 grocery retailer preference index

In today's dynamic retail marketplace, the path to success can vary. dunnhumby's third-annual Retailer Preference Index (RPI) sheds light on what makes a retail winner today. In what's quickly become known as retailing's equivalent of Gartner's Magic Quadrant, the RPI surveyed more than 10,000 U.S. and Canadian consumers, ranking 60+ grocery retailers.

Join Jose Gomes, President of North America for dunnhumby, as he dives into the latest study, revealing the levers for success, and an unvarnished look at why some retailers win and others don't.

SPEAKERS:

Jose Gomes, President, North America, dunnhumby

12:30 - 2:30pm | 1C 02, LEVEL 1

Expo Tours

Open to Retailers only. Separate registration required.

EXPO Tours can be purchased when you register for NRF 2020 or through the dashboard after registration has been completed.

NRF, in partnership with CIM Tours, is providing four unique Expo Tour experiences. Each curated, two-hour tour will visit exhibitors recognized for delivering the latest in retail technology across multiple business disciplines.

Artificial Intelligence | Artificial Intelligence is taking retail to a new level and changing the way we shop. Learn how retailers are using advanced AI with first-party data, real-time AI-based recommendations, AI-enabled decision platforms, customer driven AI insights and much more!

Customer Experience | Customer experience today is driving the success of brick & mortar. Retailers are using smart sales associate tools to enhance the shopping experience, reduce check-out friction, streamline internal communications, and collect real-time customer feedback. Cutting-edge smart signage, RFID and 5G are making the retail environment more responsive and interactive. Meet the companies enhancing the customer journey and winning in retail today.

Digital Experience & Ecommerce | Creating digital experiences that matter to consumers drives results. As digital continues to permeate the retail landscape, today's shoppers are demanding less payment friction and a quicker shopping experience. Learn how retail leaders are using digital in every aspect of the customer journey to drive results.

Future & In-store Tech | See the newest technology trends and breakthrough products in retail today. Learn how AR/VR can engage shoppers, how technology is enhancing the shopping experience, and how click and collect reduces friction and satisfies customers. Attendees will visit companies focused on innovation and get a sneak peek at technology powering the future of retail.

Expo Tours powered by:



Food for Thought - How to spot a unicorn: What VCs are looking for in 2020 and beyond

Bring your lunch to this session! Seating available on a first-come, first-served basis.

Open to Retailers with a Full Conference pass.

This panel will bring together proven investors with a vision and ask the question: how do you spot the next big thing? We will explore what are the key indicators, either of a brand or a founder, that can indicate “magic.” We will also discuss how we can use data to better predict which companies are going to “pop,” how VC’s should be looking invest in human talent and how to spot the next wave of disruptive business models.

Curated In Collaboration With:



SPEAKERS:

Nisha Dua, General Partner, BBG Ventures

Shamin Rostami Walsh, Managing Director, BAM Ventures

Adam Spivack, Principal, Comcast Ventures

EXHIBITOR BIG IDEAS

1:30 - 2:00pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Current, correct and complete - Breaking boundaries in pricing

It's time to throw out historical analysis and rules-based approaches to pricing. Raley's and Eversight are doing just that. Keith and David discuss how AI-powered experimentation, coupled with merchant coaching software, is charting the new course in pricing optimization for multi-channel consumer packaged goods retailing. In a dynamic and customer-centric marketplace this approach continuously empowers retailers to closely align their pricing strategies to their shoppers and brand strategy - adaptively unlocking latent sales, profit and share growth.

SPEAKERS:

David Moran, Co-Founder, Eversight

Keith Knopf, President and CEO, Raley's Inc.

1:30 - 2:00pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Fashion 2020: Personal, sustainable, adaptable, global, profitable

From digital native brands to fashion houses, the customer is making her opinion crystal clear. She wants to feel GREAT about her fashion choices, and demands to know how her fashion was made, where, and by whom. More than just the look, her purchasing decisions track to designers aligning with her vision for transparency, inclusion, and sustainability. Join us to learn how best run companies are exploiting operational and experiential data to gain deep knowledge of their customers and discover new opportunities to delight her.

1:30 - 2:00pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Gen Z and the experience economy: Experience Lifecycle Management (ELM) for growth

The Experience Economy, published 20 years ago, asserted that future economic growth would arise from the value of experiences and transformations; goods and services alone being insufficient, requiring businesses to orchestrate memorable events for customers. Fast forward to today, research shows that Gen Z shoppers want immersive experiences combining digital with in-store. Learn how embracing ELM, an omnichannel P&L enabler for insights across customers, products, and experiences, drives growth while incorporating Augmented Reality and AI for the most compelling experiential moments.

SPEAKERS:

Deborah Weinswig, CEO and Founder, Coresight Research

Rick Chavie, CEO, Enterworks

John Hanke, CEO, Niantic Labs

1:30 - 2:00pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Avery Dennison

1:30 - 2:00pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Strategically leveraging dropship to expand inventory and increase revenue

Strategically leverage vendor dropship as a competitive advantage to enhance endless aisle capabilities, improve customer service and increase sales without tying up working capital. This interactive session with an executive from FabFitFun will share best practices and lessons learned from executing vendor dropship, including onboarding vendors, optimizing inventory visibility and available to promise decisions, managing vendor relationships and monitoring execution and value.

SPEAKERS:

Jim Barnes, CEO, enVista

1:30 - 2:00pm | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF
1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

The Power of the Pack: How Female Founders Lift Each Other Up

Women have traditionally been taught to be competitive with one another. The truth is that supporting one another will make us more successful. Female founders in retail share how, even in a crowded market, there is room for women to support other women.

SPEAKERS:

Ariane Goldman, Founder and CEO, Hatch

Vanessa LeFebvre, SVP, Commercial NAM, Adidas

Christina Carbonell, Co-Founder and Co-CEO, Primary

2:00 - 2:30pm | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Build, buy or both? CIOs debate the merits of each

It's a complex question predicated on factors ranging from talent to business need to competitive advantage. Still, with retailers weighing every decision through the prism of improving customer experience, supporting out of the box experimentation, and navigating a turbulent digital operating environment, deciding whether to build, buy or mesh the two has reached a new imperative. Join us as leading CIOs hash out the pros and cons.

SPEAKERS:

Mike McNamara,

Executive Vice President, Chief Information Officer, Target Corporation

Sara Castellanos, Reporter, The Wall Street Journal

Seemantini Godbole, Chief Information Officer, Lowe's

2:00 - 2:30pm | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Successful disruptors: StockX, Poshmark and Le Tote grow digital-first retail with unique formats

The founders and CEO's of these successful companies discuss how their business differentiates itself and what it takes to keep customers tuned in. Whether embracing social or re-commerce, leveraging the market, renewing subscriptions or passing up ownership in lieu of rental, these models creatively stretch the concept of retail—and customers are LOVING it. Hear how they provide flexibility and cost effective options, use technology and AI advantageously, nurture relations and provide new levels of experience—with visionary thinking. There are lessons to be learned from this smart and pioneering group of forward thinkers.

SPEAKERS:

Phil Wahba, Senior Retail Writer, Fortune Magazine

Rakesh Tondon, CEO and Co-Founder, Le Tote

Tracy Sun, Co-Founder, Senior Vice President of New Markets, Poshmark

Scott Cutler, CEO, StockX

2:00 - 2:30pm | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Transforming for a new era of talent

As retailers face competitive disruption and changing consumer requirements, they are simultaneously confronted with never before seen challenges with their workforce. Much of this is driven by demographic and population shifts, pace of technology change and innovation as well as aggressive new competition. It is clear that associate expectations and the employee/employer relationship are changing. Retailers must rethink how they plan for, source, engage, and retain talent in this new era. Join this panel of industry leaders as they discuss these challenges and how they are confronting them head-on.

EXHIBITOR BIG IDEAS

2:15 - 3:00pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Digital wallets and traditional retail combine to create new payment opportunities

As new payments, digital wallets and value-based ecosystems emerge, Blackhawk Network CEO and President Talbott Roche shares how emerging payments, the cash customer and retail trends are combining. At their intersection, companies have a chance to create better customer experiences. These changes also present new opportunities for marketers to build relationships with customers. At this speaking session Roche will share case studies, market trends and research for an exciting discussion on what's next for the future of branded payments.

SPEAKERS:

Talbott Roche, CEO and President, Blackhawk Network

2:15 - 3:00pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Leveraging tech and focusing on your core

Retailers are always looking for the next big idea, but what if the next big idea is something you already understand? Join Google in a conversation with Ace Hardware as we explore how they are transforming their businesses today by focusing on what they have always done well: stores, merchandising and helping consumers.

SPEAKERS:

Bill Kiss, Chief Digital Officer, Ace Hardware

Kiran Mani, Managing Director, Retail Sector, Google

2:15 - 3:00pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Amazon Web Services

2:15 - 3:00pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Softeon

2:15 - 3:00pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

The innovative spirit and demographics driving retail technology

How are tech-savvy shoppers redefining retail experiences beyond four walls?
How are retailers and brands attracting customers that demand reliable experiences at every touchpoint on every device?

Join Comcast Business and a panel of industry experts to discuss how they're differentiating themselves from the competition by continuing to innovate and expand their value to meet the needs of their customers. At the core of enabling these trends is the technology that can drive customer experiences, attract and retain new customers, and improve employee satisfaction.

SPEAKERS:

Glenn Katz, VP and GM, Enterprise Solutions, Comcast Business Services

2:30 - 3:00pm | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF 1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

Deep Dive into Diversity & Inclusion Initiatives

Part of succeeding in the retail industry depends on your ability to understand the target audience. Learn how leaders are using data and metrics to better serve their customers, employees, and partners.

SPEAKERS:

Janet Sherlock, Chief Information Officer, Ralph Lauren

Jill Standish, Senior Managing Director and Global Head of Retail, Accenture

Sabeen Mian, Executive Vice President, Merchandising, IPSY

2:45 - 3:15pm | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Creating influencer marketing strategies with Supermodel Coco Rocha, TechStyle Fashion Group and Viacom Nickelodeon

Influencer marketing has evolved into a legitimate sales channel for retail brands looking to form authentic connections with consumers. With shoppable posts launched on Instagram and Pinterest and the proliferation of video in YouTube's Stories, brands have even more ways to increase sales and engagement via influencers. This conversation will also explore authenticity, the importance of video, how data and benchmarking are being utilized, if and where micro influencers fit in, and trends our experts see unfolding.

SPEAKERS:

Frank Weil, Chief Customer Officer, KWI

Coco Rocha, Supermodel, Entrepreneur and Owner, NOMAD MGMT

Andrea Fasulo,

Global Head of Retail Marketing, Viacom Nickelodeon Consumer Products

Laura Joukovski, President of Global Fashion Brands, TechStyle Fashion Group

How voice and other AI-powered experiences are reshaping retail

Understanding what drives connected journeys across converging channels, touchpoints, and experiences is what will deliver sustained growth and success for retailers in the modern era of commerce. AI-powered experiences are opening the doors to offer a seamless experience to customers across this connected journey, and ushering in a new era of commerce. Ecommerce platforms are increasingly using AI to engage with customers through voice, to remove friction for users and enable simpler, more intuitive interactions, thereby allowing the retailers that best understand these needs to be the first to lead customers to relevant content and solutions.

In this session, Patrick Gauthier, VP of Amazon Pay, will highlight the ways in which voice is redefining the customer experience and how early adopters can use voice to establish a personal relationship with consumers. He will also speak about the innovations that are making it easier for retailers to connect with their customers 'in the moment.'

Kerry Cooper, COO of Rothy's, will share how the DTC footwear brand is leveraging tools like voice in order to create a seamless customer journey.

Curated in collaboration with:



SPEAKERS:

Kerry Cooper, President and Chief Operating Officer, Rothy's

Patrick Gauthier, Vice President, Amazon Pay

2:45 - 3:15pm | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Rewiring retail thinking to celebrate diversity

It's not just about fit, it's about fitting in. With more consumers shopping at brands that reflect their own values, leading retailers are taking a bold, vocal point of view on the biggest social and cultural issues of our time to create a more authentic, personal relationship with shoppers. Bonobos offers "a fit for every man and a place where all men fit." Sephora is championing its "We Belong to Something Beautiful" initiative to reflect its internal values externally; they're committed to building a community where diversity is expected and all are welcomed. Find out how these companies are raising the bar on diversity and inclusion and evolving their brands to be more in sync with today's consumer.

SPEAKERS:

Micky Onvural, CEO, Bonobos

Karalyn Smith, Chief People Officer, Sephora

Chip Cutter, Reporter, The Wall Street Journal

3:00 - 3:30pm | 1B 03, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Retailer Table Talks

Open to Retailers only.

Join these small group, retailer only discussions focusing on specific topics and challenges retailers are facing today. The intimate environment will enable you to share and hear solutions, unique perspectives and valuable takeaways to implement immediately. Discussions are chosen by and led by retailers. Space is limited and will be first-come, first-served.

3:00 - 5:00pm | 1C 02, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Expo Tours

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Expo Tours powered by:



EXHIBITOR BIG IDEAS

3:15 - 3:45pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

A true data driven digital transformation that delivers superior customer experience

In a world of hyper-personalization and ever-changing consumer habits, Grupo Exito understood that customer-centric digital transformation could only be accomplished by the support of a sound data driven approach. Extracting true business value from their data through a strong MDM strategy, Grupo Exito delivered extraordinary customer experience by providing consistent customer service and relevant content across today's complex buyer's journey.

SPEAKERS:

Camilo Gallego Ferrer, Vice President, El Grupo Éxito Services

3:15 - 3:45pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

How retailers are modernizing planning for the digital era

Hear from Carter's, L'Oreal and Estee Lauder on how they are modernizing their approach to enterprise planning to better support the digital era in retail. In a panel discussion, learn how these innovators have been able to transform decades-old approaches to merchandising, assortment, pricing, and supply chain planning through "Connected Planning."

SPEAKERS:

Ben Pivar, CIO, Carter's

Ara Gopal, Head of Industry Solutions, Anaplan

Erika Vazquez, AVP, Retail and Ecommerce, Supply Chain, L'Oréal

Scott Thistlethwaite,

VP, Finance and Strategy, Global Strategic Pricing,

The Estee Lauder Companies Inc

3:15 - 3:45pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

How Zipline helps each Gap Inc. brand communicate with their associates

We all know frontline associates are the face of your brand... but what's the best way to actually connect with them? What info should they see? What's the right level of detail to include? What's the best platform to reach them? Fortunately, Gap Inc. has thought long and hard about this. Come learn how they partnered with Zipline to tackle this issue in a way that suits all of their five diverse brands individually - and made their employees happier and more productive in the process.

SPEAKERS:

Melissa Wong, CEO and Co-Founder, Retail Zipline

Kaitie Larsen, Product Manager, Gap Inc.

3:15 - 3:45pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Leveraging prescriptive analytics to increase sales and margins

Prescriptive analytics creates a better framework to positively impact sales and margins. While retail has historically been a 'data desert', driving myopic approaches to control and visibility, the amount of data sources available today provide new opportunities (and challenges) to both understand and measure activities impacting sales and margins. Executives from REI, The Home Depot and Zebra Prescriptive Analytics will discuss the benefits of leveraging technology to create actionable insights that drive transparency and accountability across the business.

SPEAKERS:

Scott D Glenn, Vice President, The Home Depot

Guy Yehiav, GM, Zebra Analytics

Seth Hughes, Director, Asset Protection, REI

3:15 - 3:45pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Why OMS+POS on a common data model is crucial for unified commerce

Customer-centric, unified commerce requires point-of-sale (POS) to move beyond transactional applications to a comprehensive customer engagement platform. A POS strategically built on an OMS platform allows brands to build a retail network where each store becomes another supply chain node with inventory visibility and access to fulfill items from all stores, distribution centers, suppliers and 3PLs. It also empowers store associates to engage in clienteling with a single view of the customer order history and profile across all channels, and much more. Learn how an advanced POS has helped American Freight Furniture significantly enhance its customer experience and engagement.

SPEAKERS:

Jim Barnes, CEO, enVista

3:30 - 4:30pm | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

Global retail mindset: Bold moves from leaders fueling future growth

In consecutive interviews, hear from retail and brand executives with penchants for evolution who are tackling new growth challenges, reimaging core customer strategies, and living up to their "change agent" personas. Featuring leaders with bold ideas for leading enterprise transformation, each interview will examine the company's current landscape, ideas to solve or proactively disrupt industry challenges, and each executive's vision for future profitable growth.

Overflow seating available at the Medallia Stage, Hall E, Level 1.

SPEAKERS:

Helena Foulkes, CEO, Hudson's Bay Company

Tim Steiner, CEO, Ocado Group

EXHIBITOR BIG IDEAS

4:00 - 4:30pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Innovate or die! Free funds to drive customer experience and growth

With fierce, global competition, your enterprise is either growing or dying. Pressure is mounting to transform while you are burdened by a growing technical deficit. Learn how CIO's and CFO's strategically use Business-Driven Roadmaps to overcome the deficit, create competitive advantage and growth.

SPEAKERS:

Sebastian Grady, President, Rimini Street, Inc.

4:00 - 4:30pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Aerospike

4:00 - 4:30pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Crowd ANALYTIX

4:00 - 4:30pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by TinyClues

4:00 - 4:30pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

The returns opportunity; How return optimization technologies benefit retailers and consumer experiences

As consumer expectations become rigid around returns and the returns experience, many retailers and brands struggle to keep up with these demands at the expense of smart and sustainable business decisions. Join us and Ben Sayles, Strategy, Innovation and Business Development Manager at IKEA USA, as we discuss how retailers and brands can utilize returns optimization technologies as a way to turn returns into a profitable opportunity while contributing to a positive customer experience.

4:00 - 5:00pm | EXPO, LEVEL 1, 3 AND 4

PROGRAM TYPE: NETWORKING EVENT

Expo Happy Hour

Time for a drink. Unwind from a busy day and stroll through the aisles to take in the latest visionary retail tech.

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4:30 - 5:00pm | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

Capitalizing on the currency of innovation and building for a stronger tomorrow

Technology and evolving consumer expectations are transforming how retailers, and companies across all industries, evaluate their businesses. Brands must build ongoing relationships with their customers and employees, grounded in a shared purpose and differentiated with unique experiences. In this fireside chat, Mastercard president and CEO Ajay Banga will share insights on how the company is maximizing partnerships and technologies with a long-term vision to deliver greater access, convenience, security and, ultimately, results. The session will explore the importance of being flexible, innovative and adaptive to extend the impact a company can deliver both locally and globally for its stakeholders and for society.

Overflow seating available at the Medallia Stage, Hall E, Level 1.

SPEAKERS:

Matthew Shay, President and CEO, National Retail Federation

Ajay Banga, President and CEO, Mastercard

6:00 - 8:00pm | MEET AT DESIGNATED STORE

PROGRAM TYPE: NETWORKING EVENT

Guided Retail Store Tours

Separate registration and additional fee required.

Guided Retail Store Tours can be purchased when you register for NRF 2020 or through the dashboard after registration has been completed.

Retail Store Tours provide curated, two-hour guided walking tours of cutting-edge spaces by global retail leaders. See firsthand how these retailers are using their understanding of our changing behaviors and technology to enhance the customer experience.

Each guided tour visits five carefully selected stores at a premier shopping destination. Tour guides will lead groups to the selected stores where a store administrator will speak about the features, innovations, store design experience, customer service enhancements and brand stories. Each store visit will last 15 minutes, and each tour lasts two hours.

Hudson Yards: The State of Excellence Today

Hudson Yards represents the best of what retail has to offer! This new addition to New York City retail is the largest private real estate development in the U.S. Join this tour to see the five trends driving successful retail today: Elegant Innovation, Discovering Innovative Retail Models, Retail as an Experience Destination, Experiences that Inspire Shopping, and Out-of-the-Box Retail.

Oculus: A Tour for the Senses

See how the largest shopping malls in Manhattan -- Westfield World Trade Center and Brookfield Place -- are transforming downtown shopping and using cutting-edge design, sales associate training and innovative experiences. The Oculus has the most diverse array of retail innovation in New York City, featuring pop-ups to flagship stores, along with iconic retailers and online brands that have transitioned from online to brick and mortar.

SoHo: Innovation & Reinvention

SoHo is one of New York City's prime shopping destinations and the preferred location for launching a new business concept or reinventing an old one. Throw a stone down any street in the area and you'll hit a number of exquisite retail destinations. Cobblestoned streets and loft-like spaces make the neighborhood a pleasant spot for shopping and inspiration. This tour will highlight visionary business innovators and savvy re-inventors.

Iconic Retailers

This tour of New York's iconic retailers offers insight into the latest innovations in store design with the ideas, influencers and thought process behind their conception. The tour will visit iconic stores in the heart of the Midtown shopping district. Experience store innovation, tech, store concepts, merchandising, and how brands are seeing sustainability.

Developed in partnership with:



**Retail Store
Tours™**

Tuesday, January 14

8:00 - 8:30am | SPECIAL EVENTS LOBBY, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Donut Dunk

Start the day off with free donuts and coffee.

8:30 - 9:15am | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

A conversation with Nordstrom Co-president Erik Nordstrom

More details on this session coming soon!

SPEAKERS:

Erik Nordstrom, Co-President, Nordstrom

9:00 - 4:00pm | NORTH CONCOURSE, LEVEL 2

PROGRAM TYPE: NETWORKING EVENT

Membership Lounge

Standing up for our industry – celebrating our industry – educating and inspiring our industry... it’s what we do every day. Stop by the Membership Lounge to learn more about the value of NRF membership, our resources, and how to engage in NRF activities. Real change happens when we work together.

9:00 - 4:00pm | NRF LOUNGE, LEVEL 4

PROGRAM TYPE: NETWORKING EVENT

NRF Lounge

Come to the rear of the River Pavilion to recharge and take the weight off your feet. The perfect location to grab a bite to eat and network with attendees!

9:00 - 4:00pm | EXPO, LEVEL 1, BACK OF 1100 AISLE

PROGRAM TYPE: NETWORKING EVENT

The FQ Lounge @ NRF 2020

Open to retailers, NRF members, and registered press.

The FQ Lounge is coming back to NRF 2020: Retail's Big Show!

In partnership with The Female Quotient, The FQ Lounge is a destination that brings together women to connect, collaborate, learn, and activate change together. There is power in the pack. Lounge attendees will hear exclusive Q&As, have access to networking areas and special experiences including free professional headshots.

Separate registration is not required to attend this program. For any questions, please contact programs@nrf.com.

Sponsored by:



In partnership with:



9:00 - 4:00pm | EXPO, LEVEL 1 AND 3

PROGRAM TYPE: GENERAL INFO

Expo Open

If you have a challenge, you'll find a solution in the Expo. Browse the floor and discover the latest retail technology and solutions from more than 800 retail solution providers.

9:00 - 4:00pm | INNOVATION LAB, LEVEL 4

PROGRAM TYPE: GENERAL INFO

NRF Innovation Lab

The Innovation Lab at NRF 2020 is an immersive exhibit, which includes over 50 visionaries from around the globe, that displays the latest developments in retail's tech transformation.

Sponsored by:



9:00 - 4:00pm | STARTUP ZONE, LEVEL 4

PROGRAM TYPE: GENERAL INFO

Startup Zone

From AI and AR to machine learning, robotics and more, the Startup Zone lets you get hands-on with new and emerging tech from the industry's best startups.

Winning the long game: Finding sustained profitability in a low-growth world

How do you drive growth and sustain value in a retail landscape that is being transformed by new players who are pushing—and breaking— the boundaries of traditional retail? Retail returns are diminishing and topline growth prospects are as abundant as they were even a few years ago. Longstanding players are challenged on multiple fronts: a consumer with unparalleled choice, lower barriers for new formats, and a proliferation of new business models competing for share of wallet. To succeed in this environment, retailers must find new ways to go-to-market and draw inspiration from across industries. While retail will likely start facing challenges to growth, Consumer Products companies have been navigating a low growth environment while earning healthy profits. Join Deloitte and a prominent CPG CEO to explore how successful consumer products companies are competing in a slow growth environment and in what circumstances M&A is creating shareholder value.

SPEAKERS:

Rod Sides,

Vice Chairman and U.S. Leader, Retail, Wholesale and Distribution Practice,
Deloitte LLP

EXHIBITOR BIG IDEAS

9:15 - 9:45am | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Connecting digital consumers and stores with location intelligence

Estee Lauder is one of the world's best loved consumer products companies. Jakala and Esri are the leading providers of location intelligence solutions to business. Jessica Boer will discuss how Estee connects with their customers digitally and in physical locations through location. Customers who engage with a retailer across multiple channels are far more valuable for the retailer than those who engage on a single channel. Come and learn how Estee is able to see what others can't with location intelligence.

SPEAKERS:

Gary Sankary, Global Retail Industry, Esri

Jessica Boer, VP, Global Retail Strategy, Estee Lauder

9:15 - 9:45am | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

How microservices architecture will transform stores

Microservices might be an IT buzzword, but it is having real impact on the kinds of innovative customer experiences retailers can bring to stores. In this fireside chat, hear from Under Armour, an innovative brand in the process of transforming its store architecture; why they're undertaking the journey, and what they expect to achieve along the way.

SPEAKERS:

Nikki Baird, VP, Retail Innovation, Aptos

Gerald Charles, VP, Global IT Operations and Strategy, Under Armour

9:15 - 9:45am | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by ciValue

9:15 - 9:45am | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Crowd ANALYTIX

9:15 - 9:45am | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Resulticks

9:45 - 10:15am | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

NRF Curated Session

SPEAKERS:

Corie Barry, Chief Executive Officer, Best Buy

10:00 - 10:45am | CRYSTAL PALACE, LEVEL 3

PROGRAM TYPE: PODCAST

Podcast: Innovators

The Innovators podcast is a weekly conversation with leaders pushing for change through the lens of innovation. Each episode is a frank conversation about the challenges and opportunities faced by the visionaries, executives and entrepreneurs driving the world's leading fashion, beauty, retail and tech businesses forward. From sustainable fashion pioneers to the inventor of Amazon Alexa, tune in with our co-hosts, Liz Bacelar and Rachel Arthur, to hear behind-the-scenes revelations and insights from the world's top innovators.

Produced by:



10:00 - 12:00pm | 1C 02, LEVEL 1

PROGRAM TYPE: NETWORKING EVENT

Expo Tours

Open to Retailers only. Separate registration required.

EXPO Tours can be purchased when you register for NRF 2020 or through the dashboard after registration has been completed.

NRF, in partnership with CIM Tours, is providing four unique Expo Tour experiences. Each curated, two-hour tour will visit exhibitors recognized for delivering the latest in retail technology across multiple business disciplines.

Artificial Intelligence | Artificial Intelligence is taking retail to a new level and changing the way we shop. Learn how retailers are using advanced AI with first-party data, real-time AI-based recommendations, AI-enabled decision platforms, customer driven AI insights and much more!

Customer Experience | Customer experience today is driving the success of brick & mortar. Retailers are using smart sales associate tools to enhance the shopping experience, reduce check-out friction, streamline internal communications, and collect real-time customer feedback. Cutting-edge smart signage, RFID and 5G are making the retail environment more responsive and interactive. Meet the companies enhancing the customer journey and winning in retail today.

Digital Experience & Ecommerce | Creating digital experiences that matter to consumers drives results. As digital continues to permeate the retail landscape, today's shoppers are demanding less payment friction and a quicker shopping experience. Learn how retail leaders are using digital in every aspect of the customer journey to drive results.

Future & In-store Tech | See the newest technology trends and breakthrough products in retail today. Learn how AR/VR can engage shoppers, how technology is enhancing the shopping experience, and how click and collect reduces friction and satisfies customers. Attendees will visit companies focused on innovation and get a sneak peek at technology powering the future of retail.

Expo Tours powered by:



EXHIBITOR BIG IDEAS

10:15 - 11:00am | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

3 Top retailers share how customer data powers differentiated customer experiences

Join Talbots, Coldwater Creek and LoveSac to gain insight into how they leverage customer data to transform shopper experiences. John Nash, CMO of RedPoint Global, will moderate this diverse panel of top retailers as they share their insights and tips to boost omni-channel performance, create dynamic customer journeys and delight customers with real-time personalization at scale.

SPEAKERS:

Paul Lazorisak, SVP, Performance Marketing, Coldwater Creek

John Nash, CMO, RedPoint Global

Sue Beckett, VP, Digital and Direct Marketing, LoveSac

Chris Dargis, SVP, Ecommerce & CRM, Talbots

10:15 - 11:00am | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Busting the loyalty myth in retail

Creating loyalty typically centers on incentives with economic benefits—loyalty cards, points programs, exclusive member discounts. But loyalty isn't a feel-good metric. It's a powerhouse of performance - as long as you don't settle for the myth.

Join Nan Russell, Senior XM Scientist from Qualtrics, to learn how to:

- Harness the power of experience management (XM) to create customer passion, commitment, and loyalty.
- Empower employees to deliver on your brand promise and deliver exceptional customer experiences.
- Infuse customer feedback into product design and foster co-creation with consumers.

10:15 - 11:00am | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Improve shoppers' experiences with data insights and technology solutions

Data is transforming the retail shopping experience, benefitting companies and customers alike. In stores, high-tech tools can help balance inventory, manage ordering and track pricing. Customer tracking tools can increase customer satisfaction and promote loyalty by providing more personalized shopping experiences. But, CXOs that don't capitalize on the latest technology innovations will be left behind.

Join Comcast Business and celebrity chef and entrepreneur, Robert Irvine, to discuss the changing face of retail and how marketing and location data can make shopping more seamless for customers and more profitable for businesses.

SPEAKERS:

Anita Dorf, SVP, Marketing, Comcast Business

Robert Irvine, Celebrity Chef,

10:15 - 11:00am | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Personalization is driving digital food retailing

Shoppers are embracing online food retailing faster than expected. As momentum accelerates, and expectations rise, retailers and consumers aren't always on the same page when it comes to omnichannel shopping and personalization. The gap and the benefits from closing it are quantified in new research from IDC and Precima. Retailers and customers share their views about online shopping behavior and personalization. Learn about the current omnichannel experience and what's next, what personalization means to shoppers vs. retailers and how to leverage next-gen analytics to drive loyalty.

SPEAKERS:

Brian Crain, Head of Global Business Development, Precima

Jon Duke, VP, Research, Retail, IDC Retail Insights

10:15 - 11:00am | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by WorkJam

CPG goes DTC: How modern consumer products brands are building 1-to-1 customer relationships

CPG brands have long been challenged with notions of commoditization and differentiating their products on the shelf. Now they're facing competition from new digitally native brands that build deep relationships with consumers by primarily selling online. Forward-thinking players are pioneering a new set of practices to build greater value around their core offerings, engage and serve consumers in new ways, and foster long-term loyalty among their customer base.

Monica Turner, P&G's SVP of Sales for North America, will share how P&G is meeting changing consumer expectations with brand and shopping experiences that make their lives easier and align with their values. To delight consumers in today's rapidly changing retail environment, P&G's approach is both high tech and high touch – leveraging the best of digitization, big data and automation while stepping up to make a positive impact on the world.

Craig Dubitsky, founder of hello products, will share how he built an oral care brand with an avid following, generating loyalty and engagement in a category that is generally not known for excitement or aesthetics, by listening to what consumers want — a brand that is friendly, transparent and ethical.

Curated in collaboration with:



SPEAKERS:

Craig Dubitsky, Friendly Founder, hello products

Monica Turner, Senior Vice President - Sales, North America, P&G

10:30 - 11:00am | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

How Marriott, Peloton and Shinola are breaking the boundaries of brand experience

In the digital age, brands are breaking the boundaries of their given sectors. They are connecting to customers in transition zones. This is the in-between, where a customer relationship can extend from store to health club and fitness studio to restaurant to hotel stay.

Guests are moving from one side of the experience street to the other as fluidly as products and services flow into and out of their lives. The pace of change and a desire for omni-experience brand relationships are being reset by changing customer expectations about how a brand experience should unfold.

This session will look at the fusion of brand experiences across customer experience segments such as travel and hospitality, fitness and fashion, motivational speaking and personal training and retail, food and beverage.

It will look at how brands are leveraging their relationships to consumers in one category and inventing new ways to engage, with a future-forward vision, in order to extend their reach into their consumer's lifestyles. The goal is to remain relevant to an emerging cohort of shoppers who want to play by different rules.

SPEAKERS:

David Kepron,

VP, Global Design Strategies, Premium Distinctive Brands, Marriott International

Tom Lewand, CEO, Shinola

Jennifer Parker, SVP, Retail, Peloton

10:30 - 11:00am | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Tmall 2.0: Customization + brand creativity = elevated shopping experiences

Alibaba, alongside a brand partner - will outline the business growth opportunities of being on the Tmall platform looking at how Alibaba is developing initiatives like Singles Day, Tmall Luxury Pavilion, See-Now-Buy-Now fashion experiences, and online and offline integrated retail experiences to drive consumer engagement and sales.

SPEAKERS:

Deborah Weinswig, CEO and Founder, Coresight Research

Christina Fontana,

Head of Fashion and Luxury Tmall Luxury Division, Alibaba Group

10:30 - 11:00am | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF 1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

Future-Proof Retail: Getting More Girls in STEM

Increasing female representation in the STEM field isn't just pivotal for women's advancement— it has the power to revolutionize every industry. Learn how encouraging interest in tech among girls will benefit the future of retail.

SPEAKERS:

Karen Etzkorn, CIO, Qurate Retail Group

Karen Beebe, Chief Information Officer, vineyard vines

Kristen Maynes, Director, Cybersecurity Consulting, PwC

11:00 - 11:45am | CRYSTAL PALACE, LEVEL 3

PROGRAM TYPE: PODCAST

Podcast: The Retail Exchange

The Retail Exchange is a dedicated retail podcast series that throws the spotlight on key issues affecting the industry. Our podcasts feature insight and opinion from senior industry professionals and thought leaders.

Produced by:

THE RETAIL
EXCHANGE

11:00 - 2:00pm | 1B 03, LEVEL 1

PROGRAM TYPE: ADDITIONAL ATTENDEE PROGRAM

VC Startup Meetups

Pre-registration required.

VC and Startup collaborations begin here.

NRF will match innovative startups and investors for one-on-one meetings.

Participating startups will be sourced from the NRF Innovation Lab and Startup Zone at NRF 2020.

VC's and Startups must pre-register to attend.

11:15 - 11:45am | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Delivering micro experiences for major in-store impact

In today's digital-first culture, physical retailers need to find opportunities to create in-store experiences that simply cannot be replicated online. Join Dry Bar, American Girl-Mattel and FRCH-Nelson marketing experts as we discuss the rise of micro-experiences and why these minor moments of in-store engagement can make a major impact on customer and their brand loyalty. Leveraging digital, data and design, we'll take a look at the criteria for what makes a successful micro-experience and how brands can leverage their unique services and products to create a differentiated and meaningful in-store experience.

SPEAKERS:

Robyn Novak, Vice President, Managing Creative Director, FRCH NELSON

Sarah Hoffman, CMO, Drybar

Barbara Carlson, Senior Director, Global Creative Services, American Girl

11:15 - 11:45am | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

NRF curated session

More details on this session coming soon!

11:15 - 11:45am | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Zalando and Nike - How 'to do' digital platforms for the good of all

With many retailers now being forced to rethink the role of the store in the face of online retail and changes in consumer habits, this session considers the benefits of a new model for integrating store, stock and consumer demand through the medium of gateways.

SPEAKERS:

Chris Field, CEO, Fieldworks Marketing

Carsten Keller, VP, Direct-to-Consumer, Zalando SE

EXHIBITOR BIG IDEAS

11:30 - 12:30pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Cool robot, now what?

There is certainly a lot of news and hype about robots in retail. Multipurpose robots can fill huge in store data gaps by collecting details on everything from inventory and display compliance to safety, security, refrigeration, and more. The key is gaining actionable business insights to optimize store operations and elevate the shopping experience. This informative session will offer real world examples of retail robot collaborations that prove their merit while setting the stage for connected stores of the future.

SPEAKERS:

Tim Rowland, CEO, Badger Technologies

David Hasler, CEO, Breakthrough Solutions Consulting

Chris Adams,

VP, Category Management Services, RBS, an Ahold Delhaize Company

11:30 - 12:30pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

High customer expectations. Changing fulfillment models. Massive amounts of data. Let's get solving.

Retailers today have to keep up with increasing customer expectations, addressing the in-store data void, and improving customer experience across channels. But how do you bring together some of these seemingly disparate data sources and ignite action across your business?

Join us as we explore the digital transformation journey of leading retailers who have partnered with Google Cloud to harness the power of AI, revamp in store experiences, empower employees, and modernize their supply chain.

SPEAKERS:

Michelle Pacynski, VP, Digital Innovation, ULTA Beauty

Carrie Tharp, VP, Retail, Google

11:30 - 12:30pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Perspectives from retail, manufacturing, and investors on the changing retail landscape

Retailers and manufacturers need a prescriptive approach using data to meet the demands of today's consumer. Challenges around growth, profitability, competition, rising costs, are made worse by not having a timely and accurate understanding of their data. To get it right, retailers and manufacturers need an approach that often runs counter to traditional business models. Executives from Walgreens, The O'Alliance, and Zebra Prescriptive Analytics will outline how to leverage technology and analytic-driven insights to transform the way they deliver value to their customers.

SPEAKERS:

Guy Yehiav, GM, Zebra Analytics

Andrea Weiss, Founder, The O'Alliance, LLC

David Aquino, Manufacturing EVP, CIO, formerly Shark Ninja

Bill Inzeo, Director, Walgreens

11:30 - 12:30pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Pricer

11:30 - 12:30pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

The IoT X Factor. Maximizing customer and employee experiences

Learn how retailers are leveraging IoT and smart store technology to drive employee enablement and enhance customer experiences. The right IoT solution improves real time visibility, drives accountability and provides actionable insights to impact the bottom line.

SPEAKERS:

Travis Hooper, VP, Product and Strategy, MTI

11:30 - 1:30pm | NORTH AND SOUTH CONCOURSES, OUTSIDE LEVEL 2

PROGRAM TYPE: NETWORKING EVENT

Food Truck Alley

Check out the expanded Food Truck Alley and grab lunch from some of New York's most popular mobile culinary artisans. Located along the shuttle drop-off area on level 2.

12:00 - 12:30pm | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Ethical enlightenment in retail -- it's all about stakeholders

The current speed of transformation of the market and consumers' behaviors reached a point in its exponential curve where the traditional organizational structure, culture and values are not capable of providing the ability to innovate, react and, better anticipate strategic movements to stay relevant. Can purpose-driven business provide the impetus to drive change, and to allow global retailers to achieve commercial, environmental and ethical goals?

In this session the Body Shop's CEO David Boynton will explore the 'profits with principles' model and outline the brand's reconnection with its roots since being acquired by Brazil's Natura&Co in 2017. No retail company is better positioned to discuss the commercial and cultural benefits of operating with an ethical vision, purpose and values, and putting stakeholders, not shareholders, first.

SPEAKERS:

Eduardo Yamashita,

Managing Partner and COO, Grupo GS& - Gouvêa de Souza

Marcos Gouvêa de Souza, General Director, Grupo GS& - Gouvêa de Souza

David Boynton, Chief Executive, The Body Shop Ltd.

12:00 - 12:30pm | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

NRF curated session

More details on this session coming soon!

Curated in collaboration with:



12:00 - 12:30pm | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

The rise of the emotional economy: Honesty, empathy and integrity resonate with consumers

In an all-too-much world, forgotten virtues are back by popular demand as people rethink what's important to them. TOBE's Leslie Ghize marks the move from a product and service-based commercial ecosystem to an emotional economy, underscoring why this is taking place and how it will shape retail. Pinterest retail strategist, Amy Vener shares what actions are currently being taken by savvy retailers to show customers that they care and they are listening. Our experts will show how consumer sentiment is changing and how retailers should adapt to stay relevant.

SPEAKERS:

Leslie J Ghize, Executive Vice President, TOBE

Amy Vener, Head of Retail Strategy, Pinterest

12:00 - 1:00pm | PRESS ROOM, 1A 04, LEVEL 1

PROGRAM TYPE: ADDITIONAL ATTENDEE PROGRAM

Consumer Outlook 2020 (open to press and analysts only)

Open to registered Press and Analysts only. Lunch provided on a first-come-first-served basis.

In this new era of the empowered consumer, customer preferences and needs are driving much of the evolution we are seeing across the retail industry. This hour-long discussion will look back at the consumer trends that shaped 2019, the continued impact of shifting customer demographics, and the consumer mindset going into the new year.

12:30 - 1:00pm | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF 1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

The SuperSHeroes of Retail

Women bring a unique set of skills to the workplace that promotes growth.

In this conversation, female leaders will share their journeys to the top and how trusting your instincts will transform you into a stronger leader at work.

SPEAKERS:

Julie Averill, EVP and CTO, lululemon athletica

Cheryl Kaplan, President and Co-Founder, M.Gemi

Amy Shecter, CEO, Glamsquad

Alexa Geovanos, Brand President, North and South America, Chloé

Michelle Bogan, Founder and CEO, EQUITY FOR WOMEN

12:30 - 1:30pm | VARIOUS LOCATIONS IN JAVITS

PROGRAM TYPE: NETWORKING EVENT

Full Conference Attendee Lunch Options

Did you pre-purchase lunch tickets during the registration process?

Pick-up your lunch in the Special Events Lobby, Level 1 (ticket required).

No lunch ticket?

Lunch is available for purchase in the Javits Food Court (Level 1) or Food Truck Alley (outside Level 2).

Looking for lunch seating?

Seating is available in Hall E for Full Conference attendees. Additional seating in the Food Court (Level 1), South Concourse (Level 2) and NRF Lounge (Level 4).

Need some Food for Thought? *(Full Conference Retailers only)*

Bring your lunch to the 12:45pm session at the Medallia Stage (Level 1):
Coopetition is the new competition: Co-existing with the Tech Titans

12:45 - 1:45pm | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: LUNCH HOUR TOPICS

Food for Thought - Coopetition is the new competition: Co-existing with the Tech Titans

Bring your lunch to this session! Seating available on a first-come, first-served basis.

Open to Retailers with a Full Conference pass.

Retailers and brands pledge more dependence than ever to the four largest technology companies: Google, Amazon, Facebook, and Apple (GAFA). Yet this dependency has come with risk as shoppers are diverted to the whims of these tech companies, while merchants are disintermediated in shopping. Forrester analyst and ecommerce expert Sucharita Kodali will explore how retailer relationships with “GAFA” companies have changed over recent years, and how these technology behemoths will continue to evolve exponentially faster as time moves forward. Ultimately, retailers must draw the line between partnering with large powerful platforms that aggressively harvest shopper data and protecting their identity (and profitability) to serve future generations.

SPEAKERS:

Sucharita Kodali, Vice President, Principal Analyst, Forrester Research

EXHIBITOR BIG IDEAS

1:00 - 1:45pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

How top retailers use technology to improve the in-store experience

In this panel discussion, learn how Levi's and other top brands leverage technology like machine learning and RFID to improve the in-store experience for customers. Featuring Anisa Kumar, VP of Operations and Analytics at Levi Strauss, Irad Ben-Gal, Head of the AI Lab at Tel Aviv University, and other distinguished guests.

SPEAKERS:

Irada Ben-Gal, Co-Founder and Active Chairman, Stanford University/C-B4

1:00 - 1:45pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Office Depot is turning business as usual, upside down

Office Depot's transformation from an office-supplies retailer to a business-services company is nothing short of revolutionary. The company is embracing technology and automation to upend the supply chain, increase efficiencies in day-to-day operations and free associates from mundane tasks so they can focus on developing closer customer relationships. Hear how the company is bringing together typically siloed and segmented channels under a single banner, so Office Depot is Office Depot, whether you're shopping in store, online or on a mobile device.

SPEAKERS:

Deb Roth, Sr. Dir., Retail Systems, PMO and Ops Excellence, Office Depot

Jonas Stillman,

Dir., Retail Systems and Omni Channel Initiatives, Office Depot

1:00 - 1:45pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Omnichannel panel discussion: Integration from product availability to delivery

Omnichannel is now simply “the way things get done,” yet retailers wrestle with doing so profitably. Cross-channel inventory visibility in particular, is elusive, but remains key to making anytime/anywhere/anyhow fulfillment happen. System and data integration from order to delivery are critical to drive both a seamless customer experience and greater efficiency for you. Join this panel discussion to explore integration points of a unified approach; including order management, store fulfillment, dropship and DC operations.

SPEAKERS:

Brianne Murphy, Director, Fulfillment, DSW

1:00 - 1:45pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Lucidworks

1:00 - 1:45pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

The next wave of digital disruption in retail and hospitality

Digital disruption in retail and hospitality isn't just hype, it's changing the way companies engage, serve and retain customers almost daily. With change as the new constant, what are the next set of technology inflection points that companies should be focused on? During this session, CDW and Intel will combine their unique market views to highlight how and why they believe two of the technologies that should be at the top of the list are visual retailing and artificial intelligence. These two market leaders will discuss how these capabilities will deliver value to the business and change the customer experience.

1:00 - 1:45pm | CRYSTAL PALACE, LEVEL 3

PROGRAM TYPE: PODCAST

Podcast: The Voice of Retail

The Voice of Retail is a weekly podcast hosted by retail pioneer and veteran Michael LeBlanc and produced in conjunction with Retail Council of Canada. On a weekly basis and along with expert commentary and interviews, TVOR takes us through a curated look at the top retail stories in Canadian, U.S. and International retail for the past week.

Produced by:



1:30 - 2:00pm | THE FQ LOUNGE, EXPO, LEVEL 1, BACK OF 1100 AISLE

PROGRAM TYPE: THE FQ LOUNGE

Boardroom Evolution: The Push for Female Leadership on Boards

There are a multitude of benefits to having more women on boards, from diversity of mindset to higher return on equity. In this discussion, thought leaders share the best practices for branding and positioning yourself for a board position, as well as how to level the gender ratio on male-dominated boards.

SPEAKERS:

Joëlle Grünberg, President and CEO, Lacoste North America

Mercedes Abramo, President and CEO, Cartier

Shannon Gordon, CEO, theBoardlist

2:00 - 2:30pm | SHYFT STAGE, LEVEL 4

PROGRAM TYPE: FEATURED SESSION

Going the extra mile: Technological innovations in last-mile delivery

Consumers now expect that every retailer, both online and offline, will meet their exceeded levels of speed and service when it comes to delivery and fulfillment, and companies are struggling to keep up. Traditional supply chain relationships and models are not built for the flexibility and responsiveness required to meet these heightened demands.

Curated in collaboration with:



SPEAKERS:

Hui Cheng, Head of JDX Silicon Valley Research Center, JD.com

Laura Scott, Chief Operating Officer, Takeoff Technologies

2:00 - 2:30pm | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

It takes a community to build a brand

Building a brand today requires more than a good marketing campaign. Success lies in building a deep emotional connection with consumers around shared values. Brands that adopt community as a core business strategy are finding shoppers do more than consume - they root for their success.

SPEAKERS:

Pooja Agarwal, Chief Operating Officer, Birchbox

Annie Agle, Director, Impact and Brand, Cotopaxi

Greg Fass, Senior Brand Manager, MeUndies

Erin Armendinger, Consultant, Skip Industries

2:00 - 2:30pm | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

Live commerce: Streaming + shopping = sales

Combine streaming video with e-commerce and you get Live Commerce. Some say it has the potential to revolutionize retail and upend shopper behavior while it brings consumers one step closer to the in-person experience. The concept is just beginning to bubble here, but in China and South Korea livestreaming and shopping are booming. Could Live Commerce be the next big thing?

SPEAKERS:

Pano Anthos, Managing Director, XRC Labs

Liyia Wu, Founder and CEO, ShopShops Inc.

EXHIBITOR BIG IDEAS

2:00 - 2:30pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Higher quality at a better price in food retail

The best food quality at the best price is at the top of the mind of consumers the world over. To tackle this challenge, Intermarché has chosen an original approach based on its long-held identity as both a manufacturer and a retailer. Join Intermarché and ActiveViam as they detail this effort to deliver better food and better price with a long-term store brand strategy together with a transformation of the pricing process.

SPEAKERS:

Antoine Devos, Head of Pricing and Commercial Performance, Intermarche

David Owen, Retail Sales Director, ActiveViam

2:00 - 2:30pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

RFID in 2020: Unlock omnichannel and increase sales

Curious about the state of RFID in retail - the impact, challenges and successes? Join our RFID expert panel to hear first-hand how retail brands use RFID to raise the on-shelf item availability and enable omnichannel services.

2:00 - 2:30pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Amazon Web Services

2:00 - 2:30pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by NewStore, Inc.

2:00 - 2:30pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Web accessibility: Legal headache or growth opportunity?

The volume of retail ADA lawsuits and demand letters has increased at an astounding pace, and is only accelerating. Learn how Shoe Carnival turned a legal headache into a growth opportunity; to enhance the digital customer experience and boost sales. This session will teach you how to mitigate your risk exposure and project a disability-friendly image. We will cover all things Web Accessibility, how to achieve and maintain ADA compliance, and how to conform to global guidelines like WCAG.

SPEAKERS:

Eric Feinberg, CMO, eSSENTIAL Accessibility

Bernardine C. Wu, Founder and CEO, FitForCommerce

Kent Zimmerman, VP, Digital, Shoe Carnival

2:00 - 2:45pm | CRYSTAL PALACE, LEVEL 3

PROGRAM TYPE: PODCAST

Podcast: RetailCraft

Interviews, analysis and insight by and for the people behind the performance in multichannel retail, ecommerce and digital brands.

Produced by:



2:45 - 3:15pm | MEDALLIA STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

NRF curated session

More details on this session coming soon!

SPEAKERS:

Deborah Weinswig, CEO and Founder, Coresight Research

2:45 - 3:15pm | KUSTOMER STAGE, HALL E, LEVEL 1

PROGRAM TYPE: FEATURED SESSION

NRF Curated Session

EXHIBITOR BIG IDEAS

2:45 - 3:15pm | STAGE 5, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Breaking the mold: Engineering the new retail experience

In a world where we value “doing and sharing” over “buying and owning” how do retailers define the new retail experience for their customers? From sportswear brands building full scale skate ramps and basketball courts in their stores, to brands claiming to have “the world’s most interesting store”, we are most definitely in the age of experience. During this session HERO founder Adam Levene will discuss how retailers are evolving their traditional brick and mortar spaces to put the focus on making memories rather than margin.

SPEAKERS:

Adam Levene, Founder and CEO, Hero

2:45 - 3:15pm | STAGE 1, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Daisy

2:45 - 3:15pm | STAGE 3, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Lucidworks

2:45 - 3:15pm | STAGE 4, EXPO, LEVEL 3

PROGRAM TYPE: EXHIBITOR BIG IDEAS

Session produced by Theatro

2:45 - 3:15pm | STAGE 2, EXPO, LEVEL 1

PROGRAM TYPE: EXHIBITOR BIG IDEAS

The new era of retail digital transformation

Tens of billions of new retail markets are experiencing a wave of digital transformations. Depending on intelligent IoT devices and the world's largest commercial software ecosystem in the industry of business, Sunmi combined with the technological innovations in the fields of IoT, big data, cloud and AI. We create a world-leading digital retail solution for offline stores, improve retail stores digital management and operations. In this session, we will share many of the latest retail digital store solutions cases from China.

SPEAKERS:

Sam Su, Senior Vice President, Sunmi

3:00 - 3:45pm | CRYSTAL PALACE, LEVEL 3

PROGRAM TYPE: PODCAST

Podcast: Ecommerce Braintrust

The Ecommerce Braintrust podcast gives you access to the world's best brains when it comes to building momentum online for established consumer brands. The show is hosted by Kiri Masters, Founder and CEO of Amazon agency Bobsled Marketing, author, Forbes Retail contributor, and a strong voice in the Amazon world. Listen to our conversations with expert guests about ecommerce strategies, trends and innovations.

Produced by:



3:00 - 4:00pm | EXPO, LEVEL 1, 3 AND 4

PROGRAM TYPE: NETWORKING EVENT

Snack Attack

Grab a snack while strolling through the aisles to take in the latest cool retail tech.

3:30 - 4:00pm | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

Recommerce revolution: Upcycling retail's future

Hear from some of the most innovative leaders from nimble retailers and break-through digital-first brands who are meeting consumer needs and disrupting the industry.

SPEAKERS:

Anthony Marino, President, thredUP

Charles Gorra, Founder and CEO, Rebag

Dave Hayne,

Chief Digital Officer, URBN & President, Nuuly, Urban Outfitters, Inc (URBN)

Curious. Distinctive. Uncompromising. Conversations with Recode

New this year, NRF has partnered with Recode to bring its hard-hitting editorial interview style to NRF 2020 Vision's stages. In this live interview, Recode co-founder and editor-at-large Kara Swisher will leverage her background in tech, media and commerce to investigate some of the industry's most pressing challenges, eliciting thought-provoking insights from her soon-to-be-announced interview subject. Swisher has led insightful conversations with likes of Bill Gates, Steve Jobs, Mark Zuckerberg, Sheryl Sandberg, Hillary Clinton, Katrina Lake, Jeff Bezos, Tim Cook, Jack Dorsey, and many other leading players impacting a broad swath of industries, including retail.

Curated In Collaboration With:



SPEAKERS:

Kara Swisher, Co-Founder and Editor-at-Large, Recode

4:00 - 4:45pm | CRYSTAL PALACE, LEVEL 3

PROGRAM TYPE: PODCAST

Podcast: Decision Makers

The Decision Makers podcast will share inspiring insights from some of the most innovative people in the tech, retail, and business industries. In addition to these insightful conversations, it will also incorporate some unfiltered conversations held at conferences and other live events. These conversations are meant to inspire as well as provide listeners with tangible takeaways.

Produced by:



4:30 - 5:00pm | SAP QUALTRICSXM THEATRE, LEVEL 1

PROGRAM TYPE: KEYNOTE SESSION

Visionary brand building: Competition is the new collaboration

This session will showcase how retailers and celebrities build enduring brands together through unique partnerships, often times fostering innovations while disrupting the industry.

Wednesday, January 15

7:45 - 8:15am | MARRIOTT MARQUIS, MARQUIS BALLROOM C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

Check-in and networking breakfast

7:45 - 1:15pm | MARRIOTT MARQUIS TIMES SQUARE

PROGRAM TYPE: ADDITIONAL ATTENDEE PROGRAM

Supply Chain and Logistics Workshop

For retailers only; not open to press. Separate registration and fee required.

Workshop can be purchased when you register for NRF 2020 or through the dashboard after registration has been completed.

Join us for a one-day deep dive as we dissect the components of the supply chain and explore the latest technologies and processes needed to shift supply chain initiatives into high gear.

Delivering a seamless customer experience begins and ends with supply chain proficiency. Success is contingent on getting every piece of logistics firing in sync – from planning to continuous visibility and from business process synchronization to destination reliability – and everything in between.

For any questions, please contact programs@nrf.com.

Sponsored by:



8:00 - 8:30am | MARRIOTT MARQUIS, MARQUIS BALLROOM
AB, 9TH FLOOR

PROGRAM TYPE: CYBERSECURITY WORKSHOP

Check-in and Networking Breakfast

8:00 - 1:30pm | MARRIOTT MARQUIS TIMES SQUARE

PROGRAM TYPE: ADDITIONAL ATTENDEE PROGRAM

Cybersecurity Workshop

For retailers only; not open to press. Separate registration and fee required.

Workshop can be purchased when you register for NRF 2020 or through the dashboard after registration has been completed.

This workshop will provide retail business leaders and information security professionals with strategic insights on cybersecurity threats and how they can mitigate cyber-related risks to the retail enterprise through in-depth discussions of the major cybersecurity challenges facing the retail industry.

For any questions, please contact programs@nrf.com.

8:15 - 8:30am | MARRIOTT MARQUIS, MARQUIS BALLROOM
C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

Mitigating risk in the face of tariff headwinds

Escalating trade tensions among the world's strongest economies have heightened risks in the supply chain. NRF's Jon Gold will level set the biggest supply chain risks facing U.S. retailers and offer a few suggestions on mitigating the mire.

SPEAKERS:

Jonathan Gold, VP, Supply Chain and Customs Policy, National Retail Federation

8:30 - 8:45am | MARRIOTT MARQUIS, MARQUIS BALLROOM
AB, 9TH FLOOR

PROGRAM TYPE: CYBERSECURITY WORKSHOP

Opening Remarks

Session description coming soon.

SPEAKERS:

Christian Beckner, Senior Director, Retail Technology, National Retail Federation

Rob Goldberg, Principal, Advisory, Deloitte & Touche LLP

8:30 - 9:00am | MARRIOTT MARQUIS, MARQUIS BALLROOM
C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

NRF curated session

More details on this session coming soon!

8:45 - 9:15am | MARRIOTT MARQUIS, MARQUIS BALLROOM
AB, 9TH FLOOR

PROGRAM TYPE: CYBERSECURITY WORKSHOP

Combating Cyber Threats in the Era of Digital Transformation

This session will provide strategic insights on issue(s) that prominent CISOs are addressing in response to current cyber threats and in the context of digital transformation within their enterprise.

9:00 - 9:30am | MARRIOTT MARQUIS, MARQUIS BALLROOM
C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

Tackling supply chain's top challenges

More details on this session coming soon!

SPEAKERS:

Deanna Kaufman,

Manager Solutions, E-Commerce and Retail Vertical, FedEx Solutions

Greg Mack, Sr. Director, eCommerce Fulfillment, Best Buy

Jeffery Irwin, Senior Manager, Supply Chain, Walgreen Co.

9:30 - 10:00am | MARRIOTT MARQUIS, MARQUIS BALLROOM
C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

Networking break

10:00 - 10:15am | MARRIOTT MARQUIS, MARQUIS BALLROOM
C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

The data driven supply chain: How technology is powering change

In collaboration with:



SPEAKERS:

Deborah Weinswig, CEO and Founder, Coresight Research

10:00 - 10:15am | MARRIOTT MARQUIS, MARQUIS BALLROOM
AB, 9TH FLOOR

PROGRAM TYPE: CYBERSECURITY WORKSHOP

Networking Break

10:00 - 12:00pm | MEET AT DESIGNATED STORE

PROGRAM TYPE: NETWORKING EVENT

Guided Retail Store Tours

Separate registration and additional fee required.

Guided Retail Store Tours can be purchased when you register for NRF 2020 or through the dashboard after registration has been completed.

Retail Store Tours provide curated, two-hour guided walking tours of cutting-edge spaces by global retail leaders. See firsthand how these retailers are using their understanding of our changing behaviors and technology to enhance the customer experience.

Each guided tour visits five carefully selected stores at a premier shopping destination. Tour guides will lead groups to the selected stores where a store administrator will speak about the features, innovations, store design experience, customer service enhancements and brand stories. Each store visit will last 15 minutes, and each tour lasts two hours.

Hudson Yards: The State of Excellence Today

Hudson Yards represents the best of what retail has to offer! This new addition to New York City retail is the largest private real estate development in the U.S. Join this tour to see the five trends driving successful retail today: Elegant Innovation, Discovering Innovative Retail Models, Retail as an Experience Destination, Experiences that Inspire Shopping, and Out-of-the-Box Retail.

Oculus: A Tour for the Senses

See how the largest shopping malls in Manhattan -- Westfield World Trade Center and Brookfield Place -- are transforming downtown shopping and using cutting-edge design, sales associate training and innovative experiences. The Oculus has the most diverse array of retail innovation in New York City, featuring pop-ups to flagship stores, along with iconic retailers and online brands that have transitioned from online to brick and mortar.

SoHo: Innovation & Reinvention

SoHo is one of New York City's prime shopping destinations and the preferred location for launching a new business concept or reinventing an old one. Throw a stone down any street in the area and you'll hit a number of exquisite retail destinations. Cobblestoned streets and loft-like spaces make the neighborhood a pleasant spot for shopping and inspiration. This tour will highlight visionary business innovators and savvy re-inventors.

Iconic Retailers

This tour of New York's iconic retailers offers insight into the latest innovations in store design with the ideas, influencers and thought process behind their conception. The tour will visit iconic stores in the heart of the Midtown shopping district. Experience store innovation, tech, store concepts, merchandising, and how brands are seeing sustainability.

Developed in partnership with:



**Retail Store
Tours™**

10:15 - 10:30am | MARRIOTT MARQUIS, MARQUIS BALLROOM C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

Now boarding: A '3D robotic' shuttle

Looking for an all-in-one supply chain fulfillment solution that cuts your warehouse footprint by 85%, accelerates last-mile delivery, and reduces your carbon footprint? Inspired by ant colonies, Scott Gravelle, cofounder, CEO & CTO of Attabotics, has made obsolete the endless aisles and rows and warehouses, and transformed them into a high-density storage and retrieval structure that increases order output, provides greater flexibility, and most importantly, does away with the cardboard box.

SPEAKERS:

Scott Gravelle, CEO, CTO, and Co-Founder, Attabotics

10:15 - 10:45am | MARRIOTT MARQUIS, MARQUIS BALLROOM AB, 9TH FLOOR

PROGRAM TYPE: CYBERSECURITY WORKSHOP

Strategic Risk Management and the Retail Enterprise

This session will examine best practices to assess cyber risks within the enterprise, looking at tools available to determine risk and then use that information to inform business decisions, resource management, and C-Suite/board reporting.

10:30 - 10:45am | MARRIOTT MARQUIS, MARQUIS BALLROOM
C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

Speed to market: Mapping the digital journey e-commerce

In collaboration with:



SPEAKERS:

Robert D'Loren, Chairman & CEO, Xcel Brands

10:45 - 11:00am | MARRIOTT MARQUIS, MARQUIS BALLROOM
C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

Eye on innovation: Startup lightening rounds

Multiple startups presenting emerging supply chain solutions.

SPEAKERS:

Mark Lightbody, Partner, Newmine

Chen Grazutis, Co-Founder, General Manager, North America, Bringoz

Grant Meglis, Country Leader and Account Manager, Inspectorio

Yuval Yifrach, Founder and CEO, Market Beyond

10:45 - 11:15am | MARRIOTT MARQUIS, MARQUIS BALLROOM
AB, 9TH FLOOR

PROGRAM TYPE: CYBERSECURITY WORKSHOP

The Attacker Perspective

Examining emerging cyber threats and their direct implications from the perspective of the attacker. Plus, learn where the industry is going, what to expect, and what enterprises should be doing about it. Attendees will learn about their cyber blind spots are and how Cyber Reconnaissance is the next step for the CISO organization when current approaches like red-teaming no longer identify the most prevalent risks.

SPEAKERS:

Assaf Mischari, Head of Research, Team 8

Doug Powers, Managing Director, Deloitte & Touche LLP

11:00 - 11:30am | MARRIOTT MARQUIS, MARQUIS BALLROOM
C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

The cognitive control tower: Leveraging AI in supply networks

Managing consumer goods supply chains is increasingly complex due to today's consumer expectations around flexibility, speed and quality. Technology advancements empower us to meet this challenge providing transparency, enabling better decisions and driving automation -all to levels unimaginable even a few short years ago. IBM's cognitive supply chain control tower operates from a holistic vantage point to oversee, manage and constantly improve complex supply networks. The control tower will dynamically optimize and balance itself and its associated supply network with self-learning and self-correction towards efficiency and effectiveness, leveraging technologies such as Blockchain, AI and Cloud and connects through pre-defined integration to all kinds of transactional systems like ERP, MES, WMS and TMS.

SPEAKERS:

Jonathan Wright, Global Head Cognitive Process Re-engineering, IBM

11:15 - 12:00pm | MARRIOTT MARQUIS, MARQUIS BALLROOM
AB, 9TH FLOOR

PROGRAM TYPE: CYBERSECURITY WORKSHOP

Enhancing Public-Private Sector Collaboration on Cyber Risks

This fireside-chat session will highlight what US federal agencies are doing to support the private sector with their cybersecurity-related challenges, and provide a dialogue on opportunities for increased collaboration and partnership.

11:30 - 12:15pm | MARRIOTT MARQUIS, MARQUIS BALLROOM
C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

Facilitated roundtables

More details on this session coming soon!

12:00 - 12:45pm | MARRIOTT MARQUIS, MARQUIS BALLROOM
AB, 9TH FLOOR

PROGRAM TYPE: CYBERSECURITY WORKSHOP

Lunch and Roundtable Discussions

Session description coming soon.

12:15 - 12:45pm | MARRIOTT MARQUIS, MARQUIS BALLROOM
C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

Networking lunch

Digital technologies are transforming the apparel supply chain by challenging centuries old operating models and unleashing new opportunities. 3D printing technology promises improvements across the supply chain from speeding product design to shortening product lead times and making it possible to produce customized products at affordable costs.

12:45 - 1:15pm | MARRIOTT MARQUIS, MARQUIS BALLROOM
C, 9TH FLOOR

PROGRAM TYPE: SUPPLY CHAIN WORKSHOP

3D design and printing: Transformation yields efficiency and savings

Digital technologies are transforming the apparel supply chain by challenging centuries old operating models and unleashing new opportunities. 3D printing technology promises improvements across the supply chain from speeding product design to shortening product lead times and making it possible to produce customized products at affordable costs.

SPEAKERS:

Sean Coxall, President, Supply Chain Solutions, Li & Fung

12:45 - 1:30pm | MARRIOTT MARQUIS, MARQUIS BALLROOM
AB, 9TH FLOOR

PROGRAM TYPE: CYBERSECURITY WORKSHOP

Cyber and the Consumer Experience

How do you make cyber work to enhance the consumer experience? The LA Rams of the National Football League built cyber capabilities from the ground up to support its brand-new stadium and entertainment complex. Learn which plays worked and which didn't.

1:00 - 3:00pm | MEET AT DESIGNATED STORE

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1:30 - 1:31pm | MARRIOTT MARQUIS, MARQUIS BALLROOM
AB, 9TH FLOOR

PROGRAM TYPE: CYBERSECURITY WORKSHOP

Closing Remarks

Session description coming soon.

SPEAKERS:

Christian Beckner, Senior Director, Retail Technology, National Retail Federation

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