

2019



IN PARTNERSHIP WITH WAKE FOREST UNIVERSITY

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	Kick-off Welcome • David Mounts, CEO, Inmar // Benton Convention Center, Salem Ballroom
9:15 am - 10:00 am	Keynote • Ken Krasnow, VP of Omnichannel Marketing, Henkel // Benton Convention Center, Salem Ballroom
10:15 am - 11:00 am	Keynote • Chris Kocher, Founder and Managing Director, Grey Heron // Benton Convention Center, Salem Ballroom
11:00 am - 11:45 am	Keynote // Benton Convention Center, Salem Ballroom
11:45 am - 12:30 pm	LUNCH
12:30 pm - 1:00 pm	Entertainment // Benton Convention Center, Salem Ballroom
1:15 pm - 3:00 pm	Breakout Sessions
3:15 pm - 4:00 pm	Keynote • Doug Stephens, Retail Futurist, Retail Prophet // Benton Convention Center, Salem Ballroom
4:00 pm - 4:45 pm	Keynote // 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	Entertainment // Benton Convention Center, Salem Ballroom
9:30 am - 10:15 am	Keynote // 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
12:30 pm - 1:15 pm	Keynote • John Ross, CEO, IGA // Benton Convention Center, Salem Ballroom
1:30 pm - 2:15 pm	Breakout Sessions
2:30 pm - 3:15 pm	Closing Keynote • Geoff Ramsey, Chairman and Founder, eMarketer // 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

Event Locations in Winston-Salem, NC

Benton Convention Center • 301 West 5th St
Ramkat • 170 W 9th St
Marriott • 425 N. Cherry St

Embassy • 460 N. Cherry St
Inmar • 635 Vine St

Badge Pickup

Monday • 2:00 pm - 7:00 pm (Inmar TSC)
Tuesday • 8:30 am - 4:00 pm (Benton)
Wednesday • 8:30 am - 12:00 pm (Benton)