

2022 Education Session Sneak Peek

TIME	TRACK	SESSION TITLE	DESCRIPTION
Sunday, February 27			
3:15 pm - 4:00 pm	E-Commerce	E-Commerce – State of the Industry	E-commerce is now a required service for food retailers. We'll review the industry's approach to e-commerce and share the strategic approach of some of the industry's leading retailers.
3:15 pm - 4:00 pm	People Development	The Case for Diversity	The customers we serve are increasingly diverse; our staffs and management should be as well. We'll explore strategies to create a culture that encourages diversity.
3:15 pm - 4:00 pm	Fresh Foods	Bakery – Sales and Profits on the Rise	Entertaining at home, health and wellness and a preference for local suppliers are just a few of the trends driving bakery sales. Learn what items and trends will dominate the bakery department in 2022.
3:15 pm - 4:00 pm	Omnichannel Marketing	Personalized Marketing	Personalized marketing programs are rapidly becoming foundational elements of retailers' go to market strategies. We'll review tactics to personalize shopper engagement, make data actionable, boost conversions and loyalty, reduce advertising costs and enhance growth.
Monday, February 28			
8:45 am - 9:30 am	Omnichannel Marketing	Marketing to Hispanic Shoppers	We'll review current data showing the size and scope of the Hispanic market, discuss the challenges of developing and implementing strategies to reach a larger portion of that market, and present solutions beneficial to retailers.
8:45 am - 9:30 am	Merchandising	5 Trends Everyone Will Be Chasing Tomorrow	You think you're on trend, but are you? Tastes and habits pivot so quickly these days, it's better to be ahead of what's coming next. No one wants to get left behind, so the folks at SPINS have dug deep into their vast resources of data to help you find the trends that are on the horizon. Walk away from this session with a head start, ready to stock the truly hot products that customers are starting to look for. Set yourself apart by being the retailer that helps set the trends instead of merely following them.
8:45 am - 9:30 am	Technology	Employing Innovation to Improve Store Operations	Grocers are battling ever-changing trends, consolidation, and competition on top of perennial challenges like tight margins, labor shortages, and rising costs. Now is a good time to explore modern solutions such as labor saving programs, omni-commerce and center store optimization to face the increasing complexity head-on. Hear how a traditional independent has leveraged innovation to position his company to succeed in the future.

9:45 am - 10:30 am	E-Commerce	Last Mile Delivery	Last mile delivery has become much more than getting product from retailer to customer. New technology feeds customers' expectations of track and trace capabilities while retailers looking for ways to maintain contact with the shopper throughout the process. We'll look at strategies that are working today as well as how last mile distribution will evolve.
9:45 am - 10:45 am	People Development	Recruiting a Changing Workforce	Explore new tools, programs and applications for recruiting and hiring new associates.
8:30 am - 9:30 am	Fresh Foods	Indoor Vertical Farming – A New Competitive Edge for Independents	Indoor and vertical farming may provide retailers the ability to offer fresher, hyper-local and pesticide-free product to shoppers. We'll review the options available to retailers interested in adding indoor farms to their stores.
9:45 am - 10:30 am	Merchandising	Groceries and Hardware – A Winning Combination	Groceries and hardware have proven to be a winning combination. Retailers are attracted to hardware's higher margins, lower labor requirements, and reduced number of SKUs. Grocers have had success with hardware departments in their stores, store within a store programs, and separate hardware stores. Review independent retailers' successful approaches to hardware operations and take away best practices for operating both grocery and hardware formats.
9:45 am - 10:30 am	Operations	The Innovation Conversation / The Big Picture	Enjoy spirited conversation and a unique look at the future of the industry. We'll review the factors that grocery executives might incorporate into their strategic, financial and technology projections as they plan for future growth. Topics to be examined include industry competitive trends, sector strategic dynamics, key technology investments and the path to continued operating strength.
9:45 am - 10:30 am	Technology	Front-End Technology	Retailers options to upgrade the front end include artificial intelligence, friction-less payments, scan and go, and self-checkout technology. We'll explore the myriad options available to help reduce labor at the front of the store.
Tuesday, March 1			
1:15 pm - 2:00 pm	E-Commerce	Food Safety & E-Commerce	Whether picking up in store or having weekly groceries delivered, shoppers expect their food will be safe to eat. We'll review the protocols both retailers and consumers should use to ensure food safety standards are met in backroom storage areas, on delivery vans and in the home.

1:15 pm - 2:00 pm	People Development	Turning Weaknesses into Strengths	Stephanie had no entrepreneurial experience prior to taking over her family's business and saving it from ruin. And she in no way resembles your typical CEO, being a woman who wears Stuckey's t-shirts rather than power suits. How does she do it? She embraces her weaknesses as opportunities to learn, and she celebrates her strengths. She treats every day as an adventure in which the unexpected is likely to happen. And she gets up at 5 a.m. every morning and follows her grandfather's and father's ideals: Work hard, be fair, and have fun.
1:15 pm - 2:00 pm	Fresh Foods	Technology Innovations to Reduce Shrink	Shoplifting, back door theft and sloppy practices throughout the store negatively impact the bottom line. We'll look at some new strategies and techniques retailers are using to reduce loss.
1:15 pm - 2:00 pm	Omnichannel Marketing	Omnichannel Convergence – The Art of Meeting Your Shoppers Where They Are	We'll do a deep dive into the key factors for successful omnichannel convergence and digital transformation. Key topics to include how to craft omnichannel plans for in-store and online experiences, strengthening personalization and targeting strategies and effectively maintaining a 1 to 1 relationship with shoppers regardless of the shopping medium they choose.
1:15 pm - 2:00 pm	Merchandising	Local Sourcing	A close connection to the community, including local suppliers, is a key competitive edge for independent retailers. Students participating in the 2021 NGA Student Case Study Competition will share tactics for increasing sales through a commitment to local products.
1:15 pm - 2:00 pm	Operating for Excellence	Succession Planning for the Family Business	Retailers contemplating the sale of the business or transition of ownership to other family members know it can be a challenging process. We'll review strategies for preserving family relationships, legal issues and financial considerations involved in selling a family business.

2:15 pm - 3:00 pm	E-Commerce	Multichannel Commerce: NGA Student Case Study Competition	As many retailers have rushed to offer online delivery and pick-up as an option, especially during the 2020 pandemic, the approach of selling food on multiple platforms may sometimes be seen as an adjunct to the “regular” shopping experience, instead of an additional offer in an omnichannel approach to serving customers. A seamless journey through all channels of operation is the customer engagement and loyalty goal. Now, adding to the complexity, there are multiple touchpoints in the shopper journey, more robust customer loyalty data available than ever, and customers adding more of a multi-channel approach to their shopping journey: in-store, online, social sites, comparison shopping engines, etc. Inventory management, customer data management, and attracting customer attention are now more difficult than ever. Students participating in the 2022 Case Study Competition will explore the optimal set-up for a complete and seamless multi-channel platform for Woodman’s Markets today and in the future? Student Case Study Competition - semifinalists
2:15 pm - 3:00 pm	People Development	Education Programs for Workforce Development	The challenge of finding and retaining high potential associates is not likely to ease anytime soon. Forward-looking retailers are incorporating access to affordable higher education into their programs for developing future leaders while minimizing their financial impact. We will explore the importance of an educated workforce in an industry that is becoming increasingly complex and discuss how education programs can be used as ineffective tool for recruitment and retention.
2:15 pm - 3:00 pm	Fresh Foods	Prepared Foods – Trends and Innovations	Myriad trends will drive the success of prepared foods in the future. We'll explore the continued strength of in-store fresh foods to go, AI technologies to improve ordering and sales, and opportunities to increase online sales of prepared foods.
2:15 pm - 3:00 pm	Omnichannel Marketing	Digital Communications Best Practices	Join us for a review of the foundational elements of a successful digital marketing campaign. We’ll share several tips ranging from the tried and true to the strongly recommended. Take home reminders of the basic principles of good marketing as well as ways to ensure your digital strategy evolves to meeting changing times.
2:15 pm - 3:00 pm	Merchandising	Revenue Diversification	The concept of retail formats has become increasingly blurred and grocers are embracing the change. No longer limiting themselves to traditional grocery items, innovative retailers are looking to alternative revenue sources to maintain sales growth. We'll look at some of creative ways retailers are branching out.
2:15 pm - 3:00 pm	Operating for Excellence	Sustainability and Green Energy	The financial benefits and positive environmental impact of green initiatives are well-documented. We'll review successful programs of innovative independent retailers.