



NRF 2023 Retail's Big Show
January 13th to 19th

CUSTOM GUIDE



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VTEx **EXP**



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EICOM INSTITUTE

EICOM is a vanguard institution that provides high quality education and certification to all levels of professionals within the Commerce field. We educate and support commerce professionals to develop a digital transformation strategy.

EICOM Institute has impacted 2,000+ digital professionals across 30+ countries and worked directly with a range of diverse multinational companies. The call to action is one: Accelerate your digital commerce knowledge to unlock the solutions of tomorrow.



HOW TO USE THIS GUIDE



CHOOSE YOUR
PERSONA



BROWSE THE
AGENDAS



CRAFT YOUR
IDEAL SCHEDULE



LET'S GO!

STARTUP
MINDSET

Starting the digitalisation process of your company. Building step by step the vision of transformation that digital is bringing to your business. Developing people skills inside company to run this digitalisation.

HIGH
PERFORMANCE

Challenging people, businesses and processes with models of efficiency and greater profitability than its competitors. Huge focus on digital channels in all projects that bring streams of revenue to your business.

DISRUPTORS
& CREATORS

Leading the change of business model in your segment, establishing a new Status Quo. Innovating in the way of doing and finding the result.



The EICOM tour, identified through our icon, are the sessions our team will be attending. **Join us on the NRF journey.**



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DAY ONE

15TH JANUARY

STARTUP MINDSET

KEYNOTE SESSIONS

Javits North, Level 5, SAP Theatre

8h20 - 8h45	<p>The Huddle with John Furner, Walmart US CEO, and Harvard Business School's Dr. James Cash live.</p> <p><i>How do you build a diversity-based learning culture to have a high-performance team?</i></p> <p>#culture #diversity #workforceretention</p>	
8h45 - 9h20	<p>Off-price luxury writes path to success in uncertain times: A conversation with Saks OFF 5TH President & CEO Paige Thomas</p> <p><i>How do you build a luxury-OFF sales strategy within a luxury company?</i></p> <p>#saksoff5th #breakthrough</p>	
9h20 - 9h45	<p>Charting its own course: Macy's, Inc. Chairman and CEO Jeff Gennette on leading through transformation and purpose</p> <p><i>Did you know that consumers prefer companies with a clear purpose and this can make a difference for your company to be future proof?</i></p> <p>#purpose #digitalisation #futureproofcompany</p>	
10h	<p>Walk to your session.</p> <p>Grab your coffee or water and take a break to take some notes.</p>	

EXPO SESSIONS

10h30 - 11h	<p>The store of the future is less about the store and more about the business model</p> <p>Javits North Level 4, Room 404, Twilio Stage</p> <p><i>Should you plan your business to measure customer lifetime value from the beginning of your digital journey?</i></p> <p>#purpose #digitalisation #futureproofcompany</p>	
11h - 11h30	<p>What are omnichannel retail leaders doing that you aren't? produced by Manhattan</p> <p>Expo, Level 3, Expo Stage 4</p> <p><i>How can researching diverse digital competitors generate insights for my 2023 digital plan?</i></p> <p>#instore #buyingjourney #customerexperience</p>	
11h45 - 12h15	<p>Building and deploying mobile POS and RFID natively by Amazon Web Services</p> <p>Expo, Level 3, Expo Stage 5</p> <p><i>How do you create business opportunities based on an in-store digital experience?</i></p> <p>#POS #RFID #personalisation</p>	
11h30 - 13h30	Lunch time	
12h30 - 13h	Go to lunch or take a tour on exhibition area.	
13h - 13h30	<p>Harnessing the power of post-purchase experiences to drive customer retention and revenue produced by ParcelLab</p> <p>Expo, Level 1, Expo Stage 1</p> <p><i>Did you know that investing in retaining and repurchasing your customer base is much cheaper than acquiring a new customer?</i></p> <p>#trackingdata #userexperience</p>	
14h - 15h	<p>Maximizing ecommerce profitability for long term growth: Winning strategies from top retailers produced by VTEX</p> <p>Expo, Level 1, Expo Stage 2</p> <p><i>How to transform your ecommerce bringing profitability to your business?</i></p> <p>#ecommerce #growth</p>	
15h15 - 15h45	<p>Web3: Retail's 3 year roadmap produced by McFadyen Digital</p> <p>Expo, Level 1, Expo Stage 3</p> <p><i>How to separate the HYPE versus Web3 opportunities and create relevant strategies for your brand?</i></p> <p>#NFT #disruptors</p>	
15h30 - 16h	free time	
16h - 16h30	<p>How Caleres transformed their online commerce experience produced by Coveo</p> <p>Expo, Level 1, Expo Stage 1</p> <p><i>How do you increase your conversion rate using search and product recommendation?</i></p> <p>#search #recommendation</p>	
16h30	Time to walk around the exhibition area quickly to map out what you'd like to see more closely the next day. Start at Level 1 and visit the Startup Zone.	
17h	Take your notes, go back to the hotel, and we'll meet for dinner.	



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DAY TWO

16TH JANUARY

STARTUP MINDSET

KEYNOTE SESSIONS

Javits North, Level 5, SAP Theatre

8h - 8h45	<p>Power. Perseverance. Passion. A conversation with decorated athlete and advocate Simone Biles</p> <p><i>How can passion together with perseverance transform your journey of achievements and learning?</i></p>	#women #diversity #perseverance	
8h45 - 9h15	<p>The future of retail leadership: Target CEO Brian Cornell in conversation with top female leaders</p> <p><i>How does gender equality pave the way for female leaders who can transform their business?</i></p>	#women #leadership	
9h20 - 9h45	<p>The Visionary 2023: Lowe's Chairman and CEO Marvin Ellison, in conversation with NRF President and CEO Matthew Shay</p> <p><i>Did you know that a well-executed omnichannel strategy can be the only path to profitability for some retail companies?</i></p>	#growth #omnichannel	
9h45 - 10h15	<p>Feeding the human spirit: A conversation with Kroger CEO Rodney McMullen</p> <p><i>What's next for the grocery retailer?</i></p>	#people #associates #customerexperience	

EXPO SESSIONS

10h30 - 11h	<p>Racing into resale: Recommerce is the future for luxury but its authenticity is key</p> <p>Javits North Level 4, Room 406, UST Stage</p> <p><i>How can the luxury goods resale market combat fake products and protect brands?</i></p>	#resale #luxury #growth	
11h - 11h30	<p>Collaborative sustainability: Leveraging suppliers' sustainability stories</p> <p>Javits North Level 4, Elastic Path Stage</p> <p><i>What kind of sustainability initiatives might be relevant to your business and positively impact your customer?</i></p>	#purpose #customer #future	
11h45 - 12h15	<p>Exceeding shoppers' connected retail expectations produced by CI&T</p> <p>Expo, Level 1, Expo Stage 1</p> <p><i>How can you design a best in class connected retail experience throughout the customer journey?</i></p>	#omnichannel #customerdata #personalisation	
11h30 - 13h30	Lunch time		
12h30 - 13h15	<p>Shift happens: Choose remarkable or irrelevance produced by MarketDial</p> <p>Expo, Level 3, Expo Stage 3</p> <p><i>How does your brand need to evolve over time to stay relevant?</i></p>	#brands #retail #innovation	
13h15 - 13h45	<p>Re-imagining online holiday shopping: How luxury brands are innovating holiday shopping experiences</p> <p>Javits North Level 4, Elastic Path Stage</p> <p><i>How do you participate or create shopping holidays events?</i></p>	#metaverse #liveshopping	
14h - 14h30	<p>A look ahead to 2023: Impasse or opportunity for a new path</p> <p>Javits North Level 4, Room 406, UST Stage</p> <p><i>What to expect from 2023?</i></p>	#challenges #pandemic #inflation	
14h45 - 15h15	<p>Nourishing people and the planet: A conversation with Whole Foods Market CEO Jason Buechel</p> <p>Javits North, Level 5, SAP Theatre</p> <p><i>How does this initiative align with my business? How does it bring a purpose that generates value for my consumers?</i></p>	#people #purpose #customer	
15h15 - 15h45	<p>Exclusive preview: Insights from the sixth dunnhumby Retailer Preference Index for U.S. Grocery produced by dunnhumby</p> <p>Expo, Level 3, Expo Stage 5</p> <p><i>Why adapt to your consumer's behavior?</i></p>	#grocery #behaviour #research	
15h45 - 16h15	<p>Reimagining retail through consumer insights: A conversation with Petco CEO Ron Coughlin</p> <p>Javits North, Level 5, SAP Theatre</p> <p><i>How do you evolve your business with consumer data?</i></p>	#omnichannel #behavior #consumerinsights	
16h30	Time to dedicate yourself to selected companies in the exhibitors area, carry out your field research and have a coffee at VTEX booth 6245.		
17h	Take your notes, go back to Hotel, and we'll meet at the VTEX party.		



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DAY THREE

17TH JANUARY

STARTUP MINDSET

KEYNOTE SESSIONS

Javits North, Level 5, SAP Theatre

8h - 8h45	<p>Bringing innovation to multi-centennial brands: A conversation with LVMH Inc. Chairman and CEO Anish Melwani</p> <p><i>How does luxury retail manage to use new technologies to attract and engage new consumers with their brands?</i></p> <p>#technology #brands #luxury</p>	
8h45 - 9h15	<p>State of the US markets and economy with Charles Schwab Chief Investment Strategist Liz Ann Sonders</p> <p><i>How do you understand and apply trends that are reality in the US market that can transform your market?</i></p> <p>#investment #trends #market</p>	
9h15 - 9h45	<p>Revolutionizing luxury experiences: A conversation with Neiman Marcus Group CEO, Geoffroy van Raemdonck</p> <p><i>How can assisted sales increase the average ticket and conversion rate in the luxury market? Think about how this can be used in your company.</i></p> <p>#curation #luxury #customerexperience</p>	
9h45 - 10h15	<p>Rethinking the company associate experience with PepsiCo Foods North America's CEO Steven Williams</p> <p><i>How to understand and measure the employee experience as a strategic investment?</i></p> <p>#engagement #strategic #associate</p>	

EXPO SESSIONS

10h15 - 11h	<p>How Starbucks uses technology to re-imagine customer and employee experiences produced by Comcast Business</p> <p>Expo, Level 3, Expo Stage 4</p> <p><i>How does a customer-focused company use technology to grow its business?</i></p> <p>#people #technology #employeeexperience</p>	
	<p>Take some notes and grab a coffee</p>	
11h30 - 12h30	<p>Overcoming price challenges & anticipating ahead with AI produced by Impact Analytics</p> <p>Expo, Level 3, Expo Stage 4</p> <p><i>How do you win the competition for customers in times of recession?</i></p> <p>#inflation #pricing #artificialintelligence</p>	
11h30 - 13h30	<p>Lunch time</p>	
	<p>Time to lunch and breathe</p>	
13h15 - 13h45	<p>Top global consumer trends for retailers in 2023</p> <p>Javits North Level 4, Room 404, Twilio Stage</p> <p><i>How to understand the trends that will impact your business in 2023?</i></p> <p>#trends #retail #consumer</p>	
14 - 14h30	<p>Returns reckoning: Is the free ride over?</p> <p>Javits North Level 4, Elastic Path Stage</p> <p><i>Why can return order costs be a headache for retailers?</i></p> <p>#retail #cost #efficiency</p>	
15h - 15h30	<p>Building the foundation for superior customer experiences: How retailers can capitalize on customer and associate focused innovation</p> <p>Javits North, Level 5, SAP Theatre</p> <p><i>How do you become an efficient and profitable company and keep innovating?</i></p> <p>#customerexperience #retail #innovation</p>	
15h30 - 16h	<p>Climate action required: A business imperative with actor, writer and producer Kal Penn</p> <p>SAP Theatre, Javits North, Level 5</p> <p><i>What is the intersection between climate, clean energy and business?</i></p> <p>#changes #climate #challenges</p>	
16h30	<p>Time to dedicate yourself to selected companies in the exhibitors area, carry out your field research and have a coffee at VTEX booth 6245.</p>	
17h	<p>Take your notes, head back to the Hotel, and we'll meet for the Dinner Experience.</p>	



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DAY ONE

15TH JANUARY

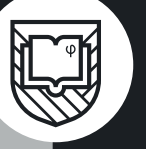

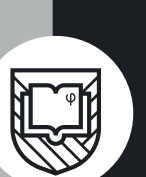
HIGH PERFORMANCE

KEYNOTE SESSIONS

Javits North, Level 5, SAP Theatre

8h20 - 8h45	<p>The Huddle with John Furner, Walmart US CEO, and Harvard Business School's Dr. James Cash live.</p> <p><i>How do you build a diversity-based learning culture in order to have a high-performance team?</i></p> <p>#culture #diversity #workforceretention</p> 
8h45 - 9h20	<p>Off-price luxury writes path to success in uncertain times: A conversation with Saks OFF 5TH President & CEO Paige Thomas</p> <p><i>How do you build a luxury-OFF sales strategy within a luxury company?</i></p> <p>#saksoff5th #breakthrough</p> 
9h20 - 9h45	<p>Charting its own course: Macy's, Inc. Chairman and CEO Jeff Gennette on leading through transformation and purpose</p> <p><i>Did you know that consumers prefer companies with a clear purpose and this can make a difference for your company to be future proof?</i></p> <p>#purpose #digitalisation #futureproofcompany</p> 
10h	<p>Walk to your session.</p> <p>Grab your coffee or water and take a break to take some notes.</p>

EXPO SESSIONS

10h30 - 11h	<p>The store of the future is less about the store and more about the business model</p> <p>Javits North Level 4, Room 404, Twilio Stage</p> <p><i>Do you understand that the customer experience in the physical store can increase the customer's lifetime value with your brand?</i></p> <p>#purpose #digitalisation #futureproofcompany</p> 
11h - 11h30	<p>Composable commerce allows Chico's to deliver a seamless brand experience produced by Amazon Web Services</p> <p>Expo, Level 3, Expo Stage 5</p> <p><i>What gains and costs are involved in working with greater freedom with the platform in the composable commerce format?</i></p> <p>#instore #techteam #brandexperience</p> 
11h45 - 12h15	<p>Building and deploying mobile POS and RFID natively by Amazon Web Services</p> <p>Expo, Level 3, Expo Stage 5</p> <p><i>How do you create business opportunities based on an in-store digital experience?</i></p> <p>#POS #RFID #personalisation</p>
11h30 - 13h30	Lunch time
12h30 - 13h	Go to lunch or take a tour on exhibition area.
13h15 - 13h45	<p>The great reshuffle: Building and sustaining a dynamic frontline workforce</p> <p>Javits North Level 4, Room 406, UST Stage</p> <p><i>How is recruiting and retaining talent important for me and my company to become future proof?</i></p> <p>#leadership #workforce #talent</p>
14h - 15h	<p>Maximizing ecommerce profitability for long term growth: Winning strategies from top retailers produced by VTEX</p> <p>Expo, Level 1, Expo Stage 2</p> <p><i>How to transform your ecommerce bringing profitability to your business?</i></p> <p>#ecommerce #growth</p> 
15h15 - 15h45	<p>From vision to reality: PVH's data management journey produced by Stibo</p> <p>Expo, Level 3, Expo Stage 3</p> <p><i>How do you organise and optimize your inventory whilst expanding stores and sales channels?</i></p> <p>#PIM #fashion #apparel</p>
15h30 - 16h	free time
16h - 16h30	<p>Delivering an interconnected retail experience through a network refresh with The Home Depot produced by Aruba</p> <p>Expo, Level 3, Expo Stage 4</p> <p><i>How can you use technology to bring a better experience for the seller inside the store and for the consumer?</i></p> <p>#omnichannel #sales #instore</p>
16h30	<p>Time to walk around the exhibition area quickly to map out what you'd like to see more closely the next day. Start at Level 1 and try to get an overview of the entire floor.</p>
17h	Take your notes, go back to the hotel, and we'll meet for dinner.



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DAY TWO

16TH JANUARY

HIGH PERFORMANCE

KEYNOTE SESSIONS

Javits North, Level 5, SAP Theatre

8h - 8h45	<p>Power. Perseverance. Passion. A conversation with decorated athlete and advocate Simone Biles</p> <p><i>How can passion together with perseverance transform your journey of achievements and learning?</i></p> <p>#women #diversity #perseverance</p>	
8h45 - 9h15	<p>The future of retail leadership: Target CEO Brian Cornell in conversation with top female leaders</p> <p><i>How does gender equality pave the way for female leaders who can transform their business?</i></p> <p>#women #leadership</p>	
9h20 - 9h45	<p>The Visionary 2023: Lowe's Chairman and CEO Marvin Ellison, in conversation with NRF President and CEO Matthew Shay</p> <p><i>Did you know that a well-executed omnichannel strategy can be the only path to profitability for some retail companies?</i></p> <p>#growth #omnichannel</p>	
9h45 - 10h15	<p>Feeding the human spirit: A conversation with Kroger CEO Rodney McMullen</p> <p><i>What's next for the grocery retailer?</i></p> <p>#people #associates #customerexperience</p>	

EXPO SESSIONS

10h30 - 11h	<p>Future drivers 2025: Strategies that will shape your business</p> <p>Javits North Level 4, Elastic Path Stage</p> <p><i>How do you understand market trends, adapt to your market and make an implementation plan?</i></p> <p>#strategy #trends #future</p>	
11h15 - 11h45	<p>Retail Media Networks: How the physical store will power their next phase of growth</p> <p>Javits North Level 4, Elastic Path Stage</p> <p><i>What is the value of creating or being in a retail media network? How can this accelerate your customer acquisition strategy?</i></p> <p>#retailmedia #growth #customerdata</p>	
11h45 - 12h15	<p>Exceeding shoppers' connected retail expectations produced by CI&T</p> <p>Expo, Level 1, Expo Stage 1</p> <p><i>How can you design a best in class connected retail experience throughout the customer journey?</i></p> <p>#omnichannel #customerdata #personalisation</p>	
11h30 - 13h30	Lunch time	
12h30 - 13h15	<p>Walgreens, transforming for current and future needs with AI demand forecasting & planning produced by Antuit.ai</p> <p>Expo, Level 3, Expo Stage 3</p> <p><i>How can supply chain forecasting with artificial intelligence make a big difference in your sales and especially in your margin?</i></p> <p>#disruption #forecast #supplychain</p>	
13h15 - 13h45	<p>Re-imagining online holiday shopping: How luxury brands are innovating holiday shopping experiences</p> <p>Javits North Level 4, Elastic Path Stage</p> <p><i>How do you participate or create shopping holidays events?</i></p> <p>#metaverse #liveshopping</p>	
14h - 14h30	<p>Here, there, everywhere: International strategies for selling direct to consumer</p> <p>Javits North Level 4, Room 404, Twilio Stage</p> <p><i>How do you create a global expansion and what tools to use?</i></p> <p>#marketplace #crossborder #salesstrategies</p>	
14h45 - 15h15	<p>Nourishing people and the planet: A conversation with Whole Foods Market CEO Jason Buechel</p> <p>Javits North, Level 5, SAP Theatre</p> <p><i>How does this initiative align with my business? How does it bring a purpose that generates value for my consumers?</i></p> <p>#people #purpose #customer</p>	
15h15 - 15h45	<p>Preparing for the year ahead: Translating consumer behavior into action for your business produced by PayPal</p> <p>Expo, Level 1, Expo Stage 2</p> <p><i>Why learn from the insights generated on the big sales season of the year?</i></p> <p>#consumer #action #behaviour</p>	
15h45 - 16h15	<p>Reimagining retail through consumer insights: A conversation with Petco CEO Ron Coughlin</p> <p>Javits North, Level 5, SAP Theatre</p> <p><i>How do you evolve your business with consumer data?</i></p> <p>#omnichannel #behavior #consumerinsights</p>	
16h30	Time to dedicate yourself to selected companies in the exhibitors area, carry out your field research and have a coffee at VTEX booth 6245.	
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DAY THREE

17TH JANUARY

HIGH PERFORMANCE

KEYNOTE SESSIONS

Javits North, Level 5, SAP Theatre

8h - 8h45	<p>Bringing innovation to multi-centennial brands: A conversation with LVMH Inc. Chairman and CEO Anish Melwani</p> <p><i>How does luxury retail manage to use new technologies to attract and engage new consumers with their brands?</i></p> <p>#technology #brands #luxury</p>	
8h45 - 9h15	<p>State of the US markets and economy with Charles Schwab Chief Investment Strategist Liz Ann Sonders</p> <p><i>How do you understand and apply trends that are reality in the US market that can transform your market?</i></p> <p>#investment #trends #market</p>	
9h15 - 9h45	<p>Revolutionizing luxury experiences: A conversation with Neiman Marcus Group CEO, Geoffroy van Raemdonck</p> <p><i>How can assisted sales increase the average ticket and conversion rate in the luxury market? Think about how this can be used in your company.</i></p> <p>#curation #luxury #customerexperience</p>	
9h45 - 10h15	<p>Rethinking the company associate experience with PepsiCo Foods North America's CEO Steven Williams</p> <p><i>How to understand and measure the employee experience as a strategic investment?</i></p> <p>#engagement #strategic #associate</p>	

EXPO SESSIONS

10h15 - 11h	<p>5 critical value sources from Distributed Order Management in an omnichannel world produced by Softeon</p> <p>Expo, Level 1, Expo Stage 2</p> <p><i>How can logistics & operations planning make a difference in omnichannel execution?</i></p> <p>#oms #dom #omnichannel</p>	
	<p>Take some notes and grab a coffee</p>	
11h30 - 12h30	<p>Overcoming price challenges & anticipating ahead with AI produced by Impact Analytics</p> <p>Expo, Level 3, Expo Stage 4</p> <p><i>How do you win the competition for customers in times of recession?</i></p> <p>#inflation #pricing #artificialintelligence</p>	
11h30 - 13h30	<p>Lunch time</p>	
	<p>Time to lunch and breathe</p>	
13h15 - 13h45	<p>Creating a data-driven culture of innovation at Woolworths Group</p> <p>Javits North Level 4, Room 406, UST Stage</p> <p><i>How do you create a data driven culture in times of crisis like the one we are going through?</i></p> <p>#culture #innovation #datadriven</p>	
14 - 14h30	<p>Returns reckoning: Is the free ride over?</p> <p>Javits North Level 4, Elastic Path Stage</p> <p><i>Why can return order costs be a headache for retailers?</i></p> <p>#retail #cost #efficiency</p>	
15h - 15h30	<p>Building the foundation for superior customer experiences: How retailers can capitalize on customer and associate focused innovation</p> <p>Javits North, Level 5, SAP Theatre</p> <p><i>How do you become an efficient and profitable company and keep innovating?</i></p> <p>#customerexperience #retail #innovation</p>	
15h30 - 16h	<p>Climate action required: A business imperative with actor, writer and producer Kal Penn</p> <p>SAP Theatre, Javits North, Level 5</p> <p><i>What is the intersection between climate, clean energy and business?</i></p> <p>#changes #climate #challenges</p>	
16h	<p>Time to dedicate yourself to selected companies in the exhibitors area, carry out your field research and have a coffee at VTEX booth 6245.</p>	
17h	<p>Take your notes, head back to the Hotel, and we'll meet for the Dinner Experience.</p>	



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DAY ONE

15TH JANUARY

DISRUPTORS & CREATORS

KEYNOTE SESSIONS

Javits North, Level 5, SAP Theatre

8h20 - 8h45	<p>The Huddle with John Furner, Walmart US CEO, and Harvard Business School's Dr. James Cash live.</p> <p><i>How do you build a diversity-based learning culture in order to have a high-performance team?</i></p> <p>#culture #diversity #workforceretention</p> 
8h45 - 9h20	<p>Off-price luxury writes path to success in uncertain times: A conversation with Saks OFF 5TH President & CEO Paige Thomas</p> <p><i>How do you build a luxury-OFF sales strategy within a luxury company?</i></p> <p>#saksoff5th #breakthrough</p> 
9h20 - 9h45	<p>Charting its own course: Macy's, Inc. Chairman and CEO Jeff Gennette on leading through transformation and purpose</p> <p><i>Did you know that consumers prefer companies with a clear purpose and this can make a difference for your company to be future proof?</i></p> <p>#purpose #digitalisation #futureproofcompany</p> 
10h	<p>Walk to your session.</p> <p>Grab your coffee or water and take a break to take some notes.</p>

EXPO SESSIONS

10h30 - 11h	<p>Under the influence: Building successful brand collaborations with content creators</p> <p>Javits North Level 4, Room 406, UST Stage</p> <p><i>How do you set goals with content creators?</i></p> <p>#creators #content #dataanalytics</p>
11h15 - 11h45	<p>Retail strategies for major disruptors: Climate change, cost of living, viral outbreaks, crypto and Web3</p> <p>Javits North Level 4, Elastic Path Stage</p> <p><i>How do you prepare for disruptive projects and what are the responsibilities?</i></p> <p>#trends #innovation #socialresponsability</p>
11h45 - 12h15	<p>Fitflop's journey to being an AI-driven retailer with Peak produced by Peak</p> <p>Expo, Level 3, Expo Stage 3</p> <p><i>How do you think in complex ideas bringing simplicity and increase conversion rate to your consumers?</i></p> <p>#AIdriven #customerjourney #marketingoperations</p> 
11h30 - 13h30	<p>Lunch time</p>
12h30 - 13h	<p>Go to lunch or take a tour on exhibition area.</p>
13h15 - 13h45	<p>Versed on the metaverse: How can brands participate in the next frontier of digital experiences?</p> <p>Javits North Level 4, Room 404, Twilio Stage</p> <p><i>What is the strategy used by big brands in the Metaverse?</i></p> <p>#metaverse #community #connect</p> 
14h - 15h	<p>Lowe's digital transformation results in a modern store experience focused on customers and associates produced by Zebra</p> <p>Expo, Level 3, Expo Stage 3</p> <p><i>How do you train your store team with a focus on providing a quality experience for your customers with operational efficiency?</i></p> <p>#productivity #storeexperience #customerservice</p>
15h15 - 15h45	<p>Web3: Retail's 3 year roadmap produced by McFadyen Digital</p> <p>Expo, Level 3, Expo Stage 4</p> <p><i>How to separate the HYPE versus Web3 opportunities and create relevant strategies for your brand?</i></p> <p>#NFT #web3 #retail</p> 
15h30 - 16h	<p>free time</p>
16h - 16h30	<p>Create compelling, omnichannel product experiences that turn browsers into buyers produced by Akeneo</p> <p>Expo, Level 1, Expo Stage 2</p> <p><i>How do you get away from bad product experiences, slow time-to-market rates, and siloed processes?</i></p> <p>#omnichannel #PIM #PMX</p> 
16h30	<p>Time to walk around the exhibition area quickly to map out what you'd like to see more closely the next day. Start at Level 4 and visit the Innovation Lab. Then go to Level 1 and dedicate yourself to the Startup Zone.</p>
17h	<p>Take your notes, go back to the hotel, and we'll meet for dinner.</p>



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VTEX **EXP**

DAY TWO

16TH JANUARY

DISRUPTORS & CREATORS

KEYNOTE SESSIONS

Javits North, Level 5, SAP Theatre

8h - 8h45	<p>Power. Perseverance. Passion. A conversation with decorated athlete and advocate Simone Biles</p> <p><i>How can passion together with perseverance transform your journey of achievements and learning?</i></p>	#women #diversity #perseverance	
8h45 - 9h15	<p>The future of retail leadership: Target CEO Brian Cornell in conversation with top female leaders</p> <p><i>How does gender equality pave the way for female leaders who can transform their business?</i></p>	#women #leadership	
9h20 - 9h45	<p>The Visionary 2023: Lowe's Chairman and CEO Marvin Ellison, in conversation with NRF President and CEO Matthew Shay</p> <p><i>Did you know that a well-executed omnichannel strategy can be the only path to profitability for some retail companies?</i></p>	#growth #omnichannel	
9h45 - 10h15	<p>Feeding the human spirit: A conversation with Kroger CEO Rodney McMullen</p> <p><i>What's next for the grocery retailer?</i></p>	#people #associates #customerexperience	

EXPO SESSIONS

10h - 10h30	<p>Building an innovative and personalized luxury experience with FARFETCH and Harrods</p> <p>Javits North Level 4, Room 404, Twilio Stage</p> <p><i>How to understand and manage customer expectations regarding personalisation and innovation?</i></p>	#innovative #experiences #luxury	
11h15 - 11h45	<p>But will it fly? The lowdown on drones</p> <p>Javits North Level 4, Room 406, UST Stage</p> <p><i>How do you get ready for new delivery modalities?</i></p>	#grocery #drones #lastmile	
11h45 - 12h15	<p>Exceeding shoppers' connected retail expectations produced by CI&T</p> <p>Expo, Level 1, Expo Stage 1</p> <p><i>How can you design a best in class connected retail experience throughout the customer journey?</i></p>	#omnichannel #customerdata #personalisation	
11h30 - 13h30	Lunch time		
12h30 - 13h15	<p>Walgreens, transforming for current and future needs with AI demand forecasting & planning produced by Antuit.ai</p> <p>Expo, Level 3, Expo Stage 3</p> <p><i>How can supply chain forecasting with artificial intelligence make a big difference in your sales and especially in your margin?</i></p>	#disruption #forecast #supplychain	
13h15 - 13h45	<p>Re-imagining online holiday shopping: How luxury brands are innovating holiday shopping experiences</p> <p>Javits North Level 4, Elastic Path Stage</p> <p><i>How do you participate or create shopping holidays events?</i></p>	#metaverse #liveshopping	
14h - 14h30	<p>Here, there, everywhere: International strategies for selling direct to consumer</p> <p>Javits North Level 4, Room 404, Twilio Stage</p> <p><i>How do you create a global expansion and what tools to use?</i></p>	#marketplace #crossborder #salesstrategies	
14h45 - 15h15	<p>Nourishing people and the planet: A conversation with Whole Foods Market CEO Jason Buechel</p> <p>Javits North, Level 5, SAP Theatre</p> <p><i>How does this initiative align with my business? How does it bring a purpose that generates value for my consumers?</i></p>	#people #purpose #customer	
15h15 - 15h45	<p>Marketplace, dropship, or hybrid: Strategies for multi-vendor ecommerce expansion produced by McFadyen Digital</p> <p>Expo, Level 1, Expo Stage 1</p> <p><i>What is the best strategy for increasing assortment?</i></p>	#dropship #marketplace #salesstrategies	
15h45 - 16h15	<p>Reimagining retail through consumer insights: A conversation with Petco CEO Ron Coughlin</p> <p>Javits North, Level 5, SAP Theatre</p> <p><i>How do you evolve your business with consumer data?</i></p>	#omnichannel #behavior #consumerinsights	
16h30	Time to dedicate yourself to selected companies in the exhibitors area, carry out your field research and have a coffee at VTEX booth 6245.		
17h	Take your notes, go back to Hotel, and we'll meet at the VTEX party.		



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VTEX **EXP**

DAY THREE

17TH JANUARY

DISRUPTORS & CREATORS

KEYNOTE SESSIONS

Javits North, Level 5, SAP Theatre

8h - 8h45	<p>Bringing innovation to multi-centennial brands: A conversation with LVMH Inc. Chairman and CEO Anish Melwani</p> <p><i>How does luxury retail manage to use new technologies to attract and engage new consumers with their brands?</i></p> <p>#technology #brands #luxury</p>	
8h45 - 9h15	<p>State of the US markets and economy with Charles Schwab Chief Investment Strategist Liz Ann Sonders</p> <p><i>How do you understand and apply trends that are reality in the US market that can transform your market?</i></p> <p>#investment #trends #market</p>	
9h15 - 9h45	<p>Revolutionizing luxury experiences: A conversation with Neiman Marcus Group CEO, Geoffroy van Raemdonck</p> <p><i>How can assisted sales increase the average ticket and conversion rate in the luxury market? Think about how this can be used in your company.</i></p> <p>#curation #luxury #customerexperience</p>	
9h45 - 10h15	<p>Rethinking the company associate experience with PepsiCo Foods North America's CEO Steven Williams</p> <p><i>How to understand and measure the employee experience as a strategic investment?</i></p> <p>#engagement #strategic #associate</p>	

EXPO SESSIONS

10h30 - 11h	<p>Beauty's blush with technology</p> <p>Javits North Level 4, Room 406, UST Stage</p> <p><i>How do you use new technologies to improve the consumer experience?</i></p> <p>#augmentedreality #artificialintelligence #shoppingexperience</p>	
	<p>Take some notes and grab a coffee</p>	
11h30 - 12h30	<p>Kroger transforms the customer store experience with simulation, Edge and AI produced by Lenovo/NVIDIA</p> <p>Expo, Level 1, Expo Stage 2</p> <p><i>How do you reimagine the shopping experience by simulating with AI?</i></p> <p>#simulation #edge #artificialintelligence</p>	
11h30 - 13h30	<p>Lunch time</p>	
	<p>Time to lunch and breathe</p>	
13h15 - 13h45	<p>Closing the loop: Reddit and R/GA discuss commerce, community and the consumer now and in Web 3.0</p> <p>Javits North Level 4, Elastic Path Stage</p> <p><i>How do you decide which projects and technologies should be on the roadmap for the coming years?</i></p> <p>#web3 #community #commerce</p>	
14h - 14h30	<p>Talent matters: Building great careers in retail</p> <p>Javits North Level 4, Room 404, Twilio Stage</p> <p><i>Why invest in the development of your company's talents?</i></p> <p>#talent #retail #careers</p>	
15h - 15h30	<p>Building the foundation for superior customer experiences: How retailers can capitalize on customer and associate focused innovation</p> <p>Javits North, Level 5, SAP Theatre</p> <p><i>How do you become an efficient and profitable company and keep innovating?</i></p> <p>#customerexperience #retail #innovation</p>	
15h30 - 16h	<p>Climate action required: A business imperative with actor, writer and producer Kal Penn</p> <p>SAP Theatre, Javits North, Level 5</p> <p><i>What is the intersection between climate, clean energy and business?</i></p> <p>#changes #climate #challenges</p>	
16h	<p>Time to dedicate yourself to selected companies in the exhibitors area, carry out your field research and have a coffee at VTEX booth 6245.</p>	
17h	<p>Take your notes, head back to the Hotel, and we'll meet for the Dinner Experience.</p>	