

8:00AM - 9:30AM

BREAKFAST

9:30AM - 10:10AM

THE MARKETING & MEDIA STAGE	THE AI STAGE	THE TECHNOLOGY STAGE	THE CUSTOMER ENGAGEMENT STAGE	TACTICAL LAB A	TACTICAL LAB B
TRACK KEYNOTE: VISIONS FOR THE FUTURE OF MARKETING & 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)				

11:00AM - 12:00PM

NETWORKING BREAK: 11:00AM - 12:00PM

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: CHRISTINE BARONE, CEO, DUTCH BROS & TANA DAVILA, CHIEF MARKETING OFFICER, DUTCH BROS

3:55PM - 4:15PM

MAINSTAGE KEYNOTE: NICOLA MENDELSON, HEAD OF GLOBAL BUSINESS GROUP, META

4:25PM - 5:05PM

MARKETING & MEDIA STAGE	WELCOME RECEPTION
SHOPTALK AFTER HOURS: THE RETAIL RUMBLE 4:25PM - 5:05PM	4:00PM - 5:05 PM

5:30PM - 7:30PM

INDUSTRY NIGHT (FOR RETAILER & CONSUMER BRAND ATTENDEES ONLY)

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

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

8:00AM - 9:30AM

BREAKFAST

9:30AM - 10:10AM

THE MARKETING & MEDIA STAGE	THE AI STAGE	THE TECHNOLOGY STAGE	THE CUSTOMER ENGAGEMENT STAGE	TACTICAL LAB A	TACTICAL LAB B
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	DEVELOPING HIGH IMPACT VIDEO STORYTELLING FOR YOUR BRAND
---	--	---	--	--	--

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: JORDAN BROGGI, EVP & PRESIDENT, ONLINE, THE HOME DEPOT & ANGIE BROWN, EVP & CHIEF INFORMATION OFFICER, THE HOME DEPOT

3:10PM - 3:30PM

SHOPTALK'S RETAIL ZEITGEIST

3:35PM - 4:20PM

NETWORKING BREAK:
3:35PM - 4:20PM

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

7:30AM - 9:00AM

BREAKFAST

9:00AM - 9:05AM

WELCOME BACK REMARKS

9:05AM - 9:25AM

MAINSTAGE KEYNOTE: MAX MAGNI, EVP, CHIEF CUSTOMER & DIGITAL OFFICER, MACY'S INC. & BARBIE CAMERON, CHIEF STORES OFFICER, MACY'S INC.

9:25AM - 9:45AM

MAINSTAGE KEYNOTE: JOE PRESTON, PRESIDENT & CEO, NEW BALANCE

9:45AM - 10:05AM

MAINSTAGE KEYNOTE: JESSICA ALBA, FOUNDER, THE HONEST COMPANY & TRAVIS KATZ, VP/GM OF YOUTUBE SHOPPING, YOUTUBE

10:15AM - 11:30AM

MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)

11:30AM - 1:00PM

LUNCH:
11:40AM - 1:15PM

BADGE PICKUP
OPEN:
7:30AM - 1:30PM

TABLETALKS + LUNCH (PRESCHEDULED, FOR RETAILER & CONSUMER BRAND ATTENDEES ONLY)
11:40AM - 12:30PM

EXHIBIT HALL
OPEN:
9:30AM - 2:15PM

THE MARKETING & MEDIA STAGE

THE AI STAGE

THE TECHNOLOGY STAGE

THE CUSTOMER ENGAGEMENT STAGE

12:40PM - 1:20PM

REINVENTING BRANDS FOR THE NEXT GENERATION

TRACK KEYNOTE: STRATEGIC LEADERSHIP IN THE AGE OF AI

(12:40PM - 1:00PM)

TRACK KEYNOTE: BALANCING EXCITEMENT AND ANXIETIES AROUND THE AGE OF AI

(1:00PM - 1:20PM)

TECHNOLOGIES ENABLING UNIFIED COMMERCE

TACTICS FOR ENTICING GEN Z AND GEN ALPHA

1:30PM - 2:10PM

SHOPTALK SPRING '26
KEY TAKEAWAYS

CASE STUDIES: USING AI TO TRANSLATE BUSINESS DATA INTO PROFITABLE GROWTH

AGENTIC AI TECHNOLOGIES

TRANSACTIONAL AND EMOTIONAL LOYALTY

GET YOUR TICKET TO SHOPTALK SPRING TODAY!

GET TICKETS 

[SPRING.SHOPTALK.COM](https://spring.shoptalk.com) | IMAGINE WHAT RETAIL DOES NEXT