

**Advanced Retail Strategy Program**

<b>Wednesday, May 29, 2019</b>	<b>Thursday, May 30, 2019</b>
<b>Breakfast 8:30am- 9:00am</b>	<b>Breakfast 8:30am- 9:00am</b>
<b>Consumer Path to Purchase: The role of retail Christie Nordhielm 9:00am- 10:30am</b>	<b>The History of Retail in America: How Our Past Informs Our Future Jack Hanlon 9:00am- 10:30am</b>
<b>Morning Break 10:30am- 10:45am</b>	<b>Morning Break 10:30am- 10:45am</b>
<b>Retail Communications Strategy Christie Nordhielm 10:45m-12:15pm</b>	<b>Retail Tour Introduction 10:45am-11:00am</b>
<b>Lunch Break 12:15pm- 1:15pm</b>	<b>Retail Walking Tour 11:00am-12:30pm</b>
<b>The Future of Omni-Channel Retail Anindya Ghose 1:15pm- 2:45pm</b>	<b>Lunch Break 12:30pm- 1:30pm</b>
<b>Afternoon Break 2:45pm- 3:00pm</b>	<b>Panacea &amp; Panic: Tech Investment Strategies for Executives Jack Hanlon 1:30pm-3:00pm</b>
<b>Panel Discussion: Retail Analytics 3:00pm- 4:30pm</b>	<b>Afternoon Break 3:00pm- 3:15pm</b>
<b>Happy Hour &amp; Networking Reception 4:30- 5:30pm</b>	<b>The Emperor's New (Personalized!) Clothes? AI/ML Demystified for Executives Jack Hanlon 3:15pm- 4:45pm</b>