



## Retail Exchange Sessions

---

Wednesday, November 2, 10:45 am – 12:15 pm

### **Session 1: Macro-Trends for Smarter Retail: Instrumented, Interconnected and Intelligent**

The future of Retail is about thriving in a more instrumented, interconnected and intelligent “Networld”. How are successful Retailers leveraging these macro-trends to identify new paths to success and growth?

---

Wednesday, November 2, 3:30 pm – 5:00 pm

### **Session 2: Keynote Address: “Brand-Washed”**

Martin Lindstrom, author of Buy-ology, Brand Sense, and the newly-released Brandwashed, explains how, even in the age of the empowered consumer, there are still effective levers that Retailers can use to drive sales and influence consumer behavior.

---

Thursday, November 3, 8:00 am – 9:15 am

### **Session 3: Speakers’ Breakfast Exchange**

Breakfast Forum/Executive Working Session:

Join our facilitators and other Retail senior executives for a round of interactive dialogue and working session; exploring how successful Retailers are adapting their business models.

---

Thursday, November 3, 11:30 am – 12:30 pm

### **Session 4: Closing Keynote: Capitalizing on Complexity in Retail**

As consumers become ever more empowered, Retailers will need to recognize that they need to put their relationships with individual customers on a new footing.