

## 2021 SCHEDULE AT A GLANCE

Sunday, March 7

1:00 PM - 3:30 PM	CART						
1:30 PM - 4:00 PM	Case Study Competition						
Concurrent Workshops	E-COMMERCE	PEOPLE DEVELOPMENT	OPERATIONS	FRESH FOODS	OMNICHANNEL MARKETING	MERCHANDISING	Compliance / GR
3:45 PM - 4:45 PM	E-Commerce - What Do Consumers Want?	Creative Recruiting – Lessons Learned From the Pandemic	Emergency Preparedness/Lessons Learned	Prepared Foods – Capitalizing on New Demand for Foods To Go		Promoting Non-Foods	Washington Update
5:00 PM - 6:45 PM	Opening Keynote Session:						
6:45 PM - 8:00 PM	Opening Reception						

Monday, March 8

6:00 AM - 7:00 AM	WGA 5K Fun Run / Walk						
7:00 AM - 8:15 AM	Super Breakfast Session: CONSUMER INSIGHTS / TRENDS						
Concurrent Workshops	E-COMMERCE	PEOPLE DEVELOPMENT	OPERATIONS	FRESH FOODS	OMNICHANNEL MARKETING	MERCHANDISING	TECHNOLOGY
8:30 AM - 9:30 AM	E-Commerce Best Practices	Associate Rewards & Recognition – New Tactics for Recognizing Front-Line	How has COVID-19 Changed Store Ops?	Fresh Produce Consumer Trends	Marketing in the COVID Era: Print to Digital Shift	Managing Supply Chain Challenges	Artificial Intelligence – Food Industry Applications
9:30 AM - 9:45 AM	Break						
Concurrent Workshops							
9:45 AM - 10:45 AM	Expanding the Reach of E-Commerce: Online SNAP	Post Pandemic Labor / Legal Issues	Civil Unrest – What To Do if You Are Caught in the Middle	Meat Sales: Trends to Watch in 2021	Using Artificial Intelligence (AI) for Personalized Marketing	Winning In Center Store	The Contactless Store
11:00 AM - 12:00 PM	General Session -- STORE DESIGN & TECHNOLOGY						
12:00 PM - 5:00 PM	EXPO FLOOR OPEN						
2:00 PM - 4:00 PM	Case Study Competition						
5:00 PM - 6:45 PM	Best Bagger Championship & After Party						

Tuesday, March 9

7:00 AM - 8:45 AM	Super Breakfast Session: Creative Choice Awards Presentation						
9:00 AM - 1:00 PM	EXPO FLOOR OPEN						
NGA Talks	E-COMMERCE	PEOPLE DEVELOPMENT	TECHNOLOGY	FRESH FOODS	OMNICHANNEL MARKETING	MERCHANDISING	CASE STUDY COMP
1:00 PM - 1:25 PM	Click & Collect and Micro-Fulfillment Centers	Telecommuting Best Practices	Robots – The Next Phase of Grocery Automation	In-Store Bakery Trends	Managing Customer Reviews in Social Media	Category Management in the COVID-19 Era	
1:35 PM - 2:00 PM	Outsourcing E-Commerce	Customer Service in 2020 – Communication is Key	Perpetual Inventory: Reducing OOS is More Important than Ever	The Future of Self-Service Food Bars	Search Engine Optimization – #whatshopperslookfor. OR Google Tools	Pet Category – Merchandising Best Practices	

2:10 PM - 2:35 PM	Click and Collect Best Practices	Diversity & Inclusion	Preventing Ransomware Attacks	Double Up Food Bucks	Maintaining E-Comm Sales Increases	Sure Fire Ways to Increase Traffic – In-Store Events
2:45 PM - 3:10 PM	Conquering the Last Mile	HR Information Systems	What's New with Retail Payments?	Gourmet Foods Trends		
3:30 PM - 4:30 PM	<b>General Session --</b>					
6:00 PM - 8:00 PM	<b>Closing Celebration</b>					