SHOPTALK EUROPE

2027 AGENDA · DAY 1

TUESDAY, JUNE 1

June 1-3, 2027 · Fira Gran Via, Barcelona

AT A GLANCE

REGISTRATION
08:00-17:15
Badge pickup

SHOW FLOOR
09:00-17:30
Sponsors and exhibitors

MAIN STAGE
10:15-11:30
Keynotes

TRACK SESSIONS
14:05-17:15
Three tracks

NETWORKING

BREAKFAST
09:00-10:00

NETWORKING BREAKS
11:00-12:00
15:10-16:20

MEETUP PROGRAMME
11:45-12:55
Pre-scheduled only

LUNCH
12:30-14:00

09:00 SHOW FLOOR OPENS

10:15 MAIN STAGE

10:15-10:25	10:25-10:45	10:45-11:05	11:05-11:25	11:25-11:30
Welcome to Shoptalk: **Opening Remarks and State of Retail**	Keynote Session: **Mastering Customer Experience**	Keynote Session: **Operational Excellence**	Keynote Session: **Retail in the Age Of AI**	Shoptalk 2027 - Day 1: **What's to Come**

	TRACK 1	TRACK 2	TRACK 3
14:05-14:45	Research Session and Interview: The State of the Consumer	Research Session and Interview: The State of Marketing	Research Session and Interview: The State of Stores
14:55-15:15	Rethinking the Metrics That Matter: From Consideration to Conversion	How AI Shopping is Reshaping Marketing Attribution	Retail Theatre that Creates Memorable Store Experiences
15:15-15:35	Talent and Tech Requirements for a High-Performance Commerce Team	Employee-Generated Content: Inspiring an Internal Community of Creators	How Tech Powers Associates to Better Serve Today's Shoppers
15:45-16:25	Research Session and Interview: The State of Commerce	Research Session and Interview: The State of Product Innovation	Research Session and Interview: The State of AI
16:35-16:55	AI ROI: Retailers Reveal Results of AI Innovations in Commerce	Overcoming Challenges with Retail Media Measurement	Adopting the Mindset of Successful AI-Enabled Startups
16:55-17:15	Tech Investments that Retailers and Brands are Making Today	Defining a Distinct Brand Voice for your Social	AI and Data Intelligence: Tech that is Enabling a Competitive Advantage

17:30 SHOW FLOOR CLOSES

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All times CEST (Barcelona local time). Schedule as of Nov. 2, 2026 and subject to change.

2027 AGENDA · DAY 2

SHOPTALK EUROPE

WEDNESDAY, JUNE 2

June 1-3, 2027 · Fira Gran Via, Barcelona

AT A GLANCE	REGISTRATION	SHOW FLOOR	MAIN STAGE	TRACK SESSIONS	SHOPTALK EUROPE PARTY
	08:00-17:45 Badge pickup	08:30-18:00 Sponsors and exhibitors	09:30-10:40 Keynotes	13:15-14:45 16:15-17:45 Four tracks	20:30-22:30

NETWORKING	BREAKFAST	TABLETALKS	NETWORKING BREAKS	MEETUP PROGRAMME	LUNCH
	08:30-10:00	08:30-09:20	10:35-11:30 16:05-17:10	10:50-12:00 Pre-scheduled only	12:00-13:30

08:30 — SHOW FLOOR OPENS

09:30 MAIN STAGE

- 09:30-09:35 — **Welcome Back Remarks**
- 09:35-09:55 — Keynote Session: **Shifting Expectations of AI-Savvy Consumers**
- 09:55-10:15 — Keynote Session: **Futureproofing for Retailers and Brands**
- 10:15-10:40 — Keynote Session: **Shoptalk Original Research - State of Retail**

	TRACK 1	TRACK 2	TRACK 3	TRACK 4
13:15-13:35	How to Design Best-in-Class Customer Experiences	Retaining Customer Attention as AI Content Proliferates	Strategic Initiatives Every Retail Leader Should Evaluate to Transform Stores	
13:35-13:55	The Streaming Storefront: Selling on Social Platforms	Impacts of Transactional Versus Relationship-Based Loyalty Programmes	Designing Stores to Improve Conversion Across Channels	
14:05-14:25	The Consumer's Path to Purchase: Removing Cross-Channel Friction	How Retailers are Integrating Retail Media into the Mix	Returns Practices and Policies to Maximise Revenue Retention	Preparing your Business Strategy for the Impact of Agentic AI
14:25-14:45	Capturing Customer ID: Best Practices that Lead to Enriched Customer Profiles	The Role of Creators: How to Find and Design Partnerships that Work	Faster Fulfilment and the Case for Expedited Last Mile Delivery	Agentic AI in Action
16:15-16:35	The State of Headless Commerce and the Future of Platforms	Retail Media Programmes that Work for Retailers, Brands and Agencies	16:15-16:25 AI's Impact on Product Assortment Strategies	16:15-16:55 Startup Pitch: Tech Boosting Revenue and Conversion
16:35-16:55	Using Video and Audio to Increase Conversion	Strengthening Reputation and Relevancy in the Era of AI Search	Optimising the Mix of Owned, Marketplace and Dropship Inventory	
17:05-17:25	How Agentic AI Creates Efficiencies for Commerce Teams	Optimising the Marketing Tech Stack Cost-Effectively	How AI is Accelerating and Elevating Associates Expertise	17:05-17:45 Startup Pitch: Tech Driving Cost Savings and Efficiencies
17:25-17:45	How to Convert and Retain Subscription Customers	Operationalising Successful Personalised Marketing Strategies	The Store as a Fulfilment Centre: Best Practices for Maximising Profits and Minimising Costs	

18:00 — SHOW FLOOR CLOSES

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2027 AGENDA · DAY 3

THURSDAY, JUNE 3

June 1-3, 2027 · Fira Gran Via, Barcelona

AT A GLANCE	REGISTRATION	SHOW FLOOR	TRACK SESSIONS	DISRUPTOR SPOTLIGHTS	MAIN STAGE
	08:00-14:30 Badge pickup	08:30-15:30 Sponsors and exhibitors	09:30-11:00 Four tracks	13:35-14:15 Four tracks	14:25-15:15 Keynotes

NETWORKING	BREAKFAST	NETWORKING BREAK	MEETUP PROGRAMME	LUNCH	TABLETALKS
	08:30-10:00	10:30-11:25	11:10-12:20 Pre-scheduled only	12:00-13:30	12:30-13:20

08:30 — SHOW FLOOR OPENS

	TRACK 1	TRACK 2	TRACK 3	TRACK 4
09:30-09:50	Building Value into Mobile App Experiences	Retaining Authenticity in Brand Marketing	Building Seamless Store Experiences with Emerging Tech	Innovative Startup Tech: What Retail and Brand Leaders are Most Excited About
09:50-10:10	How AI has Changed Capabilities of Commerce, OMS, POS and Delivery Platforms	Programmatic Advertising: The Talent and Tools Needed for Tomorrow	Store Innovations Coming out of China	Build versus Buy: How Decision Makers are Rethinking Tech Direction in The Age of AI
10:20-10:40	Personalised Commerce: Creating Value and Relevance in the Buying Journey	How to Improve ROI of Acquisition and Retention with AI	Designing the Digitised Store: Aligning Tech Priorities to your Unique Customer Preferences	Should You Build a Business Case for an AI Centre of Excellence?
10:40-11:00	How AI Agents Impact Commerce: From Product Discovery to Social	Achieving Growth Through Modern Storytelling	Strategies for Digital Data Collection in Physical Retail Environments	The Future of Retail Data: Unstructured, Unrestrained and Wildly Unpredictable
13:35-13:55	Disruptor Spotlight: Digital Engagement	Disruptor Spotlight: Marketing	Disruptor Spotlight: Stores	Disruptor Spotlight: Retail Data and Insights
13:55-14:15	Disruptors Spotlight: Commerce	Disruptor Spotlight: Advertising	Disruptor Spotlight: Product and Fulfillment	Disruptor Spotlight: Retail Strategy

14:25 MAIN STAGE

- 14:25-14:35 — **Welcome Back Remarks**
- 14:35-14:55 — Keynote Session: **Mindsets of Retail Disruptors**
- 14:55-15:15 — Keynote Session: **Shoptalk 2027 - Key Takeaways**

15:30 — SHOW FLOOR CLOSES

> **The final Main Stage session ends at 15:15.**
> The Show Floor stays open until 15:30.

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