

TOP RETAIL INFLUENCERS' MUST SEE LINEUP FOR NRF 2024

SATURDAY

Kick off NRF 2024 by visiting some of the world's most innovative stores. Here are a few of our local favorites:

- **Camp**
110 5th Ave, New York, NY 10011
- **Dyson Demo Store**
640 5th Ave, New York, NY 10019
- **Apple**
767 5th Ave, New York, NY 10153
- **The Fantastic World of the Portuguese Sardine**
1592 Broadway, New York, NY 10036
- **Color Factory**
251 Spring St, New York, NY 10013
- **American Girl**
75 Rockefeller Plaza Floor 1, New York, NY 10019

SUNDAY

14. Jan 2024

MORNING

Featured Session

NRF chairman's welcome: Making it matter

Walmart U.S. president and CEO and Chairman of the National Retail Federation, John Furner provides NRF 2024's welcome and opening remarks including a brief state of the industry and NRF, and why decisions made today matter more than ever.

8:45 am - 9:00 am

Javits North, Level 5, Sap Theatre

Featured Session

Leading through transformation, from local relevance to global purpose: The Kmart Australia story

Discover how Kmart Australia reinvented itself from a traditional discount store to a cutting-edge hybrid retailer, focusing on strategic innovation, leadership, and technology adoption.

10:30 am - 11:00 am

Javits North, Level 4, Firework Stage



Michelle Evans,

Global Lead of Retail and Digital Consumer Insights, Euromonitor International

Featured Session

New market opportunities: Monetizing personalization through retail media

Learn how retailers are using first-party data and merging content, media, and retail to innovate in live commerce and social media, creating new revenue streams and transforming advertising.

11:20 am - 11:50 am

Javits North, Level 4, Elastic Path Stage



Alberto Serrentino

Founder, Varese Retail

AFTERNOON

Featured Session

North American Grocery Retail Trends For 2024

Join Sucharita Kodali and Yael Cosset in a session exploring how North American grocers are navigating inflation, geopolitical issues, and market trends, and their strategies for 2024.

12:10 pm - 12:40 pm

Javits North, Level 4, Firework Stage



Sucharita Kodali

Vice President, Principal Analyst, Forrester Research

Featured Session

The business of supply chains: Senior leadership working together to maximize supply chain value

Explore "Fostering Innovation" by Andrew Laudato, COO of The Vitamin Shoppe, where he blends tech and business insights from his extensive career. His book is available at major retailers and on his website

12:45 pm - 1:15 pm

River Pavilion, goTRG Stage



Andrew Laudato

Executive Vice President & Chief Operating Officer, The Vitamin Shoppe

Featured Session

Driving performance & sustainability in e-commerce with store digitalization

This session focuses on how retailers can improve online order fulfillment and in-store processes, emphasizing local e-commerce's role in enhancing service and promoting environmental sustainability

1:00 pm - 1:30 pm

Javits North, Level 5, Elastic Path Stage



Anne Mezzenga

Co-CEO, Omni Talk

MONDAY

15. Jan 2024

MORNING

Keynote Session

Beauty redefined: How Ulta Beauty is shaping how the world sees beauty inside and out

Beauty and cosmetics have evolved into tools for self-expression, community building, innovation, and personal well-being.

9:30 am - 10:00 am

Javits North, Level 5, Sap Theatre

Featured Session

Digital strategies to decode Gen Z

Discover how top brands effectively engage Gen Z with adaptive digital strategies, learn their success metrics, and explore innovation in a dynamic market.

11:20 am - 11:50 am

Javits North, Level 4, Firework Stage

AFTERNOON

Exhibitor Big Ideas

The power of understanding customer & associate journeys in your store

Understanding store customer journeys is more important than ever before and required to deliver true omnichannel experiences. Come hear innovative retailers talk about how understanding their customer and associate journeys - and the technology they use - helps them deliver on their brand promise, optimize store operations, and drive store results.

1:30 pm - 2:00 pm

Expo, Level 1, Expo Stage 2

Exhibitor Big Ideas **T Mobile**

The 5G era of retail: Improved shopping experiences fueled by smart store capabilities

Learn how T-Mobile for Business, Tractor Supply Company, and 345Global are leveraging digital connectivity in Smart Stores to enhance operations, manage inventory, and drive retail growth, catering to customer preferences for physical shopping experiences.

4:00 pm - 4:30 pm

Expo, Level 1, Expo Stage 1



Ron Thurston

Co-Founder, Ossy

TUESDAY

16. Jan 2024

MORNING

Featured Session

Brand reboot: How Crocs and Claire's became cool again

Discover the inspiring stories of resilience from Crocs and Claire's as they share their transformation from challenges to triumphs in reinventing their brands and winning back customers.

10:30 am - 11:00 am

Javits North, Level 4, Elastic Path Stage

Featured Session

Global forces shaping the retail business landscape

Explore strategies to future-proof retail businesses by analyzing global trends affecting economics, society, technology, politics, and creativity in this insightful session.

11:20 am - 11:50 am

Javits North, Level 4, Elastic Path Stage

Exhibitor Big Ideas

AI at the edge in retail: How to harness data for a seamless customer experience

Discover how retailers are utilizing AI and data analytics in both physical and online stores to enhance customer experiences, with a focus on remote management, operational insights, customer behavior, and data privacy.

11:30 am - 12:30 am

Expo, Level 3, Expo Stage 3

AFTERNOON

Partner Perspective

Online retail for a new generation of shoppers - How artificial intelligence will humanize the digital experience

Explore the future of retail in 2025, where AI transforms the shopping experience. Discover how AI-driven conversational assistance, profitable personalization, and immersive digital stores will redefine retail as we know it. Join us for a glimpse into the future of profitable, personalized, and immersive shopping.

11:00 am - 11:30 pm

River Pavilion, goTRG Stage

Featured Session

The world's most influential retail brands 2024

David Roth, CEO of The Store WPP, explores how brand influence shapes consumer behavior, loyalty, and spending in the 2024 retail sector, emphasizing its impact on business profitability.

12:10 pm - 12:40 pm

Javits North, Level 4, Firework Stage

Exhibitor Big Ideas

Unify your data to unlock AI opportunities

Learn how Microsoft is enabling retailers to overcome data compatibility issues, unlocking AI's potential to enhance customer loyalty, and operational efficiency, and gain critical insights in retail.

1:00 pm - 1:45 pm

Expo, Level 1, Expo Stage 1

Miss a session? Follow us for live updates and event coverage



@RETHINK_Retail