

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
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
RETAIL MEDIA INNOVATION: RETAILER+BRAND CASE STUDIES	USING AI TO AMP UP PERSONALIZATION (10:20AM - 10:40AM)	USING AI TO AMP UP PERSONALIZATION (10:40AM - 11:00AM)	STARTUP PITCH: TECHNOLOGIES DRIVING OPERATIONAL EFFICIENCIES	STORES AS VENUES FOR CONNECTION	TACTICS FOR SELECTING INFLUENCERS ALIGNED WITH BRAND VALUES AND AUDIENCE
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

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

MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY):  
1:30PM - 2:45PM

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

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

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
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
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
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

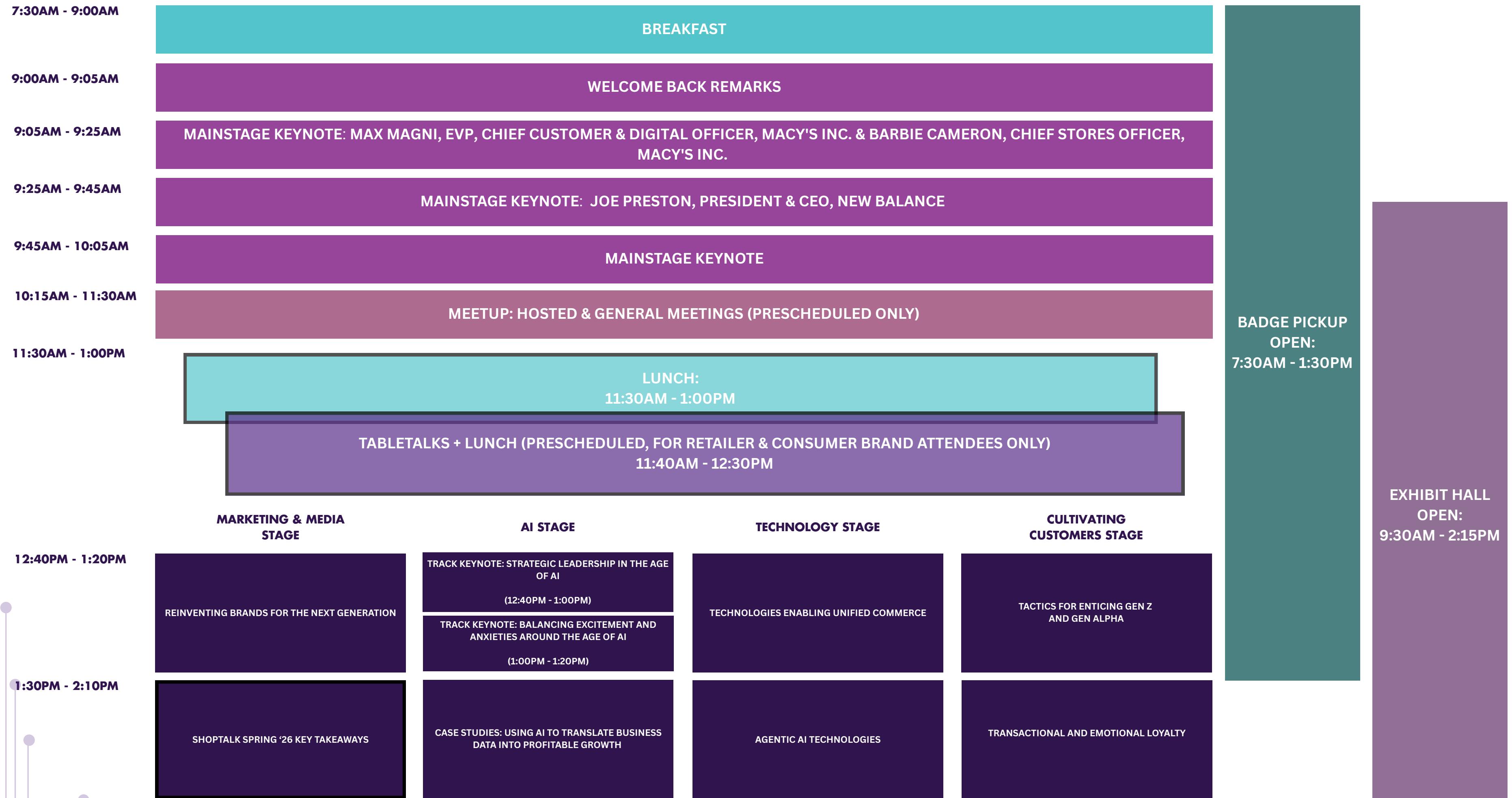
MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)

8:00PM - 10:30PM

SHOPTALK BEACH PARTY

BADGE PICKUP  
OPEN:  
7:30AM - 5:30PM

EXHIBIT HALL  
OPEN:  
9:00AM - 5:30PM



**GET YOUR TICKET TO SHOPTALK SPRING TODAY!**

[GET TICKETS](#)