



agenda | 2018

September 24-26, 2018 | Austin City Limits Live at The Moody Theater | Austin, Tex.

Headline Sponsor:



Furniture of America

MONDAY, SEPTEMBER 24TH

3:00-4:00 pm	Registration <i>Sponsored by Furniture of America</i>	ACL - Concert Floor
4:00-4:15 pm	Welcome - <i>Matt Slaine, Progressive Business Media</i>	ACL - Concert Floor
4:15-5:00 pm	OPENING SPEAKER <i>A Really Bad Time to Be Boring: Reimagining Retail in the Age of Amazon</i> <i>Steve Dennis, SageBerry Consulting</i> Transformational retail specialist Steve Dennis will share new data highlighting why it is such a thrilling time to be a retailer. Dennis will demonstrate why innovation is critical to great retailing and guide attendees to discover what makes their store special.	ACL - Concert Floor
5:00-6:00 pm	KEYNOTE SPEAKER <i>Finding Your Personal Power is the Key to Success</i> <i>Gay Gaddis, T3 & Author of Cowgirl Power</i> Advertising and marketing trailblazer Gay Gaddis, author of <i>Cowgirl Power: How to Kick Ass in Business & Life</i> , will share her never-back-down approach to maximizing life's opportunities and overcoming its hardships. Let her show you how to blaze your own trail!	ACL - Concert Floor
6:00-7:30 pm	Cocktail Reception & Venue Tours <i>Sponsored by Acceptance Now</i>	ACL - Music Porch
7:30 pm	Dinner on your own	

TUESDAY, SEPTEMBER 25TH

7:30-8:15 am	Breakfast	ACL - Music Porch
8:15-8:30 am	Opening Remarks - <i>Catherine Silver, Furniture Today</i>	ACL - Concert Floor
8:30-9:30 am	FEATURED SPEAKER <i>Selling and Marketing to the Four Generations</i> <i>Phil Gwoke, Bridgeworks Consulting</i> To truly understand their customers, salespeople must think beyond income level, education, buying preferences and spending habits. Phil Gwoke, an expert in generational intelligence, will give a clear understanding of who the generations are in today's marketplace and how their unique needs play out in the sales process. While demystifying generational marketing, he will offer hands-on advice for marketers and salespeople who want to think in new ways about reaching these diverse demographics of customers and clients.	ACL - Concert Floor
9:30-10:30 am	Reinventing Retail: Stories from the Frontline Today's retail is all about storytelling—because today's fight is as much for share of time as it is for share of wallet. You win by telling a relevant, compelling story for your product and your brand and by creating an experience both in-store and online. Get firsthand insights from disruptive retailers using technology and experiential merchandising to reinvent the path to purchase. <i>Moderator: Jasmine Jaco, CUR8</i> <i>- Pasquale Natuzzi, Jr., Natuzzi Italia</i>	ACL - Concert Floor
10:30-11:00 am	Networking Break	ACL - Mezzanine

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TUESDAY, SEPT 25TH (cont'd)

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| 11:00-11:30 am | Retail Beyond the Transaction
<i>Seth Weisblatt, Sam's Furniture</i>
Today's successful retailer can't sit and wait for their customer to walk in the door. By utilizing all the tools available from Facebook, Instagram, data mining, Youtube, LinkedIn and more, true retail growth is not only possible, but a reality. Weisblatt will share his formula for capturing the attention and trust of consumers. Discover the successful digital marketing tools that drive the true retail growth. | ACL - Concert Floor |
| 11:30 am-12:15 pm | NEXTech Talks
Short talks on technology and marketing topics—lead-ins to lunchtime breakout sessions. | ACL - Concert Floor |
| 12:15-1:45 pm | Lunch & Breakout Sessions
<i>Deeper dives into NEXTech Talks</i> | ACL - Various |
| 1:45-2:15 pm | Idea Share - <i>Catherine Silver, Furniture Today</i>
Audience sharing of the best ideas that bubbled up in lunch breakout sessions | ACL - Concert Floor |
| 2:15-3:15 pm | The Art & Sale of Omnichannel Storytelling
Creating a great retail story is one thing. Telling it in a way that cuts through today's media clutter to excite and entice consumers is another. Learn the inside secrets of professional storytellers—a publicist, a campaign crafter and a digital expert—and get started crafting stories that sell.
<i>Moderator: Patricia Buchholtz, Austin Advertising Federation</i>
- Rod Martin, McGarrah Jessee
- Tim McLain, Netsertive
- Casey Miller, LookThinkMake | ACL - Concert Floor |
| 3:15-3:45 pm | Networking Break | ACL - Mezzanine |
| 3:45-5:00 pm | Seamless Retail
Are you achieving success via multiple online and offline paths? Learn how traditional furniture stores, big box retailers and pureplay online stores are using the omnichannel experience to drive business.
<i>Moderators: Bill McLoughlin, Furniture Today & Allison Zisko, HFN</i>
- Shrenik Sadalgi, Wayfair | ACL - Concert Floor |
| 5:00-5:15 pm | Debrief & Closing Remarks - <i>Matt Slaine, Progressive Business Media</i> | ACL - Concert Floor |
| 5:15-5:45 pm | Impact Awards - <i>Catherine Silver, Furniture Today</i>
The Impact Mentorship Award is presented to a successful industry leader who has created a culture that fosters mentorship and employee growth. Our three Impact Innovator Awards recognize forward-thinking retailers who have set new standards for their business and who engage with their local communities.
Sponsored by Malouf | ACL - Concert Floor |
| 5:45-7:15 pm | Cocktail Reception
Sponsored by Mollie Financial | The Secret Bar at The W Austin |
| 7:15 pm | Dinner on your own | |

WEDNESDAY, SEPTEMBER 26TH

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| 8:00-11:30 am | Austin Networking Excursions | Various |
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