

8:00 - 9:00*

REGISTRATION

8:30 - 8:40*

Opening Remarks

8:40 - 8:55*

Morning Inspiration: Earl Granville - Operation Enduring Warrior

9:00 - 9:50*

Keynotes: A Closer Look at Advertising + Technology - How Lean Cuisine and Dolls Kill Build + Sustain Explosive Campaigns

#WeighThis: How Lean Cuisine Renewed its Brand + Empowered Women to Believe

Lean Cuisine was facing six years of sales declines, and the brand needed to pivot, fast. As part of the rebrand, Lean Cuisine introduced new packaging and frozen entrée options. While the brand's reformulation and updated packaging gave people a rational reason to believe it was different, we needed to give them a feeling to believe. Kate Paulin will walk us through how she was able to lead an award winning strategy that contributed to the brand seeing its first sales increase in six years.

Flesh, drugs, and Instagram: How Dolls Kill Built a Breakout Online Fashion Brand

Founded in 2011, Dolls Kill now leads the world of anti-establishment and counter-culture fashion. With zero TV or print advertisement, Dolls Kill relies on Instagram and Facebook to attract and keep customers. This speaking event features Dolls Kill Digital Marketing Director Greg Forst, who will reveal his company's tactics and philosophy.

Joining the conversation will be Josh Ward, Senior Vice President of Sales at Nexcess, the company hosting the flourishing Dolls Kill website. Josh will share how Nexcess scaled to meet the fashion company's evolving needs for reliable hosting infrastructure.

9:50 - 10:35*

Using Micro-Moments to Capture Online Shopping Dollars

In recent articles, Google and The Wall Street Journal discussed the concept of "Micro-Moments"—moments of intention during a shopper's buying cycle where they conduct research, form opinions, act on preferences, and ultimately, make purchase decisions. In this session, Jasper Studios and inRiver will host a panel of retailing experts as they discuss how they meet the customer where they are in their online buying cycle with the right message at the right time, through world-class infrastructure tools and compelling product content.

9:50 - 10:35*

A New Day for Mobile Ads-a Complete 360 degree Perspective of the Ecosystem

Mobile advertising is powerful and yet presents many challenges to brands and the agencies and publishers alike. What works on desktop does not necessarily translate to mobile- so brands need to have a proactive approach in understanding the many best in class solutions that will lead their mobile ad strategies. This panel will help fashion retailers understand the challenges and most important steps to take to develop the best the mobile advertising strategy. Learn about the challenges publishers face in engagement and traffic (Facebook Instant Articles and ad blockers), the new ad formats brands are testing, the various mobile channels and technologies that every digital marketer needs to know before placing advertising budgets. We'll look at how the best agencies are measuring success, tracking and targeting audiences for top brands in fashion, beauty, and luxury. We'll also look at the future - where are the investments in mobile ad tech happening - and what this means for the future of retailing.

10:35 - 11:05*

NETWORKING BREAK

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NOVEMBER 11TH | 117 WEST 46TH STREET

- 11:05 - 11:35*** **Don't Squander Your Seasonality: 5 Steps to Making This Q4 Your Best Yet**
While holiday-triggered revenue increases are easy to attain, additional in-season growth potential is too often squandered. Learn how Kayser-Roth Corporation (owner of brands like HUE and No nonsense) fortifies their holiday strategy with data in order to make the most of their seasonality. Gain expert tactics that leverage your historic data and seasonal goals in order to make this upcoming Q4 your best yet
- 11:05 - 11:35*** **Unified Commerce**
What should unified commerce mean to those working in the digital space? Many businesses are expanding their online presence, but too often these digital changes are not being optimized with their in-store experience. Today's consumers expect to move and shop seamlessly between the online, mobile, and in-store worlds—studies find these multi-channel customers are 30% more valuable. But you're losing them if you're working in silos.
- 11:05 - 11:35*** **Digital Dermatology Done Beautifully**
- 11:35 - 12:10*** **Luxury Consumer Search Behavior**
With over half of luxury brand site traffic comes directly from search - and mostly mobile devices - search engine marketing strategies like pay-per-click and digital ad campaigns drive luxury consumer experiences and purchases, whether online, offline, or via mobile. Segmentation with paid search allows retailers to provide global consumers with the bespoke experiences they demand, which enhances brand reputation and provides quantifiable insights for future marketing campaigns. Join in on this interactive session and test your knowledge of advanced paid search strategies for luxury and fashion retailers.
- 11:35 - 12:10*** **A Merchant's Guide to Global Expansion**
As many retailers today are extending their global reach, they are finding that cross-border expansion is causing increased declines, higher fraud and more downtime. In order to maintain availability with seamless transaction acceptance and reduce the cost of processing cross-border payments, merchants require greater data transparency, enabling them to understand inefficiencies and identify solutions that will optimize their results and costs. During this presentation Vincent Horovitz, Senior Director US Sales & Operations, Zooz will discuss how data intelligence and transparency are enabling merchants to overcome the global challenges that impact their provider integrations, their customers and their bottom line. It will include a case study demonstrating how a global luxury retailer has significantly optimized its payments performance by partnering with Zooz. Gaining the data transparency needed to optimize its payment processes at every location, the retailer has succeeded in improving acceptance rates, significantly cutting costs and rapidly expanding cross-border into new regions and territories since integrating Zooz.
- 11:35 - 12:10*** **True Omni-Channel Personalization: Machine Learning + AI for Marketing Personalization**
- 12:10 - 1:40*** **LUNCH**
- Lunch Session: A Power Lunch with Eddie Mullen + Aliza Licht**
Join Launchmetrics for a round table discussion on how to meaningfully connect with prominent individuals and how to incorporate influencer marketing into your long-term strategy.
STK Midtown, 1114 6th Ave
[RSVP ONLY - REQUEST AN INVITE](#)
- 12:25 - 1:25*** **Lunch Session: Lunch with Emarsys + Friends: The Future of Personalization Solutions**

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12:25 - 1:25*

Lunch Session: Finding the Purple Squirrel: How to Locate + Land Top Talent in Today's Candidate-Driven Job Market

The purple squirrel is the recruiter's needle in a haystack – a candidate with the necessary level of education and experience, who is also a great cultural fit for your organization.

You need to hire the best person for your team. Someone smart, talented, and on-brand. You've written your job description, posted it online, and sorted through thousands of resumes (all while performing your regular job duties), but your purple squirrel is nowhere in sight. Or even worse, you found the perfect candidate and they rejected your offer in favor of a competing offer from another brand.

In today's candidate-driven market, finding top talent can be extremely challenging as the number of positions continues to outgrow the number of qualified candidates seeking employment. With competition for talent at an all-time high, hiring managers must be proactive, persistent and even a little creative to find and retain the best candidates.

In this panel, industry leaders will discuss how to identify, attract and hire top talent- quickly and strategically to beat out the competition.

1:40 - 2:25*

The Future of Merchandising: Balancing the Art and Science of Big Data

As new sources of consumer-centric data become available for analysis retailers are left with an eternal question: do consumers really know what they want? Navigating internal and external data, and incorporating this information into a merchandising strategy, requires awareness and finesse. In this changing landscape, retailers must strike a balance between responding to consumer demands and providing something unexpected. This panel will address the unique applications of big data in traditional merchandising. With the right tools, you can utilize this information to connect with consumers and create entirely new ways to drive e-commerce conversions. Online retail is not only transforming the way we run our businesses, but also realigning consumer expectations--and presenting us with unforeseen challenges and opportunities.

1:40 - 2:25*

5 Pillars of Building a Powerful CX Strategy

1:40 - 2:25*

The Amazon Effect: Building Long Term Infrastructure to Meet Immediate Consumer Demands

2:25 - 3:00*

Prepare for the Season by Challenging Lifecycle Best Practices

Lifecycle messages are the most powerful email engagement tactic. But consumer behavior is changing, especially during the holiday season. If consumer behavior is changing, then so too shouldn't your lifecycle messaging strategy? This session will explore adjustments you can make to some common lifecycle messages for the holidays, and propose some creative strategies that push the boundaries of traditional lifecycle message best practices.

2:25 - 3:00*

FAST FOOD DESIGN - Say NO to the Templated Experience

Today, ecommerce design is becoming more and more of a commodity. With products like Squarespace and Shopify, templated sites are being spun up within minutes and marketed to the masses. In this discussion, we'll talk about how to differentiate your online experience from the competition versus chasing them.

3:00 - 3:35*

Innovation in the Inbox: How Steve Madden Delivers Contextual Experiences with Email Marketing

Steve Madden is known for their on-trend shoes and fashion accessories for men, women and children. Established in 1990, today Steve Madden is a billion-dollar company and a household name. They needed a best-in-class email marketing solution that allowed them to start small and scale up when they were ready. And if this solution could meet their customers' ever-changing needs, make their products easily accessible and drive more foot traffic (no pun intended) to their local stores, all the better. Contextual email marketing delivered all of this and more.

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- 3:00 - 3:35*** **Growing Pains: Growing Retailers May be Living the E-retailing Dream, But Many Are Still Looking for the Right Size E-commerce Platform**
The challenges an e-commerce store faces when growing in regards to moving from a all-in-one platform to a customized one
- 3:35 - 3:55*** **HAPPY HOUR + CONTENT**
- 3:55 - 4:35*** **User Profiles - Developing and Targeting**
- 3:55 - 4:35*** **Influencer Marketing - First In Class Technology Solutions**
- 4:35 - 5:00*** **Closing Keynote**

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