

Headline Sponsor:  **Furniture of America™**

**WEDNESDAY, NOVEMBER 1<sup>ST</sup>**

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

**THURSDAY, NOVEMBER 2<sup>ND</sup>**

|                |  |                         |
|----------------|--|-------------------------|
| 7:00-8:00 am   | <b>Breakfast</b>   | O'Grady's               |
| 8:00-8:15 am   | <b>Welcome &amp; Opening Remarks</b><br><i>Maureen Azzato, Publisher &amp; Editorial Director, HFN</i>   | Seacrest Ballroom E&F   |
| 8:15-9:15 am   | <b>Opening Keynote Address</b><br><i>Sponsored by Furniture of America</i><br>• Jeff Haddox, VP eCommerce, <i>Pier 1 Imports</i>   | Seacrest Ballroom E&F   |
| 9:15-9:45 am   | <b>Augmented &amp; Virtual Reality:</b><br><i>Revolutionizing the Consumer Shopping Experience</i><br>Wayfair executives will demonstrate their latest innovations in AR/VR.<br>• Mike Festa, Director of Wayfair Next, <i>Wayfair</i><br>• Shrenik Sadalgi, Engineering Lead of Wayfair Next, <i>Wayfair</i>  | Seacrest Ballroom E&F   |
| 9:45-10:15 am  | <b>RETAIL PANEL: Real World Application of AR/VR at Retail</b><br>Retailers including Wayfair, Macy's, Lowe's and The Mine, to name a few, are jumping into AR/VR feet first. These intrepid retailers will share their customers' experiences and the retail applications they envision for the technology now and in the future.<br>• Josh Shabtai, Director of Productions & Operations, <i>Lowe's Innovation Labs</i><br>• Marc Mastronardi, Executive Vice President of New Business and Innovation, <i>Macy's Inc.</i><br>• Mike Festa, Director of Wayfair Next, <i>Wayfair</i> | Seacrest Ballroom E&F   |
| 10:15-10:45 am | <b>Networking Break</b>  | Seacrest Ballroom Foyer |
| 10:45-11:30 am | <b>Omnichannel Retail Index: How Do You Stack Up?</b><br>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.<br>• Bernardine Wu, Founder & CEO, <i>FitForCommerce</i>   | Seacrest Ballroom E&F   |
| 11:30-12:15 pm | <b>RETAIL CASE STUDY: How To Step Up Your Shoppable Content and Mobile Game</b>  | Seacrest Ballroom E&F   |



## **THURSDAY, NOVEMBER 2<sup>ND</sup>**

|               |  |                         |
|---------------|--|-------------------------|
| 12:15-1:30 pm | <b>Lunch</b>   | Seacrest Ballroom E&F   |
| 1:30-2:30 pm  | <b>Break Out Sessions</b> <ul style="list-style-type: none"><li>• <i>Are You Fit for Unified Commerce? Find out how to get on the Right Path</i></li><li>• <i>How to Unleash the Power of Shoppable Content and Shopper Reviews</i></li><li>• <i>The Path to Personalization: Give Customers What They Want, When and How They Want it</i></li></ul> | Various                 |
| 2:30-3:00 pm  | <b>Networking Break</b>  | Seacrest Ballroom Foyer |
| 3:00-3:30 pm  | <b>Break Out Session Wrap-Up</b> <p>HFN editors present the best ideas that bubbled up in each breakout session.</p>   | Seacrest Ballroom E&F   |
| 3:30-4:00 pm  | <b>HFN's Inaugural Nova Awards</b>   | Seacrest Ballroom E&F   |
| 4:00-4:45 pm  | <b>Day One Closing Keynote Speaker</b>   | Seacrest Ballroom E&F   |
| 4:45-5:00 pm  | <b>Closing Remarks</b> <p><i>Maureen Azzato, Publisher &amp; Editorial Director, HFN</i></p>   | Seacrest Ballroom E&F   |
| 5:00-6:30 pm  | <b>Networking Cocktail Reception</b>   | Oceanfront Terrace      |
| 6:30 pm       | <b>Dinner on your own</b>  |                         |

## **FRIDAY, NOVEMBER 3<sup>RD</sup>**

|                |   |                       |
|----------------|---|-----------------------|
| 7:00-8:00 am   | <b>Breakfast</b>  | O'Grady's             |
| 8:00-8:15 am   | <b>Welcome &amp; Day One Recap</b> <p><i>Maureen Azzato, Publisher &amp; Editorial Director, HFN</i></p>  | Seacrest Ballroom E&F |
| 8:15-9:15 am   | <b>TECHNOLOGY PANEL: <i>New &amp; Emerging Technologies Helping Retailers and Manufacturers Execute Unified Commerce</i></b> <ul style="list-style-type: none"><li>• Carl Prindle, Founder &amp; CEO, <i>Blueport Commerce</i></li><li>• Deborah Austin, Senior Solution Consultant, <i>Netsuite</i></li><li>• Victorio Pellicano, CEO, <i>Verenia</i></li></ul>  | Seacrest Ballroom E&F |
| 9:15-10:00 am  | <b>RETAIL PANEL:</b> <p><b><i>Creative Approaches to that Costly Last Mile of Delivery</i></b><br/>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>  | Seacrest Ballroom E&F |
| 10:00-10:45 am | <b>RETAIL PANEL: <i>How to "Get Personal" with Your Customers</i></b> <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"><li>• Kristiana Helmick, Director, Home Innovation Team, <i>Amazon</i></li><li>• Jana Garvin, Co-Founder, <i>Tandem Arbor</i></li><li>• Michelle Newbery, President, <i>The Mine</i></li></ul> | Seacrest Ballroom E&F |
| 10:45-11:00 am | <b>Wrap-Up &amp; Adjourn</b> <p><i>Maureen Azzato, Publisher &amp; Editorial Director, HFN</i></p>  | Seacrest Ballroom E&F |