

9:00AM - 10:00AM	FIRST-TIMERS BREAKFAST				
9:30AM - 10:30AM	BREAKFAST				
11:00AM - 11:15AM	OPENING REMARKS				
11:15AM - 11:35AM	MAINSTAGE KEYNOTE: HAL LAWTON, PRESIDENT & CEO, TRACTOR SUPPLY				
11:35AM - 11:55AM	MAINSTAGE KEYNOTE: TARA SIMON, PRESIDENT, THE AMERICAS & LISA SEQUINO, PRESIDENT, MAKEUP CLUSTER, THE ESTÉE LAUDER COMPANIES				
11:55AM - 12:15PM	MAINSTAGE KEYNOTE: SARA FOSTER, CO-FOUNDER & CO-CEO, FAVORITE DAUGHTER				
12:15PM - 2:00PM	LUNCH 12:15PM - 2:00PM				
	TABLETALKS + LUNCH (PRESCHEDULED, FOR RETAILER & CONSUMER BRAND ATTENDEES ONLY): 12:30PM - 1:20PM				
1:45PM - 2:55PM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY) 1:45PM - 2:55PM				
2:45PM - 4:25PM	NETWORKING BREAK				
	RETAIL EXCELLENCE	BRAND STORYTELLING	UNDERSTANDING THE CUSTOMER	STUDIO 1: TACTICAL WORKSHOP	STUDIO 2: TOWN HALL
3:25PM - 4:05PM	TRACK KEYNOTE: THE NEXT EVOLUTION OF COMMERCE	TRACK KEYNOTE: BRAND STORYTELLING THAT DELIGHTS AND PERFORMS	INSIGHTS ON CUSTOMER SENTIMENT: DEMOGRAPHICS, PSYCHOGRAPHICS, GEOGRAPHIES	RETOOLING YOUR ECOMMERCE TECH STACK	THE EVOLVING ROLE OF PHYSICAL STORES
4:15PM - 4:55PM	DELIVERING PERSONALIZATION THAT DRIVES ENGAGEMENT AND TRANSACTIONS	MONETIZING VIDEO: NEW APPROACHES TO ENDORSEMENTS, PRODUCT INTEGRATIONS, AND MORE	TRACK KEYNOTE: CREATING SHOPPING EXPERIENCES FOR TODAY'S CONSUMER (4:15PM - 4:35PM)	TRANSPARENT COMMUNICATION: WHAT TECH BUYERS AND SELLERS NEED FROM EACH OTHER	KEEPING UP WITH THE CONSUMER
			CREATING SHOPPING EXPERIENCES FOR TODAY'S CONSUMER: A CONVERSATION (4:35PM - 4:55PM)		
5:05PM - 5:45PM	INSIGHTS: NEW RESEARCH ON ONLINE SHOPPER NEEDS AND EXPECTATIONS	BENCHMARKING THE SUCCESS OF BRAND/ENTERTAINMENT PARTNERSHIPS	CASE STUDIES: ADAPTING TO FAST-CHANGING MARKET CONDITIONS	MEASURING AND IMPROVING COMPANY SUSTAINABILITY	THE FUTURE OF MARKETING
6:00PM - 8:30PM	RETAILER & CONSUMER BRAND DINNERS				

BADGE PICKUP
OPEN
7:30AM - 6:00PM

EXHIBIT HALL
OPEN
9:30AM - 6:00PM

8:30AM - 10:00AM	BREAKFAST					BADGE PICKUP OPEN 7:00AM - 6:00PM	EXHIBIT HALL OPEN 8:30AM - 6:00PM
	RETAIL EXCELLENCE	BRAND STORYTELLING	UNDERSTANDING THE CUSTOMER	STUDIO 1: TACTICAL WORKSHOP	STUDIO 2		
9:00AM - 9:40AM	BRAND STRATEGIES FOR LEVERAGING MARKETPLACES	INSIGHTS: HOW ENTERTAINMENT AND MEDIA HABITS ARE SHIFTING	DISCOUNTS, VALUE MENUS, AND SERVING THE PRICE-CONSCIOUS CONSUMER	BUILDING A SUCCESSFUL PITCH DECK FOR STARTUPS AND ENTREPRENEURS	PITCH ME: THREE VENDORS ON BUILDING A CONTEMPORARY LOYALTY PROGRAM		
9:50AM - 10:30AM	DESIGNING NEW APPROACHES TO DIGITAL DISCOVERY	INNOVATIONS IN VIDEO AND SOCIAL SHOPPING	LISTENING TO THE CUSTOMER: CRM, CROWDSOURCING, AND CULTIVATING FANDOM	TECH-ENHANCED MERCHANDISING	OVERHYPED! BLUNT TAKES ON HOT (OR NOT) TECHNOLOGIES		
10:30AM - 12:00PM	NETWORKING BREAK						
10:45AM - 11:55AM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)						
12:00PM - 2:00PM	LUNCH 12:00PM - 2:00PM						
	TABLETALKS + LUNCH (PRESCHEDULED, FOR RETAILER & CONSUMER BRAND ATTENDEES ONLY): 12:15PM - 1:05PM						
1:30PM - 1:40PM	WELCOME BACK REMARKS						
1:40PM - 2:00PM	MAINSTAGE KEYNOTE: GREG SCHWARTZ, CEO, STOCKX						
2:00PM - 2:20PM	MAINSTAGE KEYNOTE: PATRICK NOMMENSEN, PRESIDENT, STRATEGIC INITIATIVES, TIKTOK SHOP & HUDSON LEOGRANDE, FOUNDER & CEO, COMFRT						
2:20PM - 2:40PM	MAINSTAGE KEYNOTE: CHRISTINE CHANG, CO-FOUNDER & CO-CEO, GLOW RECIPE						
2:55PM - 4:05PM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)						
3:00PM - 4:30PM	NETWORKING BREAK						
	RETAIL EXCELLENCE	BRAND STORYTELLING	UNDERSTANDING THE CUSTOMER	STUDIO 1	STUDIO 2		
4:15PM - 4:55PM	CASE STUDIES: HOW AI AGENTS ELEVATE THE CUSTOMER JOURNEY	LEVERAGING PRODUCT DROPS AND COLLABS TO DRIVE AWARENESS AND SALES	TEEN SHOPPERS' NO-CAP VIEWS ON BRANDS AND RETAIL	A CHANGE MANAGEMENT TOOLKIT: MANAGING SUCCESSFULLY IN FAST- EVOLVING SITUATIONS	DEBATING AI MARKETING CONTENT: AI IS THE FUTURE OF CREATIVE		
5:05PM - 5:45PM	TECH SPOTLIGHT: FRICTIONLESS ECOMMERCE TECHNOLOGIES	TECH SPOTLIGHT: INTERACTIVE ENTERTAINMENT, GAMIFICATION, AND MORE	TECH SPOTLIGHT: SOLUTIONS ENABLING OPERATIONAL AGILITY	RETAIL AI COUNCIL PRESENTS: RISING AI ROCKSTARS	HANDS-ON SESSION: FROM AI LITERACY TO LIVE AGENTS IN 45 MINUTES		
8:30PM - 10:30PM	SHOPTALK FALL PARTY						

8:30AM - 10:00AM	BREAKFAST				BADGE PICKUP OPEN 7:30AM - 2:00PM	EXHIBIT HALL OPEN 8:30AM - 2:15PM
9:00AM - 9:10AM	WELCOME BACK REMARKS					
9:10AM - 9:30AM	MAINSTAGE KEYNOTE: AMME MEHLMAN, BRAND PRESIDENT & CARLY GOMEZ, CHIEF MARKETING OFFICER, CROCS					
9:30AM - 9:50AM	MAINSTAGE KEYNOTE: KELLY COOK, CEO & ELINA VILK, PRESIDENT & CHIEF BUSINESS OFFICER, DAVID’S BRIDAL					
9:50AM - 10:10AM	MAINSTAGE KEYNOTE: MARC MASTRONARDI, PRESIDENT, EQUINOX					
10:25AM - 11:35AM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)					
11:15AM - 12:45PM	LUNCH					
	RETAIL EXCELLENCE	BRAND STORYTELLING	UNDERSTANDING THE CUSTOMER	STUDIO 1: ASK ME ANYTHING		
12:00PM - 12:20PM	TRACK KEYNOTE: EXAMINING THE STORE’S ROLE IN CONNECTED COMMERCE STRATEGY	TRACK KEYNOTE: AMPLIFYING BRAND VOICE THROUGH TALENT AND CONTENT	HOLISTIC MERCHANDISING: LEVERAGING ORG-WIDE DATA STREAMS FOR BETTER PLANNING	ASK ME ANYTHING: JASON LAROSE, CEO, BOMBAS (12:00 - 12:30)		
12:30PM - 1:10PM	DRIVING LOYALTY VIA OMNICHANNEL CONVENIENCE	CASE STUDIES: DESIGNING IMMERSIVE AND EXPERIENTIAL STORES	DEMAND SENSING FOR AGILE AND RESILIENT SUPPLY CHAINS	ASK ME ANYTHING: DANA STEINFELD, CHIEF BLUE SKY & INNOVATION OFFICER & MOLLY KENNEDY, SVP, MARKETING, MAESA (12:30 - 12:50)		
				ASK ME ANYTHING: SPEAKER TBA (12:50 - 1:10)		
1:20PM - 2:00PM	THE STORE-ECOMMERCE GROWTH CONNECTION	SHOPTALK FALL KEY TAKEAWAYS	FULFILLMENT AND DELIVERY: EXCEEDING CUSTOMER EXPECTATIONS	ASK ME ANYTHING: SCOTT DEVLIN, CHIEF INFORMATION OFFICER, THE VITAMIN SHOPPE (1:20 - 1:40)		
				ASK ME ANYTHING: MARIE DRISCOLL, ADJUNCT PROFESSOR, THE NEW SCHOOL (1:40 - 2:00)		

JOIN US IN NASHVILLE FOR SHOPTALK FALL 2026!