

AT A GLANCE

EXHIBIT HALL

9:00 AM-5:00 PM

Hours subject to change

MAINSTAGE

10:00-11:20 AM

Keynotes

TRACK SESSIONS

2:10-5:20 PM

Four tracks

9:00 AM

EXHIBIT HALL OPENS

10:00 AM

MAINSTAGE

10:00-10:10 AM

Welcome Remarks & State of Retail

10:10-10:30 AM

Keynote Session:
Mastering Customer Experience

10:30-10:50 AM

Keynote Session:
Operational Excellence

10:50-11:10 AM

Keynote Session:
Retail In The Age Of AI

11:10-11:20 AM

Shoptalk 2027 - Day 1
A Virtual Store Tour

TRACK 1

2:10-2:30 PM

Personalized Commerce: Digital Leaders Redefining Value and Relevance

TRACK 2

The New State of MarTech: How AI Improves ROI of Acquisition and Retention

TRACK 3

Designing the Digital Store: Aligning Tech Priorities to Your Customers' Unique Preferences

TRACK 4

How Executives Create and Maintain a Culture of Innovation

2:30-2:50 PM

Mapping The New Customer Journey: From Product Discovery To Social Commerce

The Creator Economy: Achieving Growth Through Modern Storytelling

Strategies for Digital Data Collection in Physical Retail Environments

Beyond Products: Building Customer Connections Through Value-Added Services

3:00-3:20 PM

Rethinking The Metrics That Matter: From Conversion to Consideration

Synthetic Personas: Marketing's New Tool for Accelerating Customer Insights

Redefining Associate Roles to Meet the Needs of Today's Digitally Savvy Shoppers

The C-Suite Mindset: Adopting the DNA of Successful AI-Enabled Startups

3:30-3:40 PM

Talent and Tech Requirements For Building A High-Performing Commerce Team

How CMOs are Rethinking Attribution Modeling with AI Platforms in the Mix

Transforming Store Operations Through Emerging Technology

Retail Leaders: Making Memberships Work as a Model for Achieving Customer Loyalty

3:50-4:10 PM

How Retailers and Brands Build Sustainable Value Into Mobile App Experiences

The Real Value and Challenges of Retaining Authenticity in Brand Marketing

AI's Impact on the Future of Product Assortment Strategies

Building Your Brand's Business Case for an AI Center of Excellence

4:10-4:30 PM

How AI has Changed Capabilities of Commerce, OMS, POS and Delivery Platforms

Programmatic Advertising: The Talent and Tools Needed for Tomorrow

How Retailers Rationalize the Right Mix of Owned, Marketplace and Dropship Inventory

The Future of Retail Data: Unstructured, Unrestrained and Wildly Unpredictable

4:40-5:00 PM

AI ROI: Retailers Reveal Results of AI Investments and Innovational Change

Employee-Generated Content: How Leaders Inspire Internal Creator Communities

Best Practices for Returns Strategies to Maximize Revenue Retention

AI and Data Intelligence: The Tools and Tech that are Enabling Competitive Advantage

5:00 PM

EXHIBIT HALL CLOSES

5:00-5:20 PM

Tech Investments that Retailers and Brands are Making Today

Defining a Distinct Brand Voice for Your Social Series

Expedited Last-Mile Delivery: The Value, Opportunities and Challenges

Keeping Knowledge Workers "In the Loop" When Information Becomes Automated

THE ANNUAL BEACH PARTY Tuesday, March 23 · 8:00-10:00 PM

[View Web Agenda](#) | [Get Ticket](#)

All times PT (Las Vegas local time). Schedule as of Oct. 19, 2026 and subject to change.

AT A GLANCE

EXHIBIT HALL

9:00 AM-5:00 PM

Hours subject to change

TRACK SESSIONS

10:45 AM-1:55 PM

Four tracks

MAINSTAGE

3:00-4:20 PM

Keynotes

9:00 AM

EXHIBIT HALL OPENS

TRACK 1

TRACK 2

TRACK 3

TRACK 4

10:45-11:05 AM

Digital Innovators: How To Design Best-In-Class Customer Experiences

CMOs Strategies for Retaining Customer Attention when Content Becomes Ubiquitous

Six Strategic Initiatives Every Retail Leader should Evaluate to Transform Stores

Executives' Guide To Agentic AI: What It Is And Where Retailers Need To Start

11:05-11:25 AM

The Streaming Storefront: Selling On Social Platforms As Part Of A Commerce Strategy

Loyalty Programs: Incremental Impacts of Transactional Versus Relationship-Based Offerings

Building Stores Designed to Improve Cross-Channel Conversion

Preparing Your Business Strategy for the Impact of Agentic AI

11:35-11:55 AM

A Digital Leader's Guide To The Impact Of AI On Commerce Roles

How CMOs Rationalize the Marketing Tech Stack to Keep Budgets Intact

Accelerating and Elevating Expertise: How AI is Helping Retailers Train and Maintain Associates

Innovative Startup Tech: What Retailer and Brand Leaders are Most Excited About

11:55 AM-12:15 PM

Strategies For Converting And Sustaining Subscription Service Customers

Personalized Marketing: What Successful Strategies Have in Common

Stores as Fulfillment Centers: Best Practices for Maximizing Profits and Minimizing Costs

Build Versus Buy: How Decision Makers are Rethinking Tech Direction in the Age of AI

12:25-12:45 PM

The State Of Headless Commerce & The Future Of Platforms

Full-Funnel Retail Media Programs that Work for Retailers and Brands

AI and its Impact on the Future of Product Assortment Strategies

KPIs Versus OKRs: How C-Level Executives Find the Right Balance for Measuring Success

12:45-1:05 PM

Winning Media-Motivated Consumers: Using Video And Audio To Increase Conversion

Building and Maintaining a Solid Reputation in the Era of AI Search

Retaining Control with a Strategic Mix of Owned, Marketplace and Dropship Inventory

Capturing Customer ID: Best Practices that Lead to Enriched Customer Profiles

1:15-1:35 PM

The Consumer's Path To Purchase: Removing Cross-Channel Friction

Retail Media: Data-Driven Insights for Channel Mix Decision-Making

Returns Practices and Policies to Maximize Revenue Retention

Making the Move from Personas to Profiles With Individualized Customer Understanding

1:35-1:55 PM

Best Practices And The Real Impact Of Optimized Checkout Experiences

The Role of Influencers: How to Find and Design Partnerships that Work

Faster Fulfillment and the Case for Expedited Last Mile Delivery

Real-Time Reporting: How Rapid Insights Lead to Better Decisions

3:00 PM

MAINSTAGE

3:00-3:10 PM

Welcome Back To Shoptalk Opening Remarks & Recap Day 1

3:10-3:30 PM

Keynote Session:
Shifting Expectations Of AI-Savvy Consumers

3:30-3:50 PM

Keynote Session:
Futureproofing For Retailers And Brands

3:50-4:10 PM

Keynote Session:
Shoptalk Original Research - State Of Retail

4:10-4:20 PM

Shoptalk 2027 - Day 2
A Virtual Tour Of What's In Store

5:00 PM

EXHIBIT HALL CLOSES

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9:00 AM-5:00 PM

Hours subject to change

TRACK SESSIONS

9:25-10:55 AM

Disruptor Spotlights

MAINSTAGE

1:40-3:00 PM

Keynotes

9:00 AM

EXHIBIT HALL OPENS

TRACK 1

Disruptor Spotlight: Digital Engagement

Two sessions, 9:25 and 9:45 AM

TRACK 2

Disruptor Spotlight: Marketing

Two sessions, 9:25 and 9:45 AM

TRACK 3

Disruptor Spotlight: Stores

Two sessions, 9:25 and 9:45 AM

TRACK 4

Disruptor Spotlight: Retail Data & Insights

Two sessions, 9:25 and 9:45 AM

9:25-10:05 AM

10:15-10:55 AM

Disruptor Spotlight: Commerce
Two sessions, 10:15 and 10:35 AM

Disruptor Spotlight: Advertising
Two sessions, 10:15 and 10:35 AM

Disruptor Spotlight: Product & Fulfillment
Two sessions, 10:15 and 10:35 AM

Disruptor Spotlight: Retail Strategy
Two sessions, 10:15 and 10:35 AM

1:40 PM

MAINSTAGE

1:40-1:50 PM
Welcome Back To Shoptalk Opening Remarks & Recap Day 2

1:50-2:10 PM
Keynote Session: Mindsets Of Retail Disruptors

2:10-2:30 PM
Keynote Session: Realities Of Retail Myths

2:30-2:50 PM
Keynote Session: Shoptalk Takeaways

2:50-3:00 PM
Shoptalk 2027 - Day 3 Thank You!

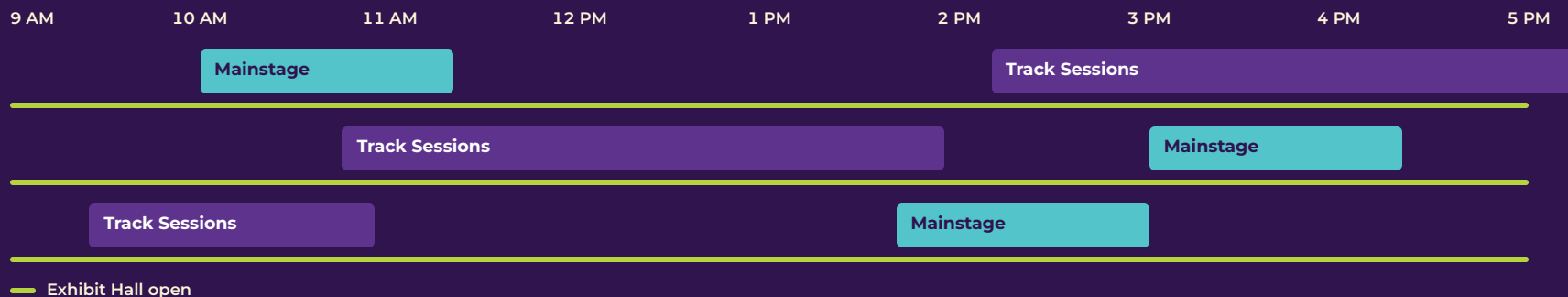
5:00 PM

EXHIBIT HALL CLOSES

The final Mainstage session ends at 3:00 PM.

The Exhibit Hall stays open until 5:00 PM.

ALL THREE DAYS



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