

AGENDA • GENERAL SESSIONS

MONDAY // MARCH 25, 2019

2:00 pm - 5:00 pm **Innovation Lab Open** // Team Support Center

5:00 pm - 7:00 pm **Welcome Reception** // Team Support Center

TUESDAY // MARCH 26, 2019

7:30 am - 8:30 am **Breakfast** // Benton Convention Center, Winston Ballroom

8:30 am - 8:45 am **80's Wake Up** // Benton Convention Center, Salem Ballroom

8:45 am - 9:15 am **David Mounts, CEO, Inmar** // Analytics Forum Welcome // Benton Convention Center, Salem Ballroom

9:15 am - 10:00 am **Ken Krasnow, VP of Omnichannel Marketing, Henkel** // If Everything Seems Under Control, You Are Moving Too Slow // Benton Convention Center, Salem Ballroom

10:15 am - 11:00 am **Chris Kocher, Founder and Managing Director, Grey Heron** // The Amazon Juggernaut is Bulldozing its Way into New Markets – What's Next? // Benton Convention Center, Salem Ballroom

11:00 am - 11:45 am **Omar Johnson, Former CMO Beats by Dre** // The New Rules of Marketing: From Influencers to Ambush Marketing // Benton Convention Center, Salem Ballroom

11:45 am - 12:30 pm **Lunch** // Benton Convention Center, Winston Ballroom

12:30 pm - 1:00 pm **Lior Suchard, Mentalist** // Benton Convention Center, Salem Ballroom

1:15 pm - 3:00 pm **Breakout Sessions**

3:15 pm - 4:00 pm **Doug Stephens, Retail Futurist, Retail Prophet** // Reengineering Retail: The Future of Selling in a Post-Digital World // Benton Convention Center, Salem Ballroom

4:00 pm - 4:45 pm **John Ross, CEO, IGA** // Digital & Data Even the Playing Field for Independents // Benton Convention Center, Salem Ballroom

6:30 pm - 9:00 pm **80's Throwback Party** // Ramkat

WEDNESDAY // MARCH 27, 2019

8:00 am - 9:00 am **Breakfast** // Benton Convention Center, Winston Ballroom

9:00 am - 9:30 am **Lior Suchard, Mentalist** // Benton Convention Center, Salem Ballroom

9:30 am - 10:15 am **Andre Moraes, Principal Analytical Lead, Google** // The Age of the Digital Assistant and How it will Impact CPG and Retailer // Benton Convention Center, Salem Ballroom

10:30 am - 11:15 am **Consumer and Patient Panel** // Benton Convention Center, Salem Ballroom

11:15 am – 11:30 am **GenYouth Presentation** // Benton Convention Center, Salem Ballroom

11:30 am - 12:30 pm **Lunch** // Benton Convention Center, Winston Ballroom

12:30 pm - 1:15 pm **Heather George, SVP, Brand Strategy, Lowes Foods** // Session Title TBA // Benton Convention Center, Salem Ballroom

1:30 pm – 2:15 pm **Breakout Sessions**

2:30 pm - 3:15 pm **Geoff Ramsey, Chairman and Founder, eMarketer** // The State of the Digital Marketing & Commerce: Mega Trends for Today and Tomorrow // Benton Convention Center, Salem Ballroom

3:15 pm – 4:30 pm **Wake Forest Student Competition** // Benton Convention Center, Salem Ballroom

4:45 pm **Reception with Students** // Benton Convention Center

AGENDA • BREAKOUT SESSIONS

TUESDAY // MARCH 26, 2019

1:15 pm - 2:00 pm	Personalization: Delivering Individual Experiences at Mass Market Scale <hr/> Jim Hertel, SVP, Inmar Analytics Piedmont 1	It's a Really Bad Time to be Boring <hr/> Steve Dennis, Sageberry Consulting Piedmont 2	Blockchains / Distributed Ledger Technologies and Retail Analytics <hr/> Raina Haque, Professor of Practice of Technology, Wake Forest University Piedmont 3	5 Predictions for the Next 5 Years <hr/> Allen Nance, CMO, Emarsys Piedmont 4	What Pharmacy Retailers Should Know About the Evolution of DIR <hr/> Chris Smith, Director, Product Strategy Pharmacy, R.Ph, Inmar Innovation Lab
2:15 pm - 3:00 pm	Conversational Commerce: Capturing the Next 1B Shoppers with Chatbots & AI <hr/> Ryan Halper, VP Conversational Commerce, Inmar Piedmont 1	Too Much Math (or Data), Too Little Meaning <hr/> Rishad Tobaccowala, Chief Growth Officer, Publicis Group Piedmont 2	Prescriptive Analytics: What's a Manager to do? <hr/> Jeff Camm, Wake Forest University Piedmont 3	Marketing to Gen Z <hr/> Jeff Fromm, President, FutureCast Piedmont 4	Opioid Epidemic from Three Perspectives <hr/> Moderator: Steve Anderson, President & CEO, NACDS Panelists: Dr. Crick Watkins, Wake Forest University, Kevin Hurn, Director of Pharmacy, Meijer, & Dr. Anuradha Rao-Patel, BCBSNC Innovation Lab

WEDNESDAY // MARCH 27, 2019

12:30 pm - 1:15 pm	KEYNOTE: Session Title TBA <hr/> Heather George, SVP, Brand Strategy, Lowes Foods Salem Ballroom				Healthcare Trends – The Data Tells the Story <hr/> Darren Coleman, VP, Product Strategy, Healthcare Intelligence Benton Conference 1
1:30 pm - 2:15 pm	Achieving Customer Satisfaction Through Omnichannel Returns <hr/> Rob Zomok, EVP & President, Global Operations, Inmar Piedmont 1	Exciting Session Title TBA <hr/> Piedmont 2	Strategic Planning Made Simple & Powerful <hr/> John Linehan, President, Chief Strategy Officer, King's Hawaiian Piedmont 3	Experiential Marketing <hr/> Don Fitzgerald, Former CEO, Mariano's Piedmont 4	The Business Value of Serialization <hr/> Moderator: Julie Kuhn, Sr. Director, Regulatory & Compliance, Inmar Panelists: Michelle Osmian, Associate Director, TEVA, Michael Mazur, Director, Pfizer, & Heather Zenk, SVP, AmerisourceBergen Benton Conference 1