

9:00AM - 10:00AM	FIRST-TIMERS BREAKFAST				
9:30AM - 10:30AM	BREAKFAST				
11:00AM - 11:15AM	OPENING REMARKS				
11:15AM - 11:35AM	MAIN STAGE KEYNOTE: HAL LAWTON, PRESIDENT & CEO, TRACTOR SUPPLY				
11:35AM - 11:55AM	MAIN STAGE KEYNOTE				
11:55AM - 12:15PM	MAIN STAGE KEYNOTE				
12:15PM - 2:00PM	LUNCH 12:15PM - 2:00PM				
	TABLETALKS + LUNCH (PRESCHEDULED, FOR RETAILER & CONSUMER BRAND ATTENDEES ONLY): 12:30PM - 1:20PM				
1:45PM - 2:55PM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY) 1:45PM - 2:55PM				
2:45PM - 4:25PM	NETWORKING BREAK				
	ECOMMERCE EXCELLENCE	MERGING SHOPPING & ENTERTAINMENT	UNDERSTANDING THE CUSTOMER	STUDIO 1: TACTICAL WORKSHOP	STUDIO 2: TOWN HALL
3:25PM - 4:05PM	TRACK KEYNOTE: THE NEXT EVOLUTION OF ECOMMERCE	TRACK KEYNOTE: BRAND STORYTELLING THAT DELIGHTS AND PERFORMS	INSIGHTS ON CUSTOMER SENTIMENT: DEMOGRAPHICS, PSYCHOGRAPHICS, GEOGRAPHIES	RETOOLING YOUR ECOMMERCE TECH STACK	THE EVOLVING ROLE OF PHYSICAL STORES
4:15PM - 4:55PM	DELIVERING PERSONALIZATION THAT DRIVES ENGAGEMENT AND TRANSACTIONS	MONETIZING VIDEO: NEW APPROACHES TO ENDORSEMENTS, PRODUCT INTEGRATIONS, AND MORE	TRACK KEYNOTE: CREATING SHOPPING EXPERIENCES FOR TODAY'S CONSUMER (4:15PM - 4:35PM) CREATING SHOPPING EXPERIENCES FOR TODAY'S CONSUMER: A CONVERSATION (4:35PM - 4:55PM)	IMPROVING COMMUNICATION BETWEEN TECH BUYERS AND SELLERS	KEEPING UP WITH THE CONSUMER
5:05PM - 5:45PM	INSIGHTS: NEW RESEARCH ON ONLINE SHOPPER NEEDS AND EXPECTATIONS	BENCHMARKING THE SUCCESS OF BRAND/ENTERTAINMENT PARTNERSHIPS	CASE STUDIES: ADAPTING TO FAST-CHANGING MARKET CONDITIONS	MEASURING AND IMPROVING COMPANY SUSTAINABILITY	THE FUTURE OF MARKETING
6:00PM - 8:30PM	RETAILER & CONSUMER BRAND DINNERS				

BADGE PICKUP OPEN
7:30AM - 6:00PM

EXHIBIT HALL OPEN
9:30AM - 6:00PM

8:30AM - 10:00AM

BREAKFAST

9:00AM - 9:40AM

ECOMMERCE EXCELLENCE
BRAND STRATEGIES FOR LEVERAGING MARKETPLACES

MERGING SHOPPING & ENTERTAINMENT
INSIGHTS: HOW ENTERTAINMENT AND MEDIA HABITS ARE SHIFTING

UNDERSTANDING THE CUSTOMER
DISCOUNTS, VALUE MENUS, AND SERVING THE PRICE-CONSCIOUS CONSUMER

STUDIO 1: TACTICAL WORKSHOP
BUILDING A SUCCESSFUL PITCH DECK FOR STARTUPS AND ENTREPRENEURS

STUDIO 2: TOWN HALL
PITCH ME: THREE VENDORS ON STAGE SHARING HOW THEY'D ADDRESS A REAL BUSINESS CHALLENGE

9:50AM - 10:30AM

DESIGNING NEW APPROACHES TO DIGITAL DISCOVERY

INNOVATIONS IN LIVESTREAMING AND VIDEO SHOPPING

LISTENING TO THE CUSTOMER: CRM, CROWDSOURCING, AND CULTIVATING FANDOM

TECH-ENHANCED MERCHANDISING

OVERHYPED! BLUNT TAKES ON HOT (OR NOT) TECHNOLOGIES

10:30AM - 12:00PM

NETWORKING BREAK

10:45AM - 11:55AM

MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)

12:00PM - 2:00PM

LUNCH
12:00PM - 2:00PM

TABLETALKS + LUNCH (PRESCHEDULED, FOR RETAILER & CONSUMER BRAND ATTENDEES ONLY):
12:15PM - 1:05PM

1:30PM - 1:40PM

WELCOME BACK REMARKS

1:40PM - 2:00PM

MAIN STAGE KEYNOTE

2:00PM - 2:20PM

MAIN STAGE KEYNOTE

2:20PM - 2:40PM

MAIN STAGE KEYNOTE

2:55PM - 4:05PM

MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)

3:00PM - 4:30PM

NETWORKING BREAK

4:15PM - 4:55PM

ECOMMERCE EXCELLENCE
CASE STUDIES: HOW CONVERSATIONAL AGENTS ELEVATE THE CUSTOMER JOURNEY

MERGING SHOPPING & ENTERTAINMENT
LEVERAGING PRODUCT DROPS AND COLLABS TO DRIVE AWARENESS AND SALES

UNDERSTANDING THE CUSTOMER
GEN ALPHA SHOPPERS' NO-CAP VIEWS ON BRANDS AND RETAIL

STUDIO 1: TACTICAL WORKSHOPS
A CRISIS MANAGEMENT TOOLKIT: MANAGING SUCCESSFULLY WHEN THINGS GO WRONG

STUDIO 2: GET STUFF DONE
DEBATING AI MARKETING CONTENT: SLOP, SAVIOR, OR SOMETHING ELSE?

5:05PM - 5:45PM

ECOMMERCE EXCELLENCE
TECH SPOTLIGHT: FRICTIONLESS ECOMMERCE TECHNOLOGIES

MERGING SHOPPING & ENTERTAINMENT
TECH SPOTLIGHT: INTERACTIVE ENTERTAINMENT, GAMIFICATION, AND MORE

UNDERSTANDING THE CUSTOMER
TECH SPOTLIGHT: SOLUTIONS ENABLING OPERATIONAL AGILITY

STUDIO 2: GET STUFF DONE
HANDS-ON SESSION: USING AI TO SOLVE A PROBLEM LIVE

8:30PM - 10:30PM

SHOPTALK FALL PARTY

BADGE PICKUP OPEN
7:00AM - 6:00PM

EXHIBIT HALL OPEN
8:30AM - 6:00PM

8:30AM - 10:00AM	BREAKFAST				BADGE PICKUP OPEN 7:30AM - 2:00PM	EXHIBIT HALL OPEN 8:30AM - 2:15PM
9:00AM - 9:10AM	WELCOME BACK REMARKS					
9:10AM - 9:30AM	MAIN STAGE KEYNOTE					
9:30AM - 9:50AM	MAIN STAGE KEYNOTE					
9:50AM - 10:10AM	MAIN STAGE KEYNOTE					
10:25AM - 11:35AM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)					
11:15AM - 12:45PM	LUNCH					
	ECOMMERCE EXCELLENCE	MERGING SHOPPING & ENTERTAINMENT	UNDERSTANDING THE CUSTOMER	STUDIO 1: ASK ME ANYTHING		
12:00PM - 12:20PM	TRACK KEYNOTE: EXAMINING THE STORE'S ROLE IN CONNECTED COMMERCE STRATEGY	TRACK KEYNOTE: AMPLIFYING BRAND VOICE THROUGH TALENT AND CONTENT	HOLISTIC MERCHANDISING: LEVERAGING ORG-WIDE DATA STREAMS FOR BETTER PLANNING	ASK ME ANYTHING		
12:30PM - 1:10PM	DRIVING LOYALTY VIA OMNICHANNEL CONVENIENCE	CASE STUDIES: DESIGNING IMMERSIVE AND EXPERIENTIAL STORES	DEMAND SENSING FOR AGILE AND RESILIENT SUPPLY CHAINS	ASK ME ANYTHING		
1:20PM - 2:00PM	THE STORE-ECOMMERCE GROWTH CONNECTION	SHOPTALK FALL KEY TAKEAWAYS	FULFILLMENT AND DELIVERY: EXCEEDING CUSTOMER EXPECTATIONS	ASK ME ANYTHING		

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