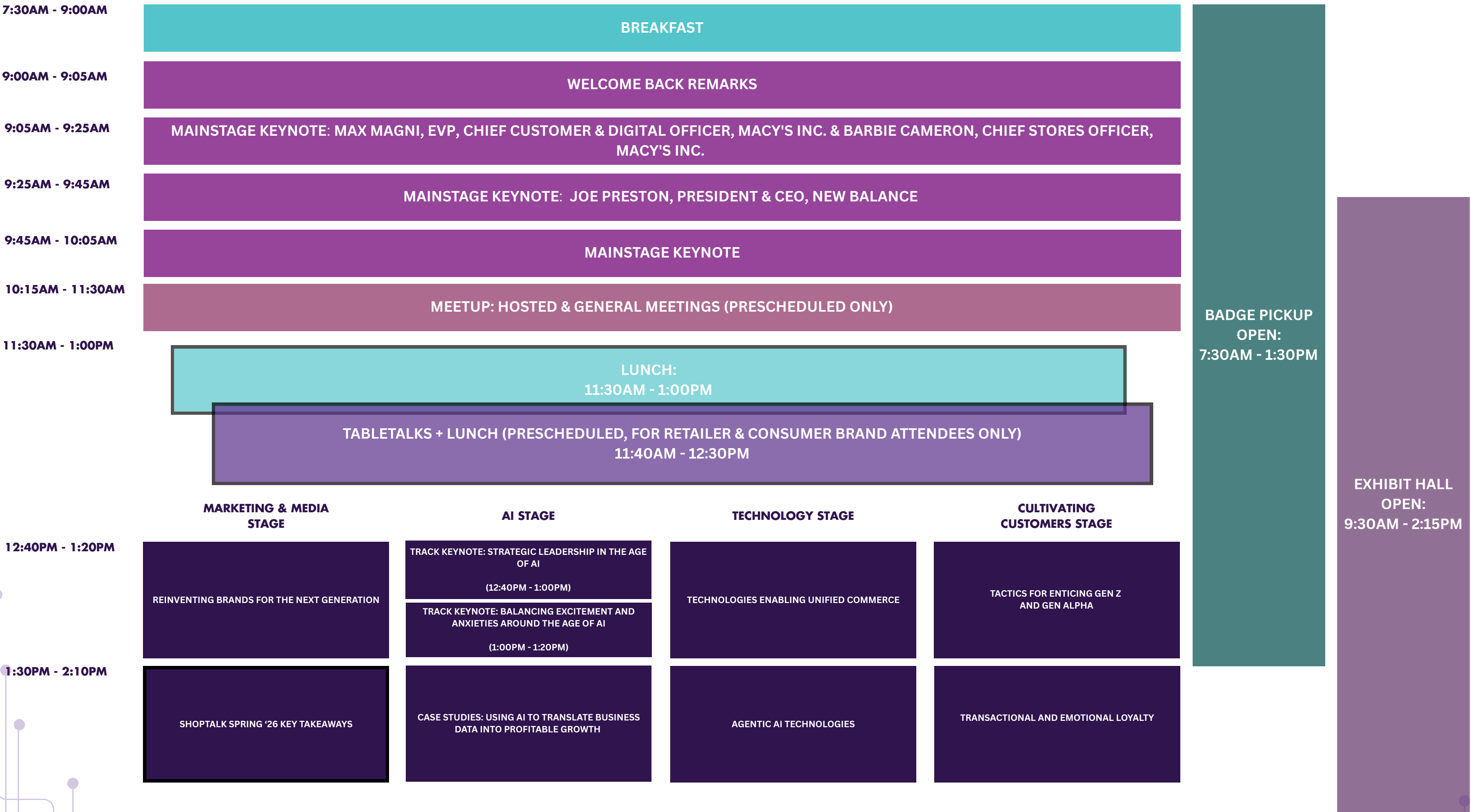


8:00AM - 9:30AM	BREAKFAST					
	MARKETING & MEDIA STAGE	AI STAGE	TECHNOLOGY STAGE	CULTIVATING CUSTOMERS STAGE	TACTICAL LAB SESSIONS: AI	TACTICAL LAB SESSIONS: MARKETING, GROWTH, AND EXPERIENCE
9:30AM - 10:10AM	NEW MARKET KEYNOTES: VISIONS FOR THE FUTURE OF MARKETING AND BRANDING	INSIGHTS: NEW RESEARCH ON CONSUMER ATTITUDES TOWARD AI	STARTUP PITCH: TECHNOLOGIES REINVENTING CUSTOMER EXPERIENCE	CASE STUDIES: WINNING CUSTOMERS THROUGH NOSTALGIA	BUILDING AND DEPLOYING AI AGENTS	PLANNING AND EXECUTING A POP- UP RETAIL EXPERIENCE
10:20AM - 11:00AM	RETAIL MEDIA INNOVATION: RETAILER+BRAND CASE STUDIES	USING AI TO AMP UP PERSONALIZATION (10:20AM - 10:40AM)	STARTUP PITCH: TECHNOLOGIES DRIVING OPERATIONAL EFFICIENCIES	STORES AS VENUES FOR CONNECTION	TACTICS FOR AEO AND GEO	TACTICS FOR SELECTING INFLUENCERS ALIGNED WITH BRAND VALUES AND AUDIENCE
		USING AI TO AMP UP PERSONALIZATION (10:40AM - 11:00AM)				
12:00PM - 12:40PM	INNOVATIVE APPROACHES TO MARKETING ACROSS THE CUSTOMER JOURNEY	DEBATE: AI AGENTS WILL / WILL NOT TRANSFORM RETAIL	PERSPECTIVES FROM INVESTORS ON TOMORROW'S CRUCIAL RETAIL TECHNOLOGIES	TRACK KEYNOTE: USING CUSTOMER DATA FOR EFFECTIVE MERCHANDISING (12:00PM - 12:20PM)	LEVERAGING AI TO IMPROVE PDPS	NEW INNOVATION MODELS TO DELIVER BREAKTHROUGH GROWTH
				USING CUSTOMER DATA FOR EFFECTIVE MERCHANDISING (12:20PM - 12:40PM)		
12:30PM - 2:45PM	LUNCH: 12:30PM - 2:00 PM					
	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY): 1:30PM - 2:45PM					
3:00PM - 3:15PM	OPENING REMARKS					
3:15PM - 3:35PM	MAINSTAGE KEYNOTE: NIRAJ SHAH, CEO & CO-CHAIR, WAYFAIR					
3:35PM - 3:55PM	MAINSTAGE KEYNOTE: NICOLA MENDELSON, HEAD OF GLOBAL BUSINESS GROUP, META					
3:55PM - 4:15PM	MAINSTAGE KEYNOTE: CHRISTINE BARONE, CEO, DUTCH BROS & TANA DAVILA, CHIEF MARKETING OFFICER, DUTCH BROS					
4:25PM - 5:05PM	MARKETING & MEDIA STAGE	WELCOME RECEPTION 4:00PM - 5:05 PM				
	SHOPTALK AFTER HOURS: THE RETAIL RUMBLE 4:25PM - 5:05PM					

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

EXHIBIT HALL
OPEN:
9:00AM - 5:15PM

8:00AM - 9:30AM	BREAKFAST						BADGE PICKUP OPEN: 7:30AM - 5:30PM	EXHIBIT HALL OPEN: 9:00AM - 5:30PM
9:30AM - 10:10AM	MARKETING & MEDIA STAGE	AI STAGE	TECHNOLOGY STAGE	CULTIVATING CUSTOMERS STAGE	TACTICAL LAB SESSIONS: AI	TACTICAL LAB SESSIONS: MARKETING, GROWTH, AND EXPERIENCE		
	BUILDING AND OPTIMIZING SOCIAL MEDIA STRATEGIES TODAY	RAPID FIRE: ASSESSING THE MOST IMPACTFUL AI APPLICATIONS	INSIGHTS ON THE FUTURE OF RETAIL FROM TRANSFORMATIVE TECHNOLOGY LEADERS	ENGINEERING SERENDIPITY TO INSPIRE PURCHASES	SETTING AI INVESTMENT PRIORITIES FOR ECOMMERCE	UNLOCKING RETAIL MEDIA MEASUREMENT		
10:20AM - 11:00AM	MAXIMIZING THE RETURN ON INFLUENCER MARKETING	AI APPLICATIONS FOR IN-STORE PHYSICAL RETAIL	TECHNOLOGIES TRANSFORMING MARKETING AND ADVERTISING	CASE STUDIES: REDEFINING SITE SEARCH AND DISCOVERY	EVALUATING AND SELECTING GENERATIVE AI SOLUTIONS FOR MARKETING	INCORPORATING VIDEO INTO STORYTELLING		
11:10AM - 11:50AM	DEBATE: YOUR NEXT BRAND AMBASSADOR WILL / WILL NOT BE AI	USING AI TO OPTIMIZE OPERATIONS	DRIVING COSTS OUT OF FULFILLMENT AND DELIVERY	INSIGHTS: NEW RESEARCH ON CONSUMER ATTITUDES AND BEHAVIORS	ACCELERATING CORPORATE AI ADOPTION WHILE CONTROLLING BUSINESS RISK	BUILDING A PROFESSIONAL BRAND ON SOCIAL MEDIA		
12:00PM - 2:30PM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY): 12:00PM - 1:15PM							
	LUNCH: 1:00PM - 2:30 PM							
	TABLETALKS + LUNCH (PRESCHEDULED, FOR RETAILER & CONSUMER BRAND ATTENDEES ONLY): 1:30PM - 2:15PM							
2:25PM - 2:30PM	WELCOME BACK REMARKS							
2:30PM - 2:50PM	MAINSTAGE KEYNOTE: HILLARY SUPER, CEO, VICTORIA'S SECRET							
2:50PM - 3:10PM	MAINSTAGE KEYNOTE: DMITRY SHEVELENKO, CHIEF BUSINESS OFFICER, PERPLEXITY							
3:10PM - 3:30PM	SHOPTALK'S RETAIL ZEITGEIST							
4:20PM - 5:30PM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)							
8:00PM - 10:30PM	SHOPTALK BEACH PARTY							



GET YOUR TICKET TO SHOPTALK SPRING TODAY!

GET TICKETS

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