



# FUTURE STORES

June 20 - 23, 2016 • Sheraton Seattle, Seattle WA

# RETAIL. REIMAGINED.

## Featured Speakers Include:



**Kyle Nel**  
Executive Director,  
Lowe's Innovation  
Labs, Lowe's Home  
Improvement



**Lindsay Angelo**  
Strategist  
Lululemon



**Andrea Farris**  
VP, Director of  
Retail Systems and  
Operations  
Walgreens



**Laith Murad**  
CMO  
PIRCH



**Bill Sleeth**  
VP, Store Design  
& Concepts,  
Americas  
Starbucks

Sponsors:



## The event for in-store experience innovators

Now in its 4th year, Future Stores brings together retail executives to discuss in-store innovation and best practices for merging the digital and physical retail environments. **Join us this June in Seattle to:**



### Get Inspired

Learn from retail innovators, experience transformative technology, take your in-store experience to the next level



### Bridge The Gap

Bring your teams together under one roof to focus on omni-channel integration and achieving a seamless retail experience



### Make New Friends

Share ideas, challenge each other and make connections that will move your business forward

## Who Will You Meet?

This event brings together senior level retail executives with the following roles:

- Retail/Store Operations
- In-Store Experience
- Retail Strategy
- Retail Design
- Innovation
- Technology
- Visual Merchandising
- Customer Experience/Retail Experience
- Omni-Channel Marketing
- Brand Strategy
- Digital Marketing
- eCommerce

## Take your in-store experience to the next level with insights from:



## A special thank you to our 2016 Advisory Board!

Our dedicated board helps to shape the program content, develop the speaker faculty and deliver an incredible onsite experience in Seattle.



Lindsay Angelo  
Strategist  
**Lululemon**



Mark Fecker  
VP, Innovation  
**Ford Direct**



Albert Vita  
Senior Director, Digital In-Store Experience  
**The Home Depot**



Brent Layton  
AVP, Director of Retail Operations  
**Sierra Trading Post**



Brandon Friez  
Director of Omni-Channel Transformation  
**American Eagle**



Scott Emmons  
Head of the Innovation Lab  
**Neiman Marcus**



Eric Oliver  
Director, Digital Marketing  
**The North Face**



Kurt Rachdorf  
Senior Director, Brand Retail Operations  
**LEGO Brand**

# Meet The 2016 Speaker Faculty

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Attend high impact presentations, in-depth master classes, lively panels and interactive roundtable discussions this June. You're guaranteed to leave with pages of notes. Learn from this group's successes (and avoid pitfalls). They'll outline what worked for their businesses and what didn't. Check [www.future-stores.com](http://www.future-stores.com) to learn more about their backgrounds.



**Micah Solomon**  
Author, High-Tech, High-Touch  
Customer Service, Customer  
Service Contributor  
**Forbes.com**



**Kyle Nel**  
Executive Director, Lowe's  
Innovation Labs  
**Lowe's Home Improvement**



**Laith Murad**  
CMO  
**PIRCH**



**Justin Tripp**  
SVP, D2C and Omni-Channel  
**True Religion Brand Jeans**



**Michele Fuhs**  
Head of Future Retail - Premium  
Retail Experience  
**BMW Group**



**Bill Sleeth**  
VP, Store Design & Concepts,  
Americas  
**Starbucks**



**Billy May**  
SVP Digital, eCommerce, and  
Corporate Development  
**Abercrombie & Fitch**



**Lindsay Angelo**  
Strategist  
**Lululemon**



**Wade Allen**  
VP, Customer Engagement  
and Digital Innovation  
**Chili's (Brinker International)**



**Matt Hornbuckle**  
Co-Founder, CEO  
**Stantt**



**Andrea Farris**  
VP, Director of Retail Systems  
and Operations  
**Walgreens**



**Alex Carleton**  
Creative Director  
**Filson**



**Keary McNew**  
VP, Chief Information and  
Logistics Officer  
**Lily Pulitzer**



**Jenica Myskowski**  
VP, Stores  
**Kate Spade & Company**



**Matthew Powell**  
Experience Design Manager  
**REI**



**Nikki Easterday**  
Experience Design Manager,  
Store Design & Visual  
Merchandising  
**REI**



**Dan Carlson**  
Director, Store Operations  
**The Home Depot**



**Nicole Ponzio**  
Senior Manager, Customer  
Experience Innovation  
**Nordstrom**



**Kurt Rachdorf**  
Senior Director, Brand Retail  
Operations  
**LEGO Brand**



**Michael Barrow**  
VP, Retail  
**Tommy Bahama**



**Chris Brennan**  
SVP, Global Retail  
Development  
**NBA Entertainment**

**Brendan McQuillan**  
VP  
**Fanatics, Inc.**



**Thomas Walsh**  
Senior Director, Store Development  
**Under Armour**



**Jared Pearce**  
Senior Project Manager  
**REI**



**Tallie Kawahara**  
VP, Stores  
**Soma Intimates**



**Kari Harkins**  
Senior Director, Store Operations  
**DSW**



**Darren Medina**  
VP, Store Design  
**Mod Pizza**



**Micheline Davies**  
Vice President, Store Design  
and Merchandising  
**Canadian Tire**



















**Jeremy Xavier**  
Senior Director, Mobile  
**American Eagle**



















**Rafael Rodas**  
Director, Retail & E-Commerce,  
Director of Operations  
**Alpargatas USA/Havaianas**

# Meet The 2016 Speaker Faculty

-  Ken Seiff  
Managing Director  
**Beanstalk Ventures**
-  Keri Voke  
Senior Manager, Multi-channel Strategy  
**Walmart**
-  Rohit Gupta  
Head of Digital Stores Product Management  
**Macy's**
-  Mark McKelvey  
VP, Global Information Technology  
**Brooks Running**
-  Ryan St. Mary  
Director of Stores  
**Gant Global**
-  Dean Marshall  
Senior Director, Retail Operations, EMEA  
**The LEGO Group**
-  Ryan Farage  
Manager, Global Dealer Development Strategy  
**Harley-Davidson Motor Company**
-  Rob Bogan  
VP, International Systems & Store Systems  
**Williams-Sonoma, Inc.**

-  Sachin Padwal  
Senior Director, Multi-Channel Strategy & Innovation  
**Sam's Club**
-  Eugene Alletto  
CEO  
**Bedgear**
-  Nikki Baird  
Managing Partner  
**RSR Research**
-  Kelly Soligon  
General Manager, Marketing Microsoft Retail Stores  
**Microsoft**
-  Craig LaRosa  
Former Divisional VP, In-Store Experience & Design  
**Sears Holdings Corporation**
-  Shelley Kohan  
VP, Retail Consulting  
**RetailNext**
-  Shannon Warner  
Consulting Partner & AVP, Digital Transformation  
**Cognizant**
-  Ben Gray  
Senior Digital Experience Analyst  
**Applause**

-  Craig Witsoe  
CEO  
**Elo**
-  Gary Ambrosino  
CEO  
**TimeTrade**
-  Jerry Rightmer  
EVP, Chief Strategy & Product Officer  
**Starmount**
-  Kevin Swanwick  
Senior Director, Retail Solutions  
**Manhattan Associates**
-  Scott McGillivray  
Chief Strategy Officer  
**iQ metrix**
-  Brett Friedman  
SVP, Sales & Marketing  
**Reflexis**
-  Alex Ciorapciu  
Head of Omnichannel Strategy EMEA  
**Richrelevance**
-  Chris Taylor  
Founder & CEO  
**Square Root**
-  Larry Arnstein  
VP, Business Development  
**Impinj**

-  Sanjeev Sularia  
CEO & Co-Founder  
**IntelligenceNODE**
-  Brad Marg  
COO  
**Clutch**
-  Sam Halse  
COO  
**Adyen**
-  David Munczinski  
CEO & Founder  
**Brickwork**
-  Noel McMichael  
VP, Strategic Accounts  
**LiveRamp**
-  Mike Tippetts  
VP, Media Services  
**Hughes**
-  Sudhakar Shivashankar  
Product Director  
**Mindtree**

# An Interactive Learning Experience

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## Panel:

a 40 minute interactive, moderated discussion on stage featuring 3-4 panelists and audience Q&A throughout. There's no presentation or PowerPoint slides needed.



## Site tour:

Your chance to see retail in action at stores around the Seattle area. Get a behind the scenes look at exceptional in-store experience and design.



## Master Class:

a one hour deep-dive into a particular topic led by a facilitator and featuring hands-on activities and/or group work.



## Champagne roundtable:

Roundtable discussions are small peer-led group discussions on a niche topic. Your role would be to facilitate discussion and serve as a subject expert. The discussions are 2 40-minute rotations, meaning, after 40 minutes, all the attendees switch tables and select a new table to sit at for the second 40 minutes.



## Invite-only think tank:

A closed door session featuring 15-20 senior level executives debating strategic ideas and sharing insights.



## Case study revolution:

The speaker will give a roughly 20 minute case study on how they've gone about tackling a particular challenge. The remaining 20 minutes will have the attendees sharing their successes or challenges with the room helping those with challenges solve them together.



## Innovation spotlight:

A 10 minute rapid-fire presentation led by a solution provider highlighting the latest in retail technology



## Fireside chat:

An informal, interview-style session with a chance for the audience to ask questions of a C-level executive.

2:00 **Registration and site tour overview**

2:40 **Concurrent Site Tours Begin – Take Your Pick**

## SITE TOUR A: REI Flagship Store

Get a guided tour of REI's innovative flagship store and see why their passionate, adventure-seeking customers flock to their retail locations. Discover their unique and dynamic in-store experience and see why they've been on FORTUNE magazine's list of the "100 Best Companies To Work For" since the rankings began in 1998. Tour attendees will get an overview of their employee mobile technologies and their in-store research and testing methodologies.

Tour guides:



**Jared Pearce**  
Senior Project Manager  
REI



**Nikki Easterday**  
Experience Design Manager, Store  
Design & Visual Merchandising  
REI



**Matthew Powell**  
Experience Design Manager  
REI

For more info, [click here](#)

**This tour is currently sold out.**

To add your name to the wait list, please contact [haley.penney@wbresearch.com](mailto:haley.penney@wbresearch.com)

## SITE TOUR B: A Walking Tour Of Seattle's Retail Core

Home to dozens of upscale national and international retailers and restaurants, the Retail Core is one of the finest dining and shopping areas in the region. Visit the newly revamped Nordstrom flagship, check out how Sephora engages customers with new digital elements and tour a few other spots on your way. More details to come!

For more info, [click here](#)

**This tour is currently sold out.**

To add your name to the wait list, please contact [haley.penney@wbresearch.com](mailto:haley.penney@wbresearch.com)

## SITE TOUR C: Impinj REC

The Impinj RAIN Experience Center (REC) is a Seattle-based innovation center created to test and showcase item connectivity applications in real-world retail shopping scenarios. Visitors to the Impinj REC can engage in a wide range of hands-on demonstrations that highlight how Item Intelligence and RAIN RFID enable omnichannel fulfillment, digitally enhanced shopping experiences, loss identification and behind the scenes data analytics about shopper activity

Tour guide:



**Larry Arnstein**  
VP of Business Development  
Impinj

## The Brooks Trailhead (Brooks Running)

The Brooks Trailhead is much more than a store – it's a place to gather with friends, start your workouts, and celebrate a good run. This is a home for the running community.

During the tour of the Brooks Trailhead, we will be demonstrating how we blend mobile technology, biomechanics, merchandising, and expert service to enable everyone to find their Run Signature™ and leave the store with the right shoe for them.

Tour guide:



**Mark McKelvey**  
VP, Global Information Technology  
Brooks Running

For more info, [click here](#)

## SITE TOUR D: Starbucks Reserve Roastery & Tasting Room

Coffee Tasting & Discussion:

Enjoy a tasting of Roastery Exclusive blend brewed two different ways plus conversation around the Reserve Brand including concept, innovation, current stores, future store models and customer engagement – creating a unique customer experience, new customer service models for retail locations, coffee education.

A guided walking tour through the Roastery:

Discuss history, concept and design of the building, Roasting Plant operations, Roastery Café operations (customer experiences) and how to generate commerce in an expanding neighborhood.

Tour guide:



**Renee Frechin**  
Event Specialist – Reserve Roastery & Tasting Room  
Starbucks

For more info, [click here](#)

**This tour is currently sold out.**

To add your name to the wait list, please contact [haley.penney@wbresearch.com](mailto:haley.penney@wbresearch.com)

5:30 **Leaders In Retail Cocktail Reception Hosted By Starmount and RichRelevance (open to retailers only)**

5:30 **Channel Partner Reception:** We invite our vendor partners and attendees to network with each other and discuss opportunities for partnerships.

6:30 **Pre day concludes**

# SITE TOUR: REI

Monday, June 20, 2016 / 3:00-4:30 PM

Get a guided tour of REI's innovative flagship store and see why their passionate, adventure-seeking customers flock to their retail locations. Discover their unique and dynamic in-store experience and see why they've been on FORTUNE magazine's list of the "100 Best Companies To Work For" since the rankings began in 1998. Tour attendees will get an overview of their employee mobile technologies and their in-store research and testing methodologies.

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**Jared Pearce**  
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REI

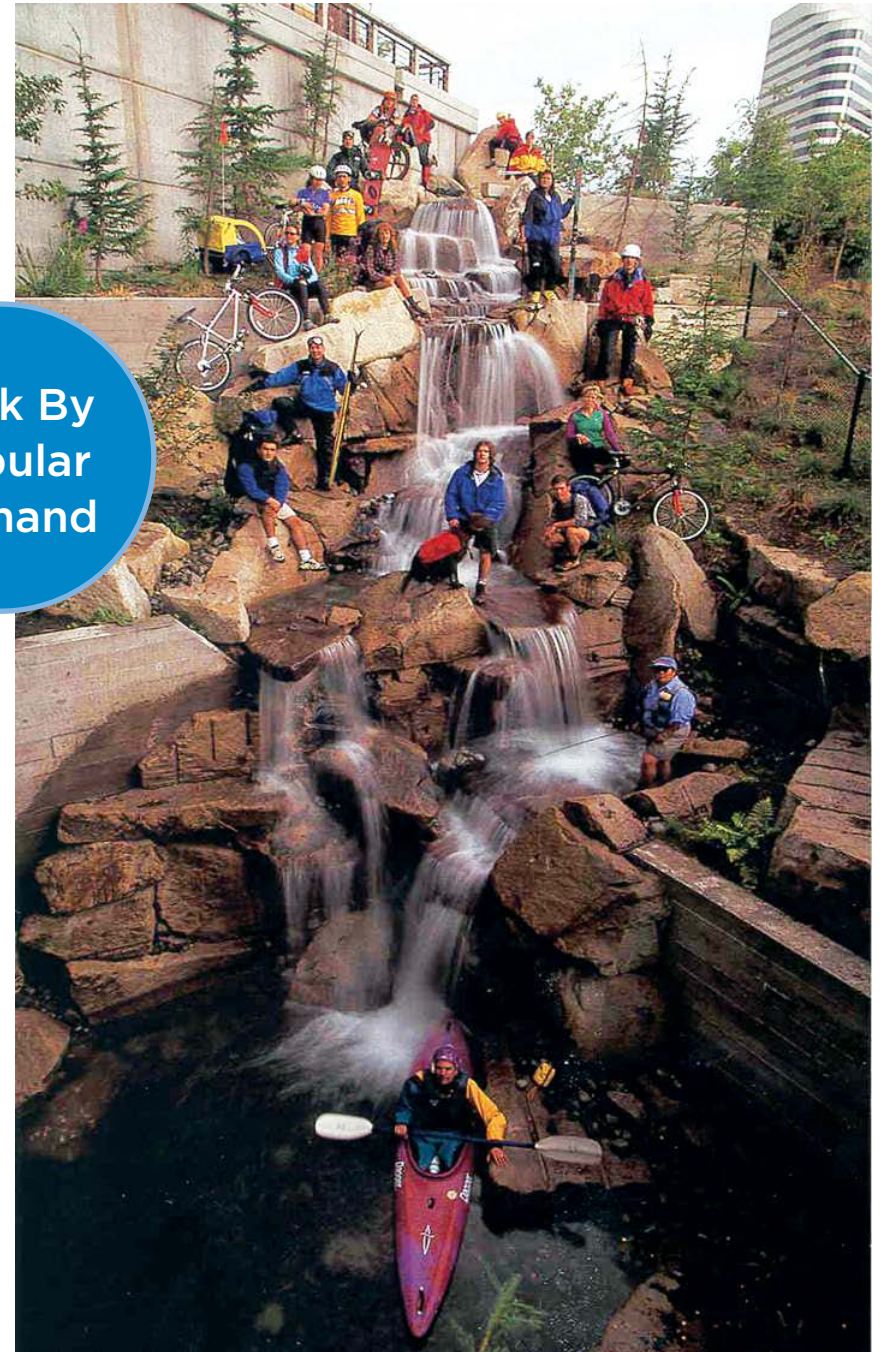


**Nikki Easterday,**  
Experience Design Manager, Store Design  
& Visual Merchandising  
REI



**Matthew Powell**  
Experience Design Manager  
REI

**This tour is currently sold out.** To add your name to the wait list, please email Haley Penney at [haley.penney@wbresearch.com](mailto:haley.penney@wbresearch.com).



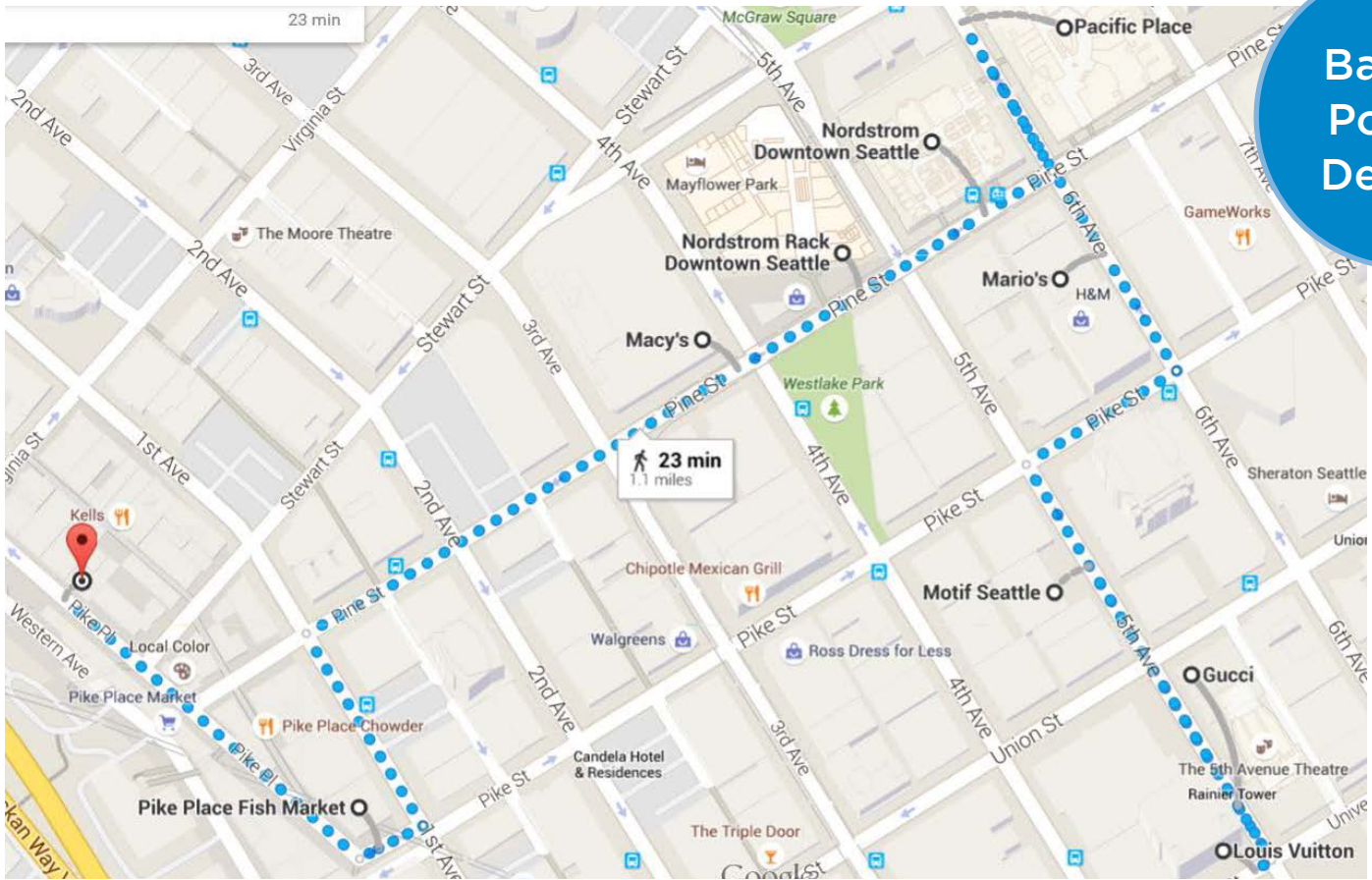
Back By  
Popular  
Demand



# WALKING TOUR: SEATTLE'S RETAIL CORE

Monday, June 20, 2016 / 3:00-4:30 PM

Home to dozens of upscale national and international retailers and restaurants, Seattle's Retail Core is one of the finest dining and shopping areas in the region. From major department stores and shopping centers, to small and intimate boutiques, the options are endless. Why not get together with your fellow Future Stores attendees and go check it out! Stops will include Nordstrom, Sephora, Louis Vuitton, Gucci and others!



Back By Popular Demand



# SITE TOUR: IMPINJ REC & BROOKS RUNNING

Monday, June 20, 2016 / 3:00-4:30 PM

The Impinj RAIN Experience Center (REC) is a Seattle-based innovation center created to test and showcase item connectivity applications in real-world retail shopping scenarios. Visitors to the Impinj REC can engage in a wide range of hands-on demonstrations that highlight how Item Intelligence and RAIN RFID enable omnichannel fulfillment, digitally enhanced shopping experiences, loss identification and behind the scenes data analytics about shopper activity. Join this tour to see:

- Interactive product experiences in which consumer handling of an item activates on-display brand engagement and information that shoppers can explore and push to their mobile devices;
- A smart fitting room where clothing items brought in by a customer cause a display to automatically show product information and alternative size and style options, and in which shoppers can send mobile alerts to staff to request additional items of interest;
- Impinj's always-on overhead gateways, which provide omnichannel enablement, real-time item inventory, product location and insights about merchandise flow and product availability; and,
- Shopper analytics that integrate item information with video data to build a more complete picture of the shopper's journey.

Tour guide:



**Larry Arnstein**  
VP, Business  
Development  
**Impinj**



The Brooks Trailhead is much more than a store – it's a place to gather with friends, start your workouts, and celebrate a good run. This is a home for the running community.

During the tour of the Brooks Trailhead, we will be demonstrating how we blend mobile technology, biomechanics, merchandising, and expert service to enable everyone to find their Run Signature™ and leave the store with the right shoe for them.

Tour guide:



**Mark McKelvey**  
VP, Global Information Technology  
**Brooks Running**



# SITE TOUR: STARBUCKS

Starbucks Reserve Roastery & Tasting Room

June 20 3:00 pm – 4:30 pm  
and June 23 1:15 pm – 2:45 pm

Enjoy a tasting of Roastery Exclusive blend brewed two different ways plus conversation around the Reserve Brand including concept, innovation, current stores, future store models and customer engagement – creating a unique customer experience, new customer service models for retail locations, coffee education.

Then it's on to a guided walking tour of the roastery. Discuss history, concept and design of the building, Roasting Plant operations, Roastery Café operations (customer experiences) and how to generate commerce in an expanding neighborhood.

Tour guide:



**Renee Frechin**  
Event Specialist  
Reserve Roastery & Tasting Room  
**Starbucks**

**This tour is currently sold out.** To add your name to the wait list, please email Haley Penney at [haley.penney@wbresearch.com](mailto:haley.penney@wbresearch.com).



Back By  
Popular  
Demand



## Where Physical and Digital Collide: Achieving Omni-Channel Integration

An interactive day featuring one hour workshops case study revolutions, roundtable discussions and a closed-door think tank



### 7:45 Continental breakfast and registration in the Innovation Lab

Welcome to the kick off the Future Stores Innovation Lab, which will serve as your “home base” for next two days. This is where you’ll enjoy bottomless coffee, soft drinks, cocktails and snacks; learn about the latest retail technology; and catch up with colleagues and peers!

### 8:25 Welcome Remarks



Kristin Schoenstein  
Event Director  
Future Stores 2016

### 8:30 Chairperson’s Opening Address



Craig Witsoe  
CEO  
Elo

### 8:45 KEYNOTE: The NBA Store On 5th Avenue – A Fanatics Experience



Chris Brennan, SVP, Global Retail at the NBA and Brendan McQuillan, VP of Stadium Commerce at Fanatics will share their experience launching the new NYC Flagship store and how they are seamlessly connecting the online and retail experience.

Attendees will learn how they have:

- Integrated the latest technology and interactive displays into the NBA’s new

Flagship store on 5th Avenue in New York City

- Created an interactive and immersive basketball environment for NBA fans of all ages around the globe
- Ensured that the NBA and Fanatics create a seamless omni-channel experience for all fans who visit the new Flagship

We are getting smarter every day..... but our goal is to make the shopping experience at the new Flagship and on NBAStore.com seamless.



Chris Brennan  
SVP, Global Retail Development  
NBA Entertainment

Brendan McQuillan  
VP  
Fanatics, Inc.

### 9:05 KEYNOTE: Tackling The Democratization Of Retail— How To Stay Fresh And Maintain Relevancy



Driven by a digital landscape, the maker’s movement & crowd-everything, we are witnessing disruption in the world of retail. Consumers are shifting from passively consuming a product to co-creating and inventing on their own. An army of authentic, innovative start-ups

with engaged guests are emerging into the mix and the landscape is democratizing like never before. How can established businesses respond to maintain their “it” factor? This session explores the democratization of the retail landscape and resulting opportunities to flourish within it.

Exposure to:

- Major shifts occurring in the retail landscape & the why behind them
- Resulting shifts in consumer expectations
- Opportunities for businesses to respond



Lindsay Angelo  
Strategist  
Lululemon

### 9:25 KEYNOTE: Real-Time Visibility Of Shopper Metrics And Tomorrow’s Key Performance Indicators



Today’s brands need real-time visibility into the shopper to fully understand and build winning strategies that can plan, stimulate and anticipate the needs of today’s consumer. Join Shelley E. Kohan, Vice President of Retail Consulting for a stimulating conversation around the need for optimizing the in-store shopping experience.

Shelley will give a view on the current retail landscape, discuss emerging trends shaping physical retail, demonstrate the need for real-time visibility for optimizing shopping experiences and illustrate the relevancy of key performance indicators in the brick-and-mortar environment.

Three key learning objectives:

- Understand the current retail landscape and emerging trends laying the foundation for optimizing the shopping experience
- Understand the need for real-time visibility of shopper metrics and what analytics are currently being deployed
- Learn about tomorrow's key performance indicators and how they shape today's decisions



**Shelley Kohan**  
VP, Retail Consulting  
**RetailNext**

9:45

**Morning refreshment and networking break in the Innovation Lab**

10:30



**PRESENTATION: Redesigning Associate Expectations And Abilities To Meet Changing Customer Needs**

As customers continue to have heightened expectations around

their experiences in-store, retailers must rethink the role of the associate. Recognizing this, Kate Spade & Company has changed the way they hire and educate their associates (now called muses) to more closely align with their brand philosophy and their goal of creating authentic interactions with customers.

Attendees will learn:

- The importance to reinventing the associate's role in-store
- How to hire and train for a role like this
- How to shift to experience-based metrics
- The benefits and unexpected findings of this change



**Jenica Myskowski**  
VP, Stores  
**Kate Spade & Company**

10:50

**Everything You Always Wanted To Know About Omni-Channel Personalization**

Everybody's talking about it, but what are the ones that are actually doing it, doing? Come find out about real world omnichannel use cases and how they are measured. This session shares best practices from omnichannel strategies around the world and helps identify use cases which are interesting for you. For a

11:10



**CASE STUDY: BOPUIS Roll Out at DSW—Successes And Stumbling Blocks**

As convenience becomes critical to the customer experience, so does the link between their digital experience and the speed & efficiency of in-store execution. In this case study, we will share our story of bringing this to life through our implementation of BOPIS & BOSTS in a 6 week period from Pilot to full chain rollout. What were the successes? And more importantly, what were the stumbling blocks?

Key takeaways:

- How to align teams across multiple functions to achieve a common goal
  - Communication Planning
  - Change Management
- The importance of transition and role clarity from the Innovation/Project team to the Store Operations team, and ultimately to our stores
- The importance of immediate



**Alex Ciorapciu**  
Head of Omni-Channel Strategy EMEA  
**RichRelevance**

deeper dive, join us at our roundtable and let's take a look at how you can draft an omni-channel roadmap for your business.

11:30



**MASTER CLASS: Today 10% Of Total Retail Sales are Online... What Will Happen To Retailers When It's 50%?**

The retail operating model is changing at an unprecedented rate and 2015 marked the beginning of a tectonic shift:

- In 2015 approximately 10% of total retail sales were made online, and online sales are growing at three times of the rate of total retail sales.
- More traffic went online on Black Friday than walked into stores.
- Significant supply chains advancements have been made reducing costs and improving speed of service.
- A rash of retailers have announced store closings while others have boldly proclaimed omni-channel and digital to be their core growth strategies.

There's no question that digital is the future, yet we instinctively know that customers will always shop in stores.

What will it mean to retailers when 50% of total retail sales occur online? And what will the role of digital be in stores?

analytics along with internal and external customer feedback to adjust direction and achieve success



**Kari Harkins**  
Senior Director, Store Operations  
**DSW**

What are the implications to real estate, store design, supply chain, point of sale, customer acquisition, and more? And, what are the critical strategies retailers should be focused on today to make sure they survive the tectonic shifts to the retail operating model?

In this session we will illustrate what retail may look like in 2020 and recommend the top strategies on which retailers should be focused.



**Shannon Warner**  
Consulting Partner & AVP,  
Digital Transformation  
**Cognizant**

investing. Where you need to innovate and where you need to accelerate. Apply intent at a strategic level, and see how that applies in tactical situations.

- Mapping the strategy gives transparency to executive stakeholders and clarity to tactical teams. It defines the conversation and becomes the measurement of success.
- We'll share basic techniques that anyone can use and customize for your own situations and business

12:30 **Lunch**

1:30 **CASE STUDY REVOLUTION: How To Move From Random Acts of Digital To Developing A Cohesive Digital Retail Strategy**

To drive your business, you need to solve customer problems. Every traditional project-based enhancement is challenged to understand its relevance across devices, in- and out-of store, in growing revenue and protecting your market share, in advancing the company strategy.

- We start with visibility. Know the drivers of your business, and all the investments, explores and innovations. How do you do this, and put them in context?
- Apply gap analyses to understand where you are over- and under-

2:00



**PANEL DISCUSSION: Which In-Store Mobile Technologies Best Engage And Connect Customers?**

From beacons to mobile payments to in-store apps, there are countless ways to improve the in-store experience with mobile. Panelists will talk about how the right mobile tools can enable employees to have more meaningful interactions with customers and allow customers to have an easier, more enjoyable shopping experience.

**Jeremy Xavier**  
Senior Director, Mobile  
**American Eagle**



**Jerry Rightmer**  
Executive VP and Chief  
Product & Strategy Officer  
**Starmount**

2:45



**Sam Halse**  
COO  
**Adyan**

**CASE STUDY REVOLUTION: The Right Solution To The Right Problem—How to inform design decisions with a true understanding of the cross-channel customer in context**

- Starting with the customer & carrying customer insight through the design process in order to inform physical and digital design decisions
- Strategies for informing physical design with insights from the research of digital behavior
- Low-fidelity prototyping and co-design of physical, digital, and integrated space to validate before it's too late
- Knowing you got it right; involving customers and staff in ongoing engagement measurement of high fidelity in real-world retail environment



**Nikki Easterday**  
Experience Design Manager,  
Store Design & Visual  
Merchandising  
**REI**



**Matthew Powell**  
Experience Design Manager  
**REI**

3:15

**Lemons & Limes Networking break in the Innovation Lab**

Come join us for delicious lemon tarts and mini margaritas!

4:00



**PRESENTATION: The Digital Guest Experience – Chili's Key Ingredient In The Fight For Share Of Stomach**

From pay-and-go tabletop tablets, to the Skip the Line™ functionality in the Chili's app, to the entirely digital My Chili's Rewards loyalty program, Chili's continues to deepen guest engagement through multiple touchpoints. Join Chili's VP of Customer Engagement and Digital Innovation, Wade Allen, as he shares the brand's learnings on creating a digital guest experience that drives more efficient operations, in addition to greater share of wallet.

What attendees will learn:

- The importance of building an infrastructure with the guest experience at the core
- The key to getting to market quickly regardless of scale
- What's next for digital innovation and how brands get ahead of the curve



**Wade Allen**  
VP, Customer Engagement  
and Digital Innovation  
**Chili's (Brinker International)**

4:20



**PANEL DISCUSSION:  
Put Inventory to Work:  
How Innovative Retailers Are  
Transforming The Shopping  
Experience**

With billions of retail items already connected with RAIN RFID, retailers are adding new use-cases in store operations, omnichannel, shopping experience, analytics and loss prevention. Join this interactive discussion with leading brands and retailers to learn how they are putting their inventory to work and transforming the shopping experience.



Larry Arnstein  
VP, Business Development  
**Impinj**

4:55



**Champagne Roundtable  
Discussions**

At Future Stores you're in control! Get involved in our unique, open-mic, peer-to-peer tables for the best conversations you'll have all year. Talk about your key challenges and hear how other organizations are overcoming them. After 30 minutes, you'll rotate tables and tackle a new topic with a new expert host.

**1. Trends and challenges with the digital guest experience**

Moderator: Wade Allen, VP, Customer Engagement and Digital Innovation, **Chili's (Brinker International)**

**2. Everything you always wanted to know about omni-channel personalization**

Moderator: Alex Ciorapciu, Head of Omni-Channel Strategy EMEA, **Richrelevance**

**3. Challenges and best practices with a BOPUIS roll out**

Moderator: Kari Harkins, Senior Director, Store Operations, **DSW**

**4. Real-Time Visibility Of Shopper Metrics**

Moderator: Shelley Kohan, VP, Retail Consulting, **RetailNext**

**5. RFID use cases and best practices**

**6. Creating Fans In Retail**

Moderator: Kelly Soligon, General Manager, Marketing, **Microsoft Retail Stores**

**7. Topic Pending**

Moderator: Noel McMichael, VP, Strategic Accounts, **Liveramp**

**8. Navigating the new payments landscape**

**9. How to leverage service design to differentiate your retail experience**

**10. Browsing for 10, gone in 20: Arm sales associates with the sixth sense to drive in-store conversions**



Sudhakar Shivashankar  
Product Director  
**Mindtree**

5:55

**Taste Of Pike Place Cocktail Reception**



Relax, unwind and discuss the day with your new friends at our Taste of Pike's Place reception featuring local specialties. If you are interested in sponsoring this reception, please contact Harvey Golub at harvey.golub@wbresearch.com or 646-200-7527

7:00

**Conclusion of Day Two**

**Concurrent networking session**



**4:55 | Invite Only VP Think Tank**

This is your opportunity to gain honest feedback, debate strategic ideas and share high level insights in a closed door forum


This is an invitation only session. If you wish to participate or would like to nominate yourself or a colleague, please contact: kristin.schoenstein@wbresearch.com



## Customer-Centric Retail Design

Day two is focused on the importance of putting the customer at the center of your retail design and operations. Hear case studies and participate in lively discussions around the importance of customer and associate engagement and how to best capitalize on the experience economy.

7:45 **Continental breakfast and registration in the Innovation Lab**

8:25 **Welcome Remarks**  
 **Kristin Schoenstein**  
 Event Director  
**Future Stores 2016**

8:30 **Chairperson's Opening Address**

 **Sanjeev Sularia**  
 CEO & Co-Founder  
**IntelligenceNODE**

8:45 **KEYNOTE: How Culture, Random Acts Of Joy And The PIRCH Experience Drive NPS**

In this keynote, I will address how the guest experience, at every

interaction with people and product, improves the overall impression and engagement with the brand. A complimentary digital expression of PIRCH focused on extending the brick-and-mortar experience and relationships furthers the brand engagement and advocacy.

Learning objectives:

- Impact of culture and in-store interaction on time spent inside the showroom
- How Random Acts of Joy drives advocacy and NPS
- A complimentary digital experience keeps the focus on relationships not transactions

 **Laith Murad**  
 CMO  
**PIRCH**

9:05 **KEYNOTE: Leveraging Local Relevance And Craft To Rethink The Third Place**

Bill will discuss how Starbucks is leveraging design and innovation to create immersive cafe experiences for customers who want a deeper connection to coffee yet still expect convenience and speed.

Using the Starbucks café experience as a case study, understand how to deepen engagement with customers by:

- Understanding and leveraging local relevance

- Elevating craft
- Merging 4th place (digital) into the 3rd place (café)

 **Bill Sleeth**  
 VP, Store Design & Concepts Americas  
**Starbucks**

9:25 **KEYNOTE: How To Bring Your Merchandising Strategy Into The Omni-channel Age**

One of the central components of achieving a satisfactory level of omnichannel success is addressing the issue of merchandising. According to Retail Systems Research's (RSR) 2015 annual merchandising benchmark report, 44% of the retailers surveyed identified managing the complexities of cross-channel merchandising as one of their top three challenges.

In this session, we will focus on:

- Identifying the key challenges of omnichannel merchandising
- Case study examples of which retailers are getting it right
- Key solutions and strategies that can help retailers move forward

Find out how omnichannel merchandising strategies can provide increased consistency, efficiency and convenience to build a successful cross-channel brand experience.

9:45



 **Scott McGillivray**  
 Chief Strategy Officer  
**iQmetrix**

**PANEL DISCUSSION: Engaging Customers At The Store Level And At The Enterprise Level**

Customers are experiencing information overload as promotional emails flood their inboxes and their mobile devices buzz with activity. As a retailer, what can you do to engage your customers and keep them engaged in a way that stands out from all the other "noise"?

 **Andrea Farris**  
 VP, Director of Retail Systems and Operations  
**Walgreens**

 **Dan Carlson**  
 Director, Store Operations  
**The Home Depot**

 **Tallie Kawahara**  
 VP, Stores  
**Soma Intimates**

 **Chris Taylor**  
 Founder & CEO  
**Square Root**

10:25

**Morning refreshment and networking break in the Innovation Lab**



11:05



**FIRESIDE CHAT: Straight From The Innovation Lab—The Benefits Of Building A Testing Ground For Your Stores**

Hear how the Lowe’s Innovation Lab brings together uncommon partners to imagine the impossible and provide scalable solutions for seemingly intractable problems that consumers face day to day.



**Kyle Nel**  
Executive Director, Lowe’s Innovation Labs  
[Lowe’s Home Improvement](#)

11:25



**KEYNOTE: Understanding Your Customers’ POV In Order To Launch Great Digital Experiences**

Today, simply having a good app or a good in-store experience is often insufficient. In today’s digital economy, your customers expect a great experience – one that remembers their unique traits and makes them happy - no matter where the engagement occurs. Applause’s Ben Gray will discuss the importance of a holistic approach to quality across the entire customer journey, and explain how understanding the experience from your customers’ point-of-view can turn casual shoppers into raving fans and even evangelists of your brand.

Attendees will better understand:

- The importance of your customers’ point-of-view
- The available tools to listen to your customers

- How app store reviews and social media have changed the definition of ‘brand quality.’



**Ben Gray**  
Senior Digital Experience Analyst  
[Applause](#)

11:45



**KEYNOTE: Premium Retail Experience At BMW Group – From PoS To PoX**

Michele will share BMW’s approach for changing BMW and MINI retail from “Points of Sale” to Points of Experience”. Hear the why, how and what of the approach, the psychology behind the project and the results so far.

Learning objectives:

- It’s not astrophysics: retail experience is about psychology
- Getting leadership backing for projects
- Don’t forget the human touch



**Michele Fuhs**  
Head of Future Retail - Premium Retail Experience  
[BMW Group](#)

12:05



**PANEL: Create A Connected Brand Experience – Online And In-Store Work Better Together**



**Kevin Swanwick**  
Senior Director, Retail Solutions  
[Manhattan Associates](#)



**Nikki Baird**  
Managing Partner  
[RSR Research](#)



**Keary McNew**  
VP, Chief Information and Logistics Officer  
[Lily Pulitzer](#)

12:45

**Lunch**

**CONCURRENT TRACKS BEGIN**

**Track A: Rethinking Associate Engagement & Education**

**Track B: Capitalizing On The Experience Economy**

1:45

**Opening Remarks By The Track Chair**



**Mike Tippets**  
VP, Media Services  
[Hughes](#)

**Opening Remarks By The Track Chair**



**Brad Marg**  
COO  
[Clutch](#)

1:55



**CASE STUDY REVOLUTION: Experiences As Engagement: Engineering Relevant, Meaningful And Memorable Employee Learning And Development Experiences**

Dean oversees LEGO’s Europe-wide Brand Retail Operations, a red thread of retail stores running through UK, France, Belgium, Denmark, Sweden, Germany, and Austria. In this session, hear how Lego designs employee learning and development to elevate the in-store experience.

- Making sense of learning and change in a creative economy
- Use of practice, reflection and context in the design and management of employee experiences
- Impact of social and workplace learning on flow, improvement and evolution of customer experiences



**Dean Marshall**  
Senior Director, Retail Operations, EMEA  
[The LEGO Group](#)

**PRESENTATION: Building Transparency Into Retail**

Alex Carleton, creative director at Filson, will discuss his thoughts on the resurgence of brick-and-mortar retail in an increasingly digital economy. As a heritage brand, why it’s important to draw from core strengths as you develop the future vision for retail. And, how to build experiences that are unique, memorable and create a brand destination.



**Alex Carleton**  
Creative Director  
[Filson](#)

**Track A: Rethinking Associate Engagement & Education**

**Track B: Capitalizing On The Experience Economy**

2:25



**PRESENTATION: Real Time Customers Require Real Time Store Operations**

Retailers spend significant time and money on planning to support the execution of their go-to-market strategies such as promotions, product launches, etc. However, no matter how well a retailer has planned, when Managers unlock the door to open a store, “stuff” happens. Associates call out sick. Trucks are delayed. A surge of omni-channel orders arrive and need to be fulfilled to deliver on customer expectations. The list of unexpected events that can negatively impact the best-laid retail plans is endless.

Each of these unplanned events need to be dealt with. Stores must respond in the moment. Retailers require a single dashboard that presents prioritized alerts and provides a simplified mobile interface that tells the right person exactly how to respond. All so stores respond to surprises efficiently and provide the highest quality of customer engagement.

Audience Learning Objectives:

- How store team members can use a single dashboard on mobile devices to view and respond to alerts from social media, Internet of Things, weather, supply chain, Order Management Systems, and more — even if those systems are not inherently mobile — to improve productivity and deliver the shopping experience customers expect.
- A roadmap for providing a single dashboard that managers and associates can use on mobile devices to efficiently respond to real-time customer demand and surprise events —following the retailer’s own best practice. It’s easier than you think!



**Brett Friedman**  
Senior Vice President Global Sales & Marketing, **Reflexis**

**PRESENTATION: The Unfulfilled Promise Of The On-Demand Economy**

Improvements in mobile technology have revolutionized retail by giving consumers the tools to ensure their immediate satisfaction – from any location. This rise of the “on-demand” economy is best represented by ride-sharing service Uber; customers are able to get a ride whenever they need it, wherever they want it – all from the palm of their hand. The on-demand economy promises that consumers get the products they want when they want them (for a reasonable price), but it leaves one crucial promise unfulfilled: the personalized service and customized attention needed to create unparalleled retail experiences. The next steps will involve up-leveling the offer of the basic on-demand economy to a more personalized, “concierge economy.”

Gary Ambrosino, CEO of TimeTrade, will expand on the unfulfilled promise of the on-demand economy and offer guidance on how retailers can push their business forward to truly deliver on-demand personalization.

He’ll discuss the approach and tools needed to take a business from simply delivering an on-demand experience to truly executing on the promise of the concierge economy – the ability to add personalization, attention, and unique experiences for each customer.



**Gary Ambrosino**  
CEO  
**TimeTrade**

**Track A: Rethinking Associate Engagement & Education**

**Track B: Capitalizing On The Experience Economy**

2:45



**PANEL: Breaking Down Barriers To Associate-Customer Interaction**

New retail systems and technology can be a big win for the in-store experience, but how can you ensure that your associates aren’t so bogged down with these new tools and devices that they are not able to effectively engage with customers? How can you re-think associate training and education to encourage meaningful associate-customer interactions?

A diverse group of retailers will discuss:

- How to analyze whether technology is enhancing or taking away from human interaction
- How to adjust training methods and internal communication to improve associate engagement



**Sachin Padwal**  
Senior Director, Multi-Channel Strategy & Innovation  
**Sam’s Club**



**Ryan St. Mary**  
Director of Stores  
**GANT Global**

**PANEL: Transforming Your Store Into A Retail Destination**

Customers are not just looking to shop when they come to your store—they are looking for an experience. They are seeking out social, entertaining environments that will be meaningful and memorable. Panelists will talk about out of the box ideas for engaging customers in-store and how their retail footprint has changed to accommodate today’s shopper.



**Michael Barrow**  
VP, Retail  
**Tommy Bahama**



**Kurt Rachdorf**  
Senior Director, Brand Retail Operations  
**LEGO Brand**



**Thomas Walsh**  
Senior Director, Store Development  
**Under Armour**

“The targeted format of the Future Stores conference hones in with laser-precision on the strategic, operational, and technical issues facing all in-store experience innovators today.

- Albert Vita, The Home Depot



3:20 **Ice cream and ice cold beers networking break in the Innovation Lab**

**Track A: Rethinking Associate Engagement & Education**

**Track B: Capitalizing On The Experience Economy**

3:55 **PRESENTATION: Fostering Associate Adoption of Mobile Devices**

Why is it difficult to drive adoption of mobile in a world where everyone is dependent on their mobile device?. This discussion will cover some lessons learned creating and implementing associate facing mobile tools. Attendees will walk away with new ideas for:

- Understanding barriers to associate adoption and how to overcome them



**Carl Chang**  
 Director, Retail Operations  
 -Technology and Tools  
**Best Buy**

**PRESENTATION: Havaianas Retail Concept: The Original Brazilian Flip Flops Since 1962**

Our retail concept combines elements of design and technology to address the challenges of introducing the premier brand of Brazilian rubber flip flops in context. The Havaianas retail environment evokes the traditional open-air markets where our brand started its journey to become a global icon of Brazilian culture

Attendees will leave this session knowing:

- The importance of preserving your brand DNA
- Leveraging design and technology to convey your brand's story
- People and product at the core of your retail experience



**Rafael Rodas**  
 Director, Retail & E-Commerce,  
 Director of Operations  
**Alpargatas USA/Havaianas**

“ As someone new to my role as director of digital retail experience, the Future Stores conference provided invaluable insight and context regarding the approaches, successes and challenges that brands in various industries were encountering on this exciting journey.

- Dixon Kane, FordDirect

4:15



**Champagne Roundtable Discussions**

At Future Stores you're in control! Get involved in our unique, open-mic, peer-to-peer tables for the best conversations you'll have all year. Talk about your key challenges and hear how other organizations are overcoming them. After 30 minutes, you'll rotate tables and tackle a new topic with a new expert host.

**1. Moving from PoS to PoX**

Moderator: Michele Fuhs, Head of Future Retail - Premium Retail Experience, **BMW Group**

**2. How to best influence the in-store experience of your franchises, dealers and authorized retailers**

Ryan Farage, Manager, Global Dealer Development Strategy, **Harley-Davidson Motor Company**

**3. Mass customization benefits and challenges**

Moderator: Darren Medina, VP, Store Design, **Mod Pizza**

**4. Fostering associate adoption of mobile devices**

Moderator: Carl Chang, Director, Retail Operations-Technology and Tools, **Best Buy**

**5. The evolution of the innovation lab**

Moderator: Nicole Ponzio, Senior Manager, Customer Experience Innovation, **Nordstrom**

5:15

**6. Cracking the social commerce nut to increase footfall**

**7. Formalizing metrics around your technology investments**

**8. Self check out trends and challenges**

**9. Addressing the associate knowledge deficiency gap**

**10. Real Time Customers Require Real Time Store Operations**

Moderator: Brett Friedman, Senior Vice President, Global Sales & Marketing, **Reflexis**

**11. How To Bring Your Merchandising Strategy Into The Omni-channel Age**

Moderator: Scott McGillivray, Chief Strategy Office, **iQmetrix**

**GUEST SPEAKER: The Jetsons Effect: Building An Engaging, Future-Ready Customer Experience**

One of the challenges of our time is deciding where to put more, or less, human interaction into customer service and the customer experience. Using a fun yet useful framework of the Jetsons cartoon vision of the future, as well as much practical insight and examples, Micah will address self-service, timeliness, and other key issues of a future-friendly, engaging customer service experience.

5:50

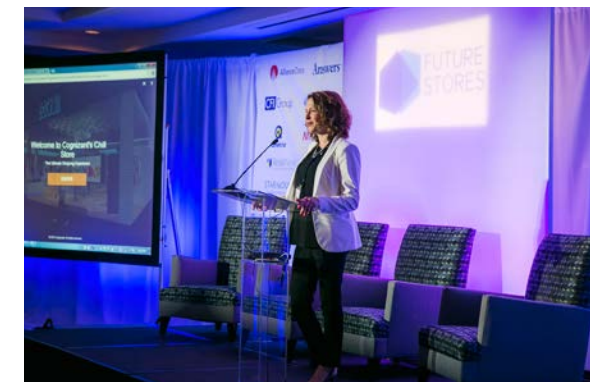
Micah Solomon is one of the world's leading authorities on customer service, company culture, and the customer experience. He's a bestselling author, consultant, and keynote speaker and his books have been translated in more than a half-dozen languages and are the recipients of multiple awards. Micah's a regular contributor to Forbes.com and his expertise has been featured in Inc. Magazine, Bloomberg BusinessWeek, CNBC, and the Harvard Business Review.

A business leader and entrepreneur himself, Micah built his own company into a market leader in the manufacturing and independent entertainment field and was also an early investor in the technology behind Apple's Siri. His broad expertise touches also on the patient experience in healthcare, retail, automotive, hospitality, manufacturing, technology, banking, and finance.



**Micah Solomon**  
Author, High-Tech, High-Touch Customer Service, Customer Service Contributor **Forbes.com**

**End of day two**



# FEATURED SITE TOUR: FILSON

Thursday, June 23, 2016 / 1:15-2:45 PM

The combination of manufacturing, retail and headquarters offices creates a unique energy around their SoDo building.

The tour of Filson will start with our most important asset, our manufacturing factory, where you will see more than 80 sewing operators hand assembling the Filson luggage that gets shipped all over the world. Making our way upstairs, is a 6,500 sq ft retail store that pays homage to our heritage and what we love most about the Pacific Northwest. Creative Director, Alex Carleton, will share the details of how he created the space using the bones of the building built in 1920 to develop a premium experience.

Tour Guide:



**Alex Carleton**  
Creative Director  
**Filson**



New  
This  
Year!



## Balancing High Tech With High Touch

The final day of Future Stores tackles the very important theme of balancing technology with the human element. Hear how leading retailers are finding the right mix of the two to satisfy today's customer and round out the day with more site tours!



8:00 **Continental breakfast**

8:30 **Welcome Remarks**



Kristin Schoenstein  
Event Director  
**Future Stores 2016**

8:35 **Chairperson's Opening Address**



Mike Tippets  
VP, Media Services  
**Hughes**

8:50 **KEYNOTE: Avoid Bright Shiny Object Syndrome: How To Use Technology To Improve Customer Relationships**



How can you ensure you have an end game when investing in technology? Many brands buy in to the latest tools and trends that aren't relevant for their business or don't solve for the real challenges retailers are facing today.

Learning objectives

- Understand your business needs
- Invest in solutions not gimmicks
- Technology investments to drive deeper engagement



Justin Tripp  
SVP, D2C and Omni-Channel  
**True Religion Brand Jeans**

9:10 **KEYNOTE: Customer Centric Retail—From Bricks, To Web, To Service**



With 75 different sizes modeled after body scans, Stantt co-founder Matt Hornbuckle wanted to provide a quick and cheap alternative to custom-tailored clothing. In this session, find out how Stantt has used an algorithm to re-invent men's sizing to create a custom fits without a tailor. Find out how the brand has grown and ways to create an effortless customer experience in-store and online.



Matt Hornbuckle  
Co-Founder, CEO  
**Stantt**

9:30 **KEYNOTE: Physical & Digital Unite: In-Store e-Commerce Brings The Best Of Both Worlds To Omni-channel Shopping**



Ecommerce is growing fast, but 80%+ of purchases still happen in physical stores. Consumers love the selection, product research,

and convenience of the web, but also still love to shop in physical stores. Leading retailers are leveraging their existing responsive websites, mobile apps and other digital assets by bringing them in-store on large touchscreens for the ultimate 'endless aisle' experience that conveniently uses their existing responsive or m-dot site. In addition to phone, tablet, and desktop, responsive website designers are now considering the fourth omnichannel device – the in-store touchscreen. These large format touchscreens, often with EMV payment devices attached, allow customers to browse and buy from full on-line selections while in the physical store. Merchandise ships to home and store sales associates get sales credit. New commercial hardware, cloud technology, and responsive websites are making this merger of in-store and on-line amazingly simple, PCI secure, inexpensive, and scalable.

Learning objectives:

- Learn retailers best practices of making in-store ecommerce successful.
- Learn the new technology that makes initiating a proof of concept possible in days
- Learn how retailers have

integrated secure in store payment, store POS, and website for a complete, seamless solution.



**Craig Witsoe**  
CEO  
Elo

9:50



### **PANEL: High Tech Vs. High Touch In Bricks—How Can You Strike The Right Balance?**

There's no question that retailers who embrace technology are seeing an improvement in their customer experience and bottom lines. However, human interaction is still incredibly important to today's customer.

How can you balance advancements in technology and self-service with the human element? Panelists will reveal how they are working to maintain this balance and achieve a personalized, easy and fun experience for their customers.



**Rohit Gupta**  
Head of Digital Stores  
Product Management  
Macy's



**Micheline Davies**  
VP, Store Design &  
Merchandising  
Canadian Tire

10:30

### **Networking and refreshment break**

11:00



### **CASE STUDY: Clever-osity: Look At The World Differently!**

- Learn how to effectively compare your products to others in the market merely by OBSERVING more and locating the touch points that drive long-term purchasing habits amongst your customers.
- Locate trends and find ideas that can become the foundation for your own creativity and innovative vision.
- ELEVATE your guest's experience – from providing them with compelling reasons to choose you, to creating a deeper connection between your product and their desires, and furthering their enjoyment of and attachment to your brand.
- Spread that message to your team, embed in it their daily work processes and create a unique culture within your own organization.
- These keys to success in today's market, where change is constant and evolution is critical, will expand and enhance your business, product line and brand, to keep you in front of and apart from your competition.

11:20



**Eugene Alletto**  
CEO  
Bedgear

### **PRESENTATION: Fads Vs. Must-Haves: A Review Of Current In-Store Trends**

Serial entrepreneur and investor Ken Seiff will chat with Billy May of Abercrombie and Fitch about which in-store technologies and trends will matter for retailers in 2016 and beyond and which ones will likely fall by the way side. Get insight into what will really impact the store experience and what should be viewed as a passing fad.



**Ken Seiff**  
Managing Partner  
Beanstalk Ventures



**Billy May**  
SVP Digital, eCommerce,  
and Corporate  
Development  
Abercrombie and Fitch

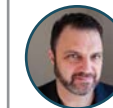
11:55

### **PRESENTATION: Making The Internet Of Things A Reality For Retail**

Former DVP of In-Store Experience & Design will take you through the journey of creating Sear's Connected Solutions Retail offering.

From Value Proposition development to in-store experience design, he will share his approach to creating

“Selling Spaces” and how they integrate all channels into a seamless experience for consumers as they navigate this new frontier of products plus services that make up the internet of things.



**Craig LaRosa**  
Former Divisional VP,  
In-Store Experience & Design  
Sears Holdings Corporation

12:15

### **The Future Stores Top 5 — What Are You Taking Back?**

Several members of the speaker faculty will highlight the most important findings from the event so that you leave with a clear list of best practices and strategies to share with your team.

12:35

### **Lunch**



1:15 Concurrent site tours begin—Take your pick!



**SITE TOUR A**  
**University Village Tour**

Located just 10 minutes from downtown, University Village is Seattle’s only outdoor lifestyle shopping center, offering a unique mix of over 120 locally-owned boutiques and signature national retailers.

Stops on the tour will include:

- Amazon Bookstore
- Nike Running
- Lululemon

Stay tuned for complete list!

**This tour is currently sold out.**  
To add your name to the wait list, please contact [haley.penney@wbresearch.com](mailto:haley.penney@wbresearch.com)

**SITE TOUR B**  
**Filson Flagship**

Tour Filson’s new 6000 square foot flagship store in the same building where they develop, sample, cut and sew their goods.

About Filson:

Since 1897 Filson has been the “gold standard” for tough, comfortable outdoor clothing prized by hunters, anglers, engineers, explorers, miners and anyone who has a passion for the outdoors.

**For more info, [click here](#)**

**SITE TOUR C**  
**Impinj REC**

If you missed this tour on Monday, come check out Impinj’s headquarters and see their technology up close and personal!

**For more info, [click here](#)**

**SITE TOUR D**  
**Starbucks Reserve Roastery & Tasting Room**

If you missed the tour on Monday, now is your chance to join us for a behind the scenes tour of the roastery!

**For more info, [click here](#)**

**This tour is currently sold out.**  
To add your name to the wait list, please contact [haley.penney@wbresearch.com](mailto:haley.penney@wbresearch.com)

4:00 Conclusion of Future Stores 2016, see you next year!





## The Future Stores Innovation Lab

Future Stores provides you an opportunity to meet with potential business partners in the event's Innovation Lab (exhibit hall). Instead of having numerous meetings scattered throughout many months, investigate future partners in one place at one time to start implementing and seeing ROI almost immediately! And as Future Stores is not a trade show, only the most reputable and effective solutions providers – as found during production research for this conference – will exhibit at the event.

**Here are the top 5 reasons why Future Stores is the leading forum to invest your marketing and business development dollars:**

- 1 Full exposure to over 200 qualified conference attendees comprised of senior-level executives responsible for their company's strategy: you gain direct access to the senior decision makers leading the way in service and support.
- 2 Extensive networking opportunities, allowing for face to face customer contact and one to one meetings.
- 3 Tailor-made sponsorship packages enable you to competitively position your company the way you want.
- 4 Opportunity to promote your brand and align it with the other industry leaders participating in the conference.
- 5 Increased flow of traffic through the Innovation Lab during breakfast, networking breaks and receptions.

**Sponsorship and exhibiting opportunities are extremely limited!**  
**Contact Harvey Golub at 646-200-7527 or [harvey.golub@wbresearch.com](mailto:harvey.golub@wbresearch.com)**

# Meet The Lead Sponsors

26



**Applause** Applause is leading the app quality revolution by enabling companies to deliver digital experiences that win - from web to mobile to wearables and beyond. By combining in-the-wild testing services, software tools and analytics, Applause helps companies achieve the 360° app quality™ they need to thrive in the modern apps economy. Thousands of companies - including Google, Fox, Amazon, Box, Concur and Runkeeper - choose Applause to launch apps that delight their users. Learn more at [www.applause.com](http://www.applause.com)



**Intelligence Node** is a hyper growth tech start up funded by NEA and Orios Venture Partners. The organization started out as a consultative service in September 2012 and has now evolved into a tech product company.

Intelligence Node works in the Big Data analytics space, and now serves the global retail community. With their proprietary pricing and merchandising SaaS tools, Intelligence Node tracks 900 million+ unique products across 130,000+ brands, over 1100+ categories.

Currently, serving multiple customers in the retail space, the team works out of Mumbai, London, New York and Dubai.



**Cognizant** (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (US), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 100 development and delivery centers worldwide and approximately 219,300 employees as of September 30, 2015, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at [www.cognizant.com](http://www.cognizant.com) or follow us on Twitter: Cognizant



At **iQmetrix**, we are passionate about retail. Our purpose is to create great experiences for retailers, their employees and the end consumer. Our products bridge the gap between physical and virtual retail channels, offering the latest in retail management and customer experience technology. Our interactive retail solutions, including endless aisle and digital signage, bring elements of online and mobile shopping experiences into the physical store to engage and educate shoppers during the purchase process. iQmetrix POS is a modular system for managing all aspects of a store chain operation, including POS, ERP, inventory and HR. Based on a platform philosophy, our solutions allow users to effectively manage back-of-house operations and the in-store customer experience. In a nutshell, we give retailers what they need so customers can get what they want.



**Elo** is a global leader in touchscreen solutions including point of sale systems and interactive touchscreen displays from 10 to 70 inches. The inventor of the touchscreen, Elo now has 20+ million retail and hospitality installations in 80+ countries with products designed in. The Elo touchscreen experience has consistently stood for quality, reliability and innovation.



At **JDA**, we're fearless leaders. We're the leading provider of end-to-end, integrated retail, omni-channel and supply chain planning and execution solutions for more than 4,000 customers worldwide. Our unique solutions empower our clients to reduce costs, increase profitability and improve collaboration so they can deliver on their customer promises every time. Using JDA, you can plan to deliver.



**Impinj** is a leading provider of RAIN RFID solutions. We deliver Item Intelligence, physical items' unique identity, location and authenticity, to the digital world, which we believe is the essence of the Internet-of-Things. Our platform connects billions of everyday items such as apparel, medical supplies, food and luggage to applications such as inventory management, patient safety, asset tracking and item authentication, delivering real-time information to businesses about items they create, manage, transport and sell. [www.impinj.com](http://www.impinj.com)



**Liferay** makes software that helps companies create digital experiences on web, mobile, and connected devices. The Liferay platform is open source, which makes it more reliable, innovative and secure. Companies such as Adidas, Carrefour, Cisco Systems, Danone, Fujitsu, Lufthansa Flight Training, Siemens, Société Générale and the United Nations use Liferay. Learn more at [www.liferay.com](http://www.liferay.com).



**Manhattan Associates** makes commerce-ready supply chains that bring all points of commerce together so you're ready to sell and ready to execute. Across the store, through your network or from your fulfillment center, we design, build and deliver market-leading solutions that support both top-line growth and bottom-line profitability. By converging front-end sales with back-end supply chain execution, our software, platform technology and unmatched experience help our customers get commerce ready — and ready to reap the rewards of the omni-channel marketplace. For more information, please visit [www.manh.com](http://www.manh.com).



**Reflexis** is the pioneer in real-time execution and workforce management solutions that enable retailers to execute their customer engagement strategy flawlessly and uncover profit. The Reflexis platform of real-time store execution, task management, compliance, time and attendance, and labor scheduling (including budgeting, forecasting, and employee self-service) enables retailers to align store labor & activities to corporate goals and institutionalize best-practice response to real-time metrics and alerts.

For the past 14 years, more than 200 of the world's best run companies in multiple verticals have reported dramatic improvements in store-level compliance with corporate strategies; higher productivity of corporate, field, and store employees; and increased revenue and profitability after implementing Reflexis solutions.

Reflexis StorePulse® (real-time store execution) synchronizes activities with real-time KPIs, alerts, and customer demand. Stores, hotels, and restaurants can systemically execute best practices to provide a greater quality of customer engagement, leading to higher revenues.

Visit us on the web at [www.reflexisinc.com](http://www.reflexisinc.com).



The first technology platform to bring e-commerce style shopper analytics to brick-and-mortar stores, brands and malls, **RetailNext** is a pioneer in focusing entirely on optimizing the shopper experience. Through its centralized SaaS platform, RetailNext automatically collects and analyzes shopper behavior data, providing retailers with insight to improve the shopper experience real time.

More than 250 retailers in over 50 countries have adopted RetailNext's analytics software and retail expertise to better understand the shopper journey in order to increase same-store sales, reduce theft and eliminate unnecessary costs. RetailNext is headquartered in San Jose, CA. Learn more at [www.retailnext.net](http://www.retailnext.net).



**RichRelevance** is the global leader in omnichannel personalization and is used by more than 200 multinational companies to deliver the most relevant and innovative customer experiences across web, mobile and in store. RichRelevance drives more than one billion decisions every day, and has generated over \$10 billion in sales for its clients, which include Target, Costco, Marks & Spencer and Galeries Lafayette.

Headquartered in San Francisco, RichRelevance serves clients in 42 countries from 9 offices around the globe. For more information, please visit [www.richrelevance.com](http://www.richrelevance.com).



**Square Root**, an Austin-based Software as a Service (SaaS) company, creates technology solutions that power data-driven decision making for leading automotive and retail enterprises. Built for companies with distributed retail networks, Square Root's store relationship management platform, CoEFFICIENT®, delivers actionable data insights to align organizations, increase transparency, encourage collaboration, and improve store performance. Founded in 2006, Square Root has been bootstrapped to success, and serves as a trusted partner to many of the most well-known and complex enterprises in the world.



**Starmount** solutions power the store as the center of the omnichannel retail experience, creating a data-rich commerce platform to engage shoppers, streamline operations, and support seamless and consistent cross-channel customer interactions. Our solutions combine the best of in-store, online, and mobile shopping to empower associates to personalize the store visit, drive more sales anywhere in the store with robust product information, and access and fulfill inventory from any location. We're the partner of choice for innovative brands who are redefining the role their stores play in today's new era of retail. Visit us at [www.starmount.com](http://www.starmount.com), read our blog at [www.starmountshare.com](http://www.starmountshare.com), or follow us on Twitter at @StarmountRetail.



**TimeTrade** provides an appointment scheduling SaaS solution to consumer retail, retail banking, health and wellness, higher education and telecom customers. TimeTrade's appointment-centric customer experience solution enables customers to convert digital first touch interactions into a high-value, in-person meeting. TimeTrade has driven more than 400 million connections between consumers and businesses, directly translating into more than \$3 billion in commerce each year.



**The BayPay Forum**, a Silicon Valley-based international network composed of over 12,000 payment and commerce executives, entrepreneurs and investors from thousands of different companies, serves as a forum to connect members in identifying and understanding the emerging trends and innovations in the industry.



**Chain Store Age** is the nation's leading provider of retail news and analysis for retail headquarters executives across all sectors of the industry, both in print and online. CSA reports on and analyzes trends and strategies in all areas of store operations and store development, including technology, marketing, human resources, finance, store design & construction, facilities management and real estate.



**Retail TouchPoints (RTP)** is an online publishing network for retail executives, offering content focused on optimizing the customer experience across all channels. RTP provides an array of editorial opportunities and content designed to guide the retail companies in their quest for long-term success. Focusing on the importance of thinking innovatively in a new media climate, we provide optimal vehicles to share industry insights and announcements, such as digital newsletters, video and audio podcasts.



**Innovative Retail Technologies** is the premier source for innovative yet pragmatic technology solutions in the retail industry. Our goal is to help retail executives make informed decisions about technology and operations solutions for every sales channel. The magazine and website provide insight on how retailers can achieve critical business objectives by integrating leading-edge solutions across the entire retail enterprise.



**Retailing Today** is the nation's leading media property focused on the retail and consumer packaged goods industry. Founded in 1962, we have covered every significant development and emerging trends in the retail and CPG industry for more than 50 years. With a focus on marketing and merchandising, our brand is well known and trusted.



**RetailWire** is the premier online forum for the retailing industry. Each business morning, RetailWire editors pick news topics worthy of commentary by its "BrainTrust" of industry experts and the RetailWire membership. The results are virtual round tables of opinion and advice covering key dynamics affecting the retailing industry.



**Street Fight** is a media, events, and research company covering the massive disruption taking place in local retail marketing. Street Fight celebrates the innovators in location, mobile and social technologies who are driving this change.



**Total Retail** is the source for marketing, e-commerce, operations and management executives looking for the latest in the retail. A quarterly print issue, daily e-newsletter, website, and virtual and in-person events offer retailers, e-tailers, catalogers, brand manufacturers and industry consultants the information they need to do their jobs more effectively.



# JOIN US IN SEATTLE

## Event Venue: Sheraton Seattle

1400 6th Ave,  
Seattle, WA 98101  
(206) 621-9000  
[www.sheratonseattle.com](http://www.sheratonseattle.com)

## Hotel Room Information

### Preferential Room Rates:

The Sheraton Seattle is sold out during Future Stores 2016.

Future Stores has secured a special conference rate at the Motif Seattle:

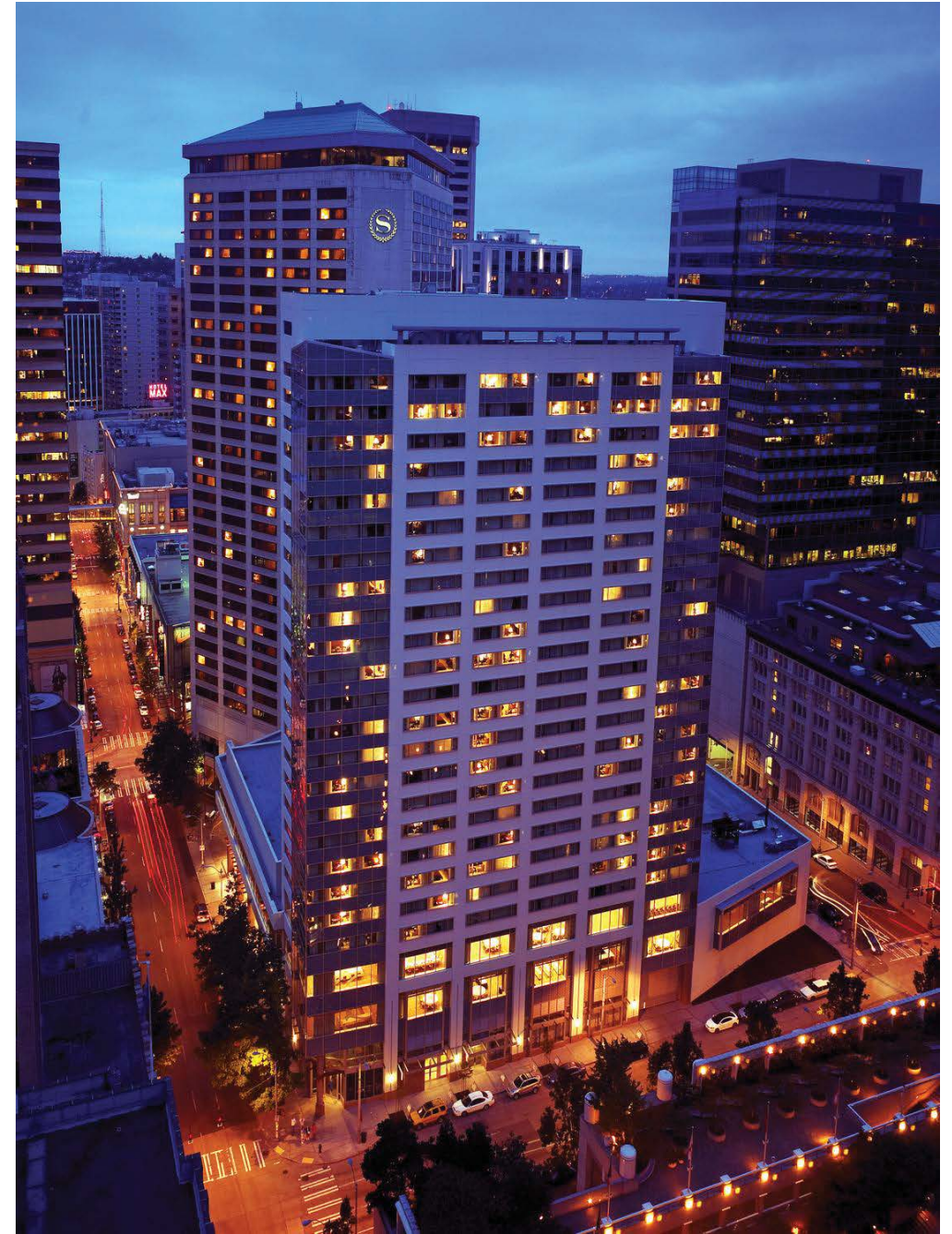
### Motif Seattle

1415 Fifth Avenue  
Seattle, WA 98101

Rooms are limited and are on a first come, first served basis, so make your reservations as soon as possible. The special rate expires May 31, 2016. After this date, rooms may still have available, so inquire with the hotel if you have missed the cutoff date.

[Booking Website](#)

Booking Code: **WORL0620**



## Discounts for Retailers and Brands:

### Main Conference Pass

\$1,799

Main Conference (Jun 21-23, 2016) and all interactive sessions

Please Note: No Site Tours Included With This Pass

All meals and refreshments during conference

All Networking Activities

[Register Now](#)

## Solution Providers:

### Main Conference Pass

\$3,499

Main Conference (Jun 21-23, 2016) and all interactive sessions

All meals and refreshments during conference

All networking activities

Please note: Site tours are not available for non-Retailers/Brands

[Register Now](#)

## Group Discounts for Retailers

Groups of 3+ **10%** off current discounted price



### Disclaimers:

**Discounts:** discounted rates are available for Retailers and Brands only. Standard rate pertains to all others, including solution providers to retailers/brands, including, but not limited to software vendors, technology vendors, solution providers, consultants or companies with primary revenues resulting from these other areas. Worldwide Business Research reserves the right to enforce the rate for solution providers.

**Site Tours:** places on each site tour are limited and subject to availability. Places will be reserved on a first-come, first-served basis at time of registration and site tour choice MUST be specified by registrant and confirmed by Worldwide Business Research.



# FUTURE STORES

June 20 - 23, 2016 • Sheraton Seattle, Seattle WA  
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