SHOPTALK SPRING

MONDAY, MARCH 22

March 22-24, 2027 · Mandalay Bay, Las Vegas

AT A GLANCE

EXHIBIT HALL	MAINSTAGE	NETWORKING BREAK	MEETUP	TRACK SESSIONS
9:00 AM-5:30 PM	10:00-11:30 AM	11:00 AM-12:00 PM	11:45 AM-1:00 PM	2:10-5:20 PM
Hours subject to change	Keynotes		One-to-one meetings	Four tracks

9:00 AM — EXHIBIT HALL OPENS

10:00 AM MAINSTAGE

10:00-10:10 AM	10:10-10:30 AM	10:30-10:50 AM	10:50-11:10 AM	11:10-11:30 AM
Welcome Remarks & State of Retail	Keynote Session: **Mastering Customer Experience**	Keynote Session: **Operational Excellence**	Keynote Session: **Retail In The Age Of AI**	Shoptalk 2027 - Day 1 **A Virtual Store Tour**

	TRACK 1	TRACK 2	TRACK 3	TRACK 4
2:10-2:30 PM	Personalized Commerce: Digital Leaders Redefining Value and Relevance	The New State of MarTech: How AI Improves ROI of Acquisition and Retention	Designing the Digital Store: Aligning Tech Priorities to Your Customers' Unique Preferences	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
5:00-5:20 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

5:30 PM — EXHIBIT HALL CLOSES

THE ANNUAL BEACH PARTY **Tuesday, March 23 · 8:00-10:30 PM · Mandalay Bay Beach**

View Web Agenda | **Get Ticket**

All times PT (Las Vegas local time). Schedule as of Nov. 2, 2026 and subject to change.

SHOPTALK SPRING

2027 AGENDA · DAY 2

TUESDAY, MARCH 23

March 22-24, 2027 · Mandalay Bay, Las Vegas

AT A GLANCE	EXHIBIT HALL	MEETUP	TRACK SESSIONS	MAINSTAGE
	8:30 AM-6:00 PM Hours subject to change	**9:15-10:30 AM** **4:30-5:45 PM** One-to-one meetings	**10:45 AM-1:55 PM** Four tracks	**3:00-4:20 PM** Keynotes

8:30 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	3:10-3:30 PM	3:30-3:50 PM	3:50-4:10 PM	4:10-4:20 PM
Welcome Back To Shoptalk Opening Remarks & Recap Day 1	Keynote Session: **Shifting Expectations Of AI-Savvy Consumers**	Keynote Session: **Futureproofing For Retailers And Brands**	Keynote Session: **Shoptalk Original Research - State Of Retail**	Shoptalk 2027 - Day 2 **A Virtual Tour Of What's In Store**

6:00 PM — EXHIBIT HALL CLOSES

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SHOPTALK SPRING

WEDNESDAY, MARCH 24

March 22-24, 2027 · Mandalay Bay, Las Vegas

AT A GLANCE

EXHIBIT HALL	TRACK SESSIONS	MEETUP	MAINSTAGE
9:00 AM-3:00 PM	9:25-10:55 AM	10:45 AM-12:00 PM	1:40-3:00 PM
Hours subject to change	Disruptor Spotlights	One-to-one meetings	Keynotes

9:00 AM — EXHIBIT HALL OPENS

	TRACK 1	TRACK 2	TRACK 3	TRACK 4
9:25-10:05 AM	Disruptor Spotlight: Digital Engagement Two sessions, 9:25 and 9:45 AM	Disruptor Spotlight: Marketing Two sessions, 9:25 and 9:45 AM	Disruptor Spotlight: Stores Two sessions, 9:25 and 9:45 AM	Disruptor Spotlight: Retail Data & Insights Two sessions, 9:25 and 9:45 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

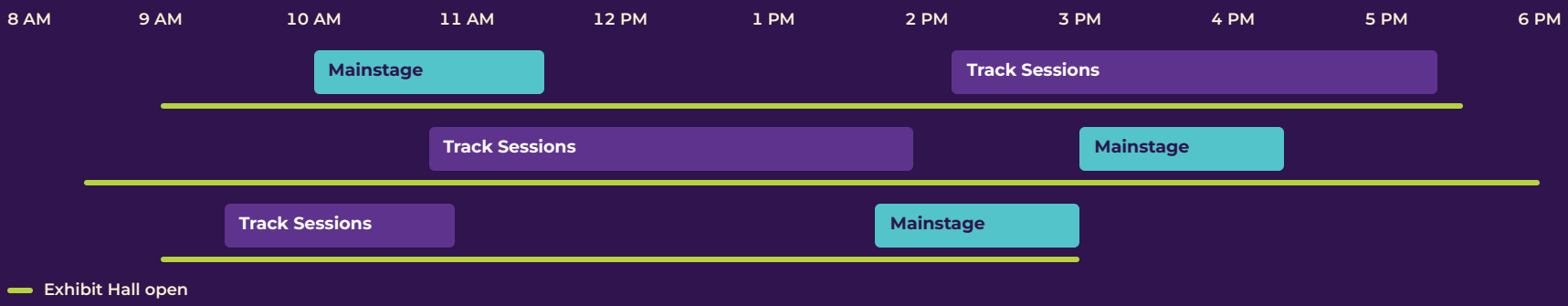
1:40 PM MAINSTAGE

1:40-1:50 PM	1:50-2:10 PM	2:10-2:30 PM	2:30-2:50 PM	2:50-3:00 PM
Welcome Back To Shoptalk Opening Remarks & Recap Day 2	Keynote Session: **Mindsets Of Retail Disruptors**	Keynote Session: **Realities Of Retail Myths**	Keynote Session: **Shoptalk Takeaways**	Shoptalk 2027 - Day 3 **Thank You!**

3:00 PM — EXHIBIT HALL CLOSES

> **The final Mainstage session ends at 3:00 PM.**
> The Exhibit Hall also closes at 3:00 PM.

ALL THREE DAYS



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