

## 2021 SCHEDULE AT A GLANCE

Sunday, September 19

1:00 PM - 3:30 PM

**The Path to Retail 4.0: Get Ready or Get Left Behind**

Concurrent Workshops	E-COMMERCE	PEOPLE DEVELOPMENT	FRESH FOODS	OMNICHANNEL MARKETING	MERCHANDISING	OPERATIONS	DIGITAL TRANSFORMATION
3:45 PM - 4:45 PM	E-Commerce - What Do Consumers Want?	Creative Recruiting – Lessons Learned From the Pandemic	Prepared Foods – Capitalizing on New Demand for Foods To Go	Accelerating Personalized Marketing in a Changing Landscape	Non-Foods Merchandising Strategies	Promoting Healthy Eating	Digital and In-Store – It's All About the Data

5:00 PM - 6:45 PM

**Opening Keynote Session - Chef Jeff Henderson**

6:45 PM - 8:00 PM

**Opening Reception & MATTER BOX Challenge**

Monday, September 20

7:00 AM - 8:15 AM

**Super Breakfast Session - The Rubik's Cube of Independent Retailing: 2021 and Beyond**

Concurrent Workshops	E-COMMERCE	PEOPLE DEVELOPMENT	FRESH FOODS	OMNICHANNEL MARKETING	MERCHANDISING	OPERATIONS	DIGITAL TRANSFORMATION
8:30 AM - 9:30 AM	E-Commerce Best Practices	Diversity + Equity and Inclusion = Profits	Produce 2022 - Maintaining Sales Growth	The Future of Marketing – Print to Digital Shift	Winning In Center Store	Retail Automation – Optimizing the In-Store Experience	Digital Merchandising – Going Beyond the In-Store Experience Online

9:30 AM - 9:45 AM

**Break**

Concurrent Workshops	E-COMMERCE	PEOPLE DEVELOPMENT	FRESH FOODS	OMNICHANNEL MARKETING	MERCHANDISING	OPERATIONS	DIGITAL TRANSFORMATION
9:45 AM - 10:45 AM	Expanding the Reach of E-Commerce: Online SNAP	Retail on the Front Lines: Managing Through Disasters and Civil Unrest	Meat Sales: Trends to Watch in 2022	Transforming the Consumer Experience by Going Beyond the Buy Button	Cybersecurity and Ransomware: Protecting Your Company	Preparing Your Store for an Active Shooter	Optimize Omnichannel Convergence and Digital Transformation

11:00 AM - 12:00 PM

**General Session – 2022 Outlook: Galvanizing the Growth Consumer**

12:00 PM - 5:00 PM

**EXPO FLOOR OPEN**

5:00 PM - 6:45 PM

**Best Bagger Championship & After Party**

Tuesday, September 21

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	OPERATIONS	FRESH FOODS	OMNICHANNEL MARKETING	MERCHANDISING	NUTRITION INCENTIVES
1:15 PM - 1:40 PM	Making the Case for Micro-Fulfillment Centers	Washington Update	Reducing Shrink in Fresh Departments	Reaching the Value Consumer	15 Ideas for Growing Sales	Reading the Incentive Landscape
1:50 PM - 2:15 PM	Drones: How A Retailer Can Create Its Own Air Force	State of the Industry	Meat Case Innovation	Search Engine Optimization – #whatshopperslookfor. OR Google Tools	Pet Category – Merchandising Best Practices	Incentive Success Stories - Retailer Benefits Panel
2:30 PM - 2:55 PM	Best Practices For Click-and-Collect Models	M&A Outlook for the Food Industry	Driving Vendor Compliance for Bottom Line Savings	Maintaining E-Comm Sales Increases	Sure Fire Ways to Increase Traffic – In-Store Events	Incentive Ready: How to Implement Incentives in Store

3:05 PM - 3:30 PM	The Auto-Replenishment Opportunity	Post Pandemic Labor / Legal Issues	Supercharge Your Revenue: Selling Prepared Foods in a eCommerce Environment	Next Generation Loyalty Programs	Consumer Shopping Trends	Establishing Incentive Partnerships	
3:45 PM - 4:45PM	<b>General Session - Creating a 'Magnetic' Store Culture</b>						
6:00 PM - 8:00 PM	<b>Closing Celebration</b>						