



7:00AM - 9:00AM	BREAKFAST				
10:00AM - 11:00AM	OPENING NETWORKING HOUR				
11:00AM - 11:10AM	OPENING REMARKS				
11:10AM - 12:10PM	MAIN STAGE KEYNOTES				
12:10PM - 2:00PM	LUNCH				
1:20PM - 2:30PM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)				
	AI-POWERED SHOPPING EXPERIENCES	RETAIL MEDIA OPPORTUNITIES AND CHALLENGES	MEETING CONSUMER EXPECTATIONS	TACTICAL LEARNING ROOM A	TACTICAL LEARNING ROOM B
2:50PM - 3:30PM	AI-POWERED SHOPPING: NEW INSIGHTS ON WHAT'S TRULY DRIVING ADOPTION	RETAIL MEDIA INNOVATION: NEW ANALYST RESEARCH AND BRAND CASE STUDIES	UNPACKING CHANGING CONSUMER BEHAVIORS AND EXPECTATIONS	READYING YOUR DATA AND ECOMMERCE PLATFORMS FOR AGENTIC TRAFFIC	DESIGNING NIMBLE MARKETING AND SOCIAL MEDIA TEAMS
3:00PM - 4:00PM	NETWORKING BREAK				
	AI-POWERED SHOPPING EXPERIENCES	RETAIL MEDIA OPPORTUNITIES AND CHALLENGES	MEETING CONSUMER EXPECTATIONS	TACTICAL LEARNING ROOM A	TACTICAL LEARNING ROOM B
3:40PM - 4:20PM	BOOSTING DISCOVERY AND CONVERSION ACROSS DIGITAL CHANNELS	TAKING IN-STORE RETAIL MEDIA FROM CONCEPT TO SCALE	DELIVERING VALUE, SPEED, AND PROFITABILITY IN ONLINE GROCERY	STRATEGIES AND TECHNOLOGIES THAT MITIGATE RETAIL THEFT	REDEFINING ROLES WITHIN MERCHANDISING TEAMS
4:30PM - 5:10PM	CRAFTING CONVERSATIONAL, PERSONALIZED, AND AGENTIC SHOPPING EXPERIENCES	SOLVING CRITICAL RETAIL MEDIA CHALLENGES HINDERING GROWTH	CENTERING PRODUCTS AND ASSORTMENT AROUND KEY DIETARY PREFERENCES	AUTOMATING MARKETING WORKFLOWS AND ACCELERATING CONTENT CREATION	MOTIVATING ASSOCIATES TO ADOPT STORE TECHNOLOGIES
5:30PM - 7:30PM	INDUSTRY NIGHT (RETAILER & BRAND ATTENDEES ONLY)				

**BADGE PICKUP
OPEN:
7:00AM - 5:30PM**

**SHOW FLOOR
HOURS:
9:30AM - 5:30PM**



7:00AM - 9:00AM	BREAKFAST						BADGE PICKUP OPEN: 7:00AM - 5:00PM	SHOW FLOOR HOURS: 8:30AM - 5:00PM
8:00AM - 8:50AM	TABLETALKS + BREAKFAST (PRESCHEDULED, FOR RETAILER & CONSUMER BRAND ATTENDEES ONLY)							
	TRANSFORMING AND OPTIMIZING BUSINESS OPERATIONS	UNIFIED COMMERCE AND OMNICHANNEL SUCCESS	WINNING AND ENGAGING CUSTOMERS	STARTUP PITCH	TACTICAL LEARNING ROOM A	TACTICAL LEARNING ROOM B		
9:00AM - 9:40AM	TAPPING DATA ANALYTICS AND AI FOR PRODUCTIVITY AND PROFITABILITY	ACHIEVING OMNICHANNEL SUCCESS BY UNIFYING THE RETAIL ORGANIZATION	HARNESSING CONSUMER AND SHOPPER INSIGHTS THAT POWER GROWTH	STARTUP PITCH: TECHNOLOGIES BOOSTING REVENUE AND CONVERSION	BEST PRACTICES FOR BUILDING AN AI-POWERED SHOPPING ASSISTANT	ESSENTIAL CPG SKILLSETS FOR THE 'NEW' DIGITAL SHELF		
9:50AM - 10:30AM	TRACK KEYNOTE: BUILDING A CONTINUOUS, END-TO-END SUPPLY CHAIN (9:50AM - 10:10AM)	USING APPS AND LOYALTY PROGRAMS TO BRIDGE ONLINE AND IN-STORE SHOPPING	RESONATING WITH CONSUMERS DEMANDING VALUE AND AFFORDABILITY	STARTUP PITCH: TECHNOLOGIES DRIVING COST SAVINGS AND EFFICIENCIES	GEO STRATEGIES AND TACTICS: INCREASING BRAND VISIBILITY ON AI PLATFORMS	ENABLING COMMERCIAL TEAMS WITH AGENTIC COPILOTS		
	MINIMIZING FULFILLMENT AND DELIVERY COSTS (10:10AM - 10:30AM)							
10:00AM - 11:00AM	NETWORKING BREAK							
10:45AM - 11:45AM	MAIN STAGE KEYNOTES							
12:00PM - 1:30PM	LUNCH							
1:15PM - 2:30PM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)							
	TRANSFORMING AND OPTIMIZING BUSINESS OPERATIONS	UNIFIED COMMERCE AND OMNICHANNEL SUCCESS	WINNING AND ENGAGING CUSTOMERS	TACTICAL LEARNING ROOM A	TACTICAL LEARNING ROOM B			
2:35PM - 3:15PM	AI TRANSFORMATION: ESTABLISHING THE RIGHT TECH, TEAMS, AND PRIVACY GUARDRAILS	MANAGING ASSORTMENT IN MULTI-CHANNEL ENVIRONMENTS	STORE TRANSFORMATIONS THAT MATCH CONSUMER EXPECTATIONS	AUTOMATING AND OPTIMIZING RETAIL MEDIA INVESTMENTS	NEW STRATEGIES FOR HIRING AND RETAINING STORE ASSOCIATES			
3:15PM - 3:55PM	NETWORKING BREAK							
3:55PM - 5:05PM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)							
8:00PM - 10:30PM	GROCERYFEST BEACH PARTY							



7:30AM - 9:30AM	BREAKFAST					BADGE PICKUP OPEN: 8:00AM - 1:00PM	SHOW FLOOR HOURS: 9:00AM - 4:00PM
9:30AM - 10:40AM	MAIN STAGE KEYNOTES						
10:00AM - 11:00AM	NETWORKING BREAK						
10:55AM - 12:00PM	MEETUP: HOSTED & GENERAL MEETINGS (PRESCHEDULED ONLY)						
12:00PM - 1:30PM	LUNCH 12:00PM - 1:30PM						
	TABLETALKS + LUNCH (PRESCHEDULED, FOR RETAILER & CONSUMER BRAND ATTENDEES ONLY) 12:20PM - 1:15PM						
1:30PM - 2:10PM	TRANSFORMING AND OPTIMIZING BUSINESS OPERATIONS USING DEMAND SENSING AND REAL-TIME SIGNALS TO OPTIMIZE INVENTORY	MARKETING EXCELLENCE LINKING BRAND-BUILDING AND PERFORMANCE MARKETING	WINNING AND ENGAGING CUSTOMERS EARNING LOYALTY FROM THE BRAND-AGNOSTIC SHOPPER	TACTICAL LEARNING ROOM A LEVERAGING AGENTIC TOOLS TO FAST-TRACK NEW PRODUCT DEVELOPMENT	TACTICAL LEARNING ROOM B RETAILER PERSPECTIVES: ALIGNING RETAIL MEDIA AND MERCHANDISING TEAMS		
2:00PM - 3:00PM	NETWORKING BREAK						
2:20PM - 3:00PM	TRANSFORMING AND OPTIMIZING BUSINESS OPERATIONS BALANCING ASSORTMENTS, PRICING, AND PROMOTIONS	MARKETING EXCELLENCE NEW OPPORTUNITIES FOR 1:1 PERSONALIZATION	WINNING AND ENGAGING CUSTOMERS GAINING A COMPETITIVE ADVANTAGE THROUGH MEMBERSHIP PROGRAMS	TACTICAL LEARNING ROOM A VIBE CODING WORKSHOP: LEAVE GROCERYSHOP WITH A BUSINESS APP	TACTICAL LEARNING ROOM B CPG PERSPECTIVES: ALIGNING RETAIL MEDIA AND COMMERCIAL TEAMS		
3:10PM - 3:50PM	GROCERYSHOP KEY TAKEAWAYS						

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