

TUESDAY, JUNE 25, 2019

Exhibit Hall Open: 4:00-6:30 PM

E-Commerce Technology		E-Commerce Boot Camp: Muscle Up to Grow		Amazon and Me	
9:00-9:15	Dive In! Your Technology Game Plan Just Got Easier	8:45-9:00	Welcome and Introduction	8:45-9:00	Excelling on Amazon in 2019 and Beyond
9:15-10:00	Aligning Technology to Today's Customer Journey -- A Roadmap	9:00-9:45	Site Design: Taking Your Level-101 Site To 201 and Beyond	9:00-9:30	How I Built a \$100 Million Company on Amazon
10:00-10:30	The Marketing Stack: Demystify the Array of Solutions to Build and Optimize	9:45-10:30	Usability: Keeping Shoppers on the Road to Checkout, Step by Step	9:30-10:00	What to do: Vendor (1P) vs. Seller (3P) vs Hybrid
10:30-10:50	Networking and Coffee Break	10:30-10:45	Networking and Coffee Break	10:00-10:15	Networking and Coffee Break
10:50-11:50	The Marketing Stack: Demystify the Array of Solutions to Build and Optimize	10:45-11:15	Reaching Profitability Fast: What a Lean Business Looks Like	10:15-11:00	Reviews – Know the Rules, Avoid the Buried Mines
11:50-12:30	Selling B2B or B2C: What B2B and Brands Must Get Right on Technology	11:15-12:00	Selling on Marketplaces: Why, and How	11:00-11:30	Amazon Business -- Why You need to be selling there now
12:30-1:30	Boxed Lunch	12:00-1:00	Boxed lunch	11:30-12:00	Formulas for a Winning Product Detail Page
1:30-2:00	Big Bets – What You Need to Know about Blockchain and Microservices	1:00-1:30	Does Your Business Model Need a Reboot?	12:00-1:00	Boxed Lunch
2:00-2:40	Lightning Round of Hot Digital Retail Innovations	1:30-2:15	20 Best Free and Low-Cost Marketing Tools/Services	1:00-1:30	Launching a new product on Amazon
2:40-3:00	Networking Break	2:15-2:30	Networking Break	1:30-2:15	Amazon Advertising -- The What, Why and How
3:00-4:00	Voice and Visual Search: From Pain Points to Sweet Spots; Payments: From Pain Points to Sweet Spots; Delivery: From Pain Points to Sweet Spots	2:30-3:00	Making Sense of Email Marketing Today	2:15-2:30	Networking Break
		3:00-3:30	What You Need to Know About Behavioral Metrics	2:30-3:15	Vendor (1P) Marketing Opportunities to Scale Your Brand and Business
		3:30-4:30	My Site vs. Best Practices: Live Reviews	3:15-3:45	How to Price Your Product on Amazon
				3:45-4:45	Town Hall: Ask Our Experts Anything Amazon
3:00-4:00	RetailX Keynote Doug Stephens, <i>Retail Prophet</i>				
4:00-6:30	Welcome Reception in the Exhibit Hall <i>Celebrate the opening of the exhibit hall</i>				

WEDNESDAY, JUNE 26, 2019

Exhibit Hall Open: 9:00 AM – 6:30 PM

	Marketing Vitals	Attention-Getting Strategies to Build Brand Value	Strategic Guidance for the Retail C-Suite: Digital Is Powering Your Company	Place the Right Bets Now for The Digital Future	Omnichamps: Driving the Most from Every Channel
8:15-8:30	Welcome and Introduction <i>To IRCE</i>				
8:30-9:00	Keynote Speaker Andy Dunn, Senior Vice President, Digital Consumer Brands, <i>Walmart U.S. E-Commerce</i>				
9:00-9:30	Special Guest Speaker <i>Stay tuned for speaker announcement!</i>				
9:30-10:30	Networking Break in the Exhibit Hall <i>Browse the exhibit hall and network with peers</i>				
10:30-11:00	Content Marketing to Capture New Customers and Keep the Hive Buzzing	<i>Session information coming soon</i>	The New Retail Imperative: Be A Leader in E-Commerce Technology	The Future of Retail Is More Than Retail	Building Cross-Functional Innovation Teams
11:00-11:30	<i>Session information coming soon</i>	Go Offline to Build Online: Plan and Track Brand Awareness	What AI Can Do and How It Will Change Your Company	How Blockchain Technology Will Change Retail	Make a Popup Shop Pop -- Online and Off
11:30-1:15	Networking Lunch in the Exhibit Hall	Networking Lunch in the Exhibit Hall	Networking Lunch in the Exhibit Hall	Networking Lunch in the Exhibit Hall	Networking Lunch in the Exhibit Hall
1:15-1:45	Email Mastery -- New Tactics for a Reliable Workhorse	Rules of the Road for Working with Influencers	How Retail's Leaders Are Transforming the Entire Industry	Disruption in a Bottle: A Case Study	How to Wow Gen Z
1:45-2:15	Grab Big Wins – and Dodge the Blunders – Advertising on Amazon	From Storytelling to Selling: Facebook Marketing for Growing Retail Brands	Where to Find Growth	Gauging the Value of Emerging Technologies	Exceeding Shopper Expectations Now and in the Future
2:15-3:15	Networking Break in the Exhibit Hall	Networking Break in the Exhibit Hall	Networking Break in the Exhibit Hall	Networking Break in the Exhibit Hall	Networking Break in the Exhibit Hall
3:15-3:45	Avoid Jaw-Droppingly Bad Adjacencies to Protect the Brand	How I went from an idea to \$100 million	The Battle for To- E-Commerce Talent	Neuroscience and The Shopper Brain	New UX Design Bridges Bricks and Clicks
3:45-4:15	Harmonize Digital Marketing for a Successful Product Launch	Get seen: Have a Brand Identity on Online Marketplaces	Getting Ready for What's Next in Retail: The View from the C-Suite	Alexa, Buy Me a Washing Machine	Offer Try-Before-You-Buy without Squeezing Margins
4:15-4:45	Brand-Building 101 – for V-Commerce	Panel: Can Digitally Native Brands Make it on their own	Meet a Next-Gen Disruptor: How New Brands Shake Up Incumbents	Send in the Drones	The Supply Chain Tactics that Push Retailers to the Top
4:30-6:30	Cocktail Reception in the Exhibit Hall <i>Explore the exhibitors and connect with others</i>				

THURSDAY, JUNE 27, 2019

Exhibit Hall Open: 9:00 AM – 4:00 PM

	Thriving in the Age of Amazon	The Power of Marketplaces	Marketing 2.0: Strategies for Advanced Marketers	Optimized Operations	Shoppers Want It – Online Merchandising That Makes Them Buy
8:15-8:45	<p>Keynote Speaker <i>Stay tuned for speaker announcement!</i></p>				
8:45-9:15	<p>Special Guest Speaker Dan Alarik, Chief Executive Officer & Founder, <i>Grunt Style</i></p>				
9:15-9:30	<p>Research Insights <i>Internet Retailer</i></p>				
9:30-10:30	<p>Networking Break in the Exhibit Hall <i>Browse the exhibit hall and network with peers</i></p>				
10:30-11:00	How a Differentiated Business Strategy Drives Success	Marketplace Leaders, Laggards and High-Growth Startups	Personalize online interactions to drive better results	Positioned for Profit: Where to House Your Inventory for Maximum Margin	What Drives Different Shopper Types to Hit “Buy”
11:00-11:30	Scarcity and the Secondary Market: A Profitable Mix	First-Year Basics for New Marketplace Sellers	Incorporating cultural awareness in your marketing programs	Incorporating AI-Powered Chatbots into Customer Service Operations	Boost Margin on More with Dynamic Pricing
11:30-1:15	Networking Lunch in the Exhibit Hall	Networking Lunch in the Exhibit Hall	Networking Lunch in the Exhibit Hall	Networking Lunch in the Exhibit Hall	Networking Lunch in the Exhibit Hall
1:15-1:45	Going All In: Why I Stopped Marketing My Site to Focus on Amazon Instead	The Walmart Marketplace: Pros, Cons and Key Product Categories for Growth	Multimedia storytelling strategies for social media	Global Access: How Niche Online Retailers Can Reach the World’s Consumers	How Visual Search Beats Text-Based Search for Big Gains in AOV
1:45-2:15	Using Amazon as a Stepping Stone: Gaining Exposure for a New Product	The Biggest Niche of all: Apparel Marketplaces Burst Forth	What you need to know to drive results from podcasts	The Landmark Tax Decision: What You Need to Know Now	Reward Your Customers Right
2:15-3:15	Networking Break in the Exhibit Hall	Networking Break in the Exhibit Hall	Networking Break in the Exhibit Hall	Networking Break in the Exhibit Hall	Networking Break in the Exhibit Hall
3:15-3:45	Subscription E-Retailing: Yea or Nay?	Understanding Your Online Tax Obligations in Marketplace Sales	Driving sales by using social data	Are Local Online Delivery Services Worth It?	Not Just for Stores: Visual Merchandising to Dazzle the Online Shopper
3:45-4:15	Omnichannel Pursuits: Leveraging Stores to Satisfy Online Shoppers and Increase Profit	Online Marketplaces Marketing: Amazon and Beyond	How artificial intelligence is automating marketing	The Return Burden: Spinning Returns into a Positive Experience	Putting 1-to-1 Personalization to Work
4:15-4:45	PANEL: Why are Big, Profitable Retailers Working with Amazon?	From Online Retailer to Online Marketplace: Launching a Marketplace	The right message in the right place at the right time	PANEL: On Time and on Budget: Yes, It’s Possible	Building an Immersive Product Experience Online

FRIDAY, JUNE 28, 2019

Exhibit Hall is Closed

Website Design to Power Profits		Breakout Tactics for B2B Selling: E-Commerce for Industry		Get Found Fast! Search Tactics that Get Results	
8:00-8:15	Analysis of Exclusive Market Research from Internet Retailer	8:00-8:15	Welcome and Introduction	8:00-8:30	Break Down Silos to Exploit SEO Edge
8:15-8:45	Move It: Video and Micro Animation to Boost Conversion	8:15-8:45	B2B E-Commerce: What's Cutting-Edge Now	8:30-9:00	Optimizing for Voice Search
8:45-9:15	Riddle Me This: Do Onsite Quizzes Work?	8:45-9:15	How Pain Points Become Profits: A Legacy Distributor Shifts to E-Commerce	9:00-10:00	Who's Up Next? Your Site's SEO Analyzed Right Now
9:15-10:15	Mics Are On! Attendees Step Up for Live Site Reviews	9:15-9:45	Marketplaces – Amazon Business, or Amazon.com – or other?	10:00-10:15	Networking Break
10:15-10:30	Networking Break	9:45-10:15	Merge CRM and Personalization to Boost B2B Sales Online	10:15-10:30	Aligning Your Strategy with New Search Trends
10:30-11:15	Broken and Asymmetrical, Yes, these are Good Things	10:15-10:30	Networking Break	10:30-11:00	Get on the Map: Local Search
11:15-11:45	It's the Law – Ensure Your Site Design is in Compliance	10:30-11:15	Grow Your Top Line by Doing What Amazon Can't	11:00-11:45	How Accelerated Mobile Pages Speed Conversion
11:45-12:45	Stop Stopping Shoppers with Friction — Fix That Checkout	11:15-12:00	Power Up Your Sales Reps with Digital Tools	11:45-12:15	Picture This: Integrating Visual Search
12:45	Boxed Lunch	12:00-1:00	Live Critiques for B2B E-Commerce Sites	12:15-1:00	Turbocharging Paid Search for E-Commerce
		1:00	Boxed Lunch	1:00	Boxed Lunch