

Headline Sponsor:  **Furniture of America™**

WEDNESDAY, NOVEMBER 1ST

5:00-6:00 pm	Registration <i>Sponsored by Furniture of America</i>	Seacrest Ballroom Foyer
6:00-7:30 pm	Networking Cocktail Reception	Oceanfront Terrace
7:30 pm	Dinner on your own	

THURSDAY, NOVEMBER 2ND

7:00-8:00 am	Breakfast	O'Grady's
8:00-8:15 am	Welcome & Opening Remarks	Seacrest Ballroom E&F
8:15-9:15 am	Opening Keynote Address <i>Sponsored by Furniture of America</i> • Jeff Haddox, VP eCommerce, <i>Pier 1 Imports</i>	Seacrest Ballroom E&F
9:15-9:45 am	Augmented & Virtual Reality: <i>Revolutionizing the Consumer Shopping Experience</i> Wayfair executives will demonstrate their latest innovations in AR/VR. • Mike Festa, Director of Wayfair Next, <i>Wayfair</i> • Shrenik Sadalgi, Engineering Lead of Wayfair Next, <i>Wayfair</i>	Seacrest Ballroom E&F
9:45-10:15 am	RETAIL PANEL: <i>Real World Application of AR/VR at Retail</i> Retailers including Ashley Furniture, Lowe's and The Mine, Pottery Barn, Houzz and Ikea, to name a few, are jumping into AR/VR feet first. A panel of retailers will share their customers' experiences and the retail applications they envision for the technology in the future. • Mike Festa, Director of Wayfair Next, <i>Wayfair</i> • Josh Shabtai, Director of Productions & Operations, <i>Lowe's Innovation Labs</i>	Seacrest Ballroom E&F
10:15-10:45 am	Networking Break	Seacrest Ballroom Foyer
10:45-11:30 am	<i>Omnichannel Retail Index: How Do You Stack Up?</i> FitForCommerce will present the findings of its 4th annual Omnichannel Retail Index, which it compiles through 120-plus physical store and online mystery shopping visits using 200 criteria for scoring. Find out which retailer scores are rising and falling, and why, as well as the areas of unified commerce that continue to challenge even the best operators. • Bernardine Wu, Founder & CEO, <i>FitForCommerce</i>	Seacrest Ballroom E&F
11:30 am -12:15 pm	RETAIL PANEL: <i>Excelling at Customer Service and Making it Truly Frictionless</i> From initial research and product purchase to delivery and post-purchase, what strategies and solutions should home retailers implement to increase customer loyalty, purchase frequency, and word-of-mouth and social marketing?	Seacrest Ballroom E&F



THURSDAY, NOVEMBER 2ND

12:15-1:30 pm	Lunch	Seacrest Ballroom E&F
1:30-2:30 pm	Break Out Sessions <ul style="list-style-type: none">• <i>Leveraging Big Data and Artificial Intelligence to Enhance Your Marketing and Your Shoppers' Experience</i>• <i>Unleashing the Power of Strong Digital Content and Shopper Reviews</i>• <i>The Path to Personalization: Giving Customers What They Want, When and How They Want it</i>	Various
2:30-3:00 pm	Networking Break	Seacrest Ballroom Foyer
3:00-3:30 pm	Break Out Session Wrap-Up <p>HFN editors present the best ideas that bubbled up in each breakout session.</p>	Seacrest Ballroom E&F
3:30-4:00 pm	HFN's Inaugural Nova Awards	Seacrest Ballroom E&F
4:00-4:45 pm	Day One Closing Keynote Speaker	Seacrest Ballroom E&F
4:45-5:00 pm	Closing Remarks	Seacrest Ballroom E&F
5:00-6:30 pm	Networking Cocktail Reception	Oceanfront Terrace
6:30 pm	Dinner on your own	

FRIDAY, NOVEMBER 3RD

7:00-8:00 am	Breakfast	O'Grady's
8:00-8:15 am	Welcome & Day One Recap	Seacrest Ballroom E&F
8:15-9:15 am	TECHNOLOGY PANEL: <i>New & Emerging Technologies Helping Retailers and Manufacturers Execute Unified Commerce</i> <ul style="list-style-type: none">• Chris Carroll, VP of Sales, <i>Constant Retail & Freight Club</i>• Victorio Pellicano, CEO, <i>Verenia</i>• Carl Prindle, Founder & CEO, <i>Blueport Commerce</i>	Seacrest Ballroom E&F
9:15-10:00 am	RETAIL PANEL: <i>How to "Get Personal" with Your Customers</i> <p>How to use compelling online and in-store experiences with personalization to increase conversion and grow sales.</p> <ul style="list-style-type: none">• Jana Garvin, Co-Founder, <i>Tandem Arbor</i>• Michelle Newbery, President, <i>The Mine</i>	Seacrest Ballroom E&F
10:00-10:30 am	RETAIL CASE STUDY: <i>How to Step Up Your Mobile Game</i>	Seacrest Ballroom E&F
10:30-11:15 am	RETAIL PANEL: <i>Creative Approaches to that Costly Last Mile of Delivery</i> <p>New companies and new ways to improve on-time delivery and product integrity upon arrival that are reducing costs; also touch on new delivery services consumers seems to be demanding – from white glove to no-fuss drops.</p> <ul style="list-style-type: none">• Aaron Cunningham, Sr. Director of Business Development- Home, <i>Walmart eCommerce</i>	Seacrest Ballroom E&F
11:15 am	Wrap-Up & Adjourn	Seacrest Ballroom E&F