

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>	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. <ul style="list-style-type: none"> • Mike Festa, <i>Wayfair</i> • Shrenik Sadalgi, <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. <ul style="list-style-type: none"> • Josh Shabtai, <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>Capitalizing on the Consumer's Shifting Path to Purchase</i> Shoppers are increasingly comfortable shopping on multiple platforms and channels of trade, using online to research store purchases and store visits to solidify online purchase intentions. Experts from Google and/or Facebook will outline today's winning digital marketing and social marketing strategies.	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

12:15-2:00 pm	Lunch & HFN's Inaugural Nova Awards	Seacrest Ballroom E&F
2:00-3:00 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
3:00-3:15 pm	Networking Break	Seacrest Ballroom Foyer
3:15-3:45 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
3:45-4:30 pm	Day One Closing Keynote Speaker	Seacrest Ballroom E&F
4:30-6:00 pm	Free Time	
6:00-7:30 pm	Networking Cocktail Reception	Oceanfront Terrace
7:30 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">• Carl Prindle, <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">• Michelle Newbery, <i>The Mine</i>	Seacrest Ballroom E&F
10:00-10:15 am	Networking Break	Seacrest Ballroom Foyer
10:15-10:45 am	RETAIL CASE STUDY: <i>How to Step Up Your Mobile Game</i>	Seacrest Ballroom E&F
10:45-11:30 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, <i>Walmart eCommerce</i>	Seacrest Ballroom E&F
11:30 am	Wrap-Up & Adjourn	Seacrest Ballroom E&F