

agenda | 2019

September 25 – 27, 2019 | Live! By Loews | Arlington, Texas

HEADLINE SPONSOR:  **Furniture of America**[®]



WEDNESDAY, SEPTEMBER 25

- 1:00 – 2:00 pm** **Registration – *Sponsored by Furniture of America***
- 2:00 – 3:00 pm** **Opening Remarks & Introductory Activities**
Bill McLoughin, Furniture Today
- 3:00 – 4:00 pm** **KEYNOTE: *Unlocking the Secrets of Social Media Marketing***
Brian Carter, Futurist
High-energy, motivational speaker Brian Carter will share insights from an in-depth, seven-year study of hundreds of top performing companies across 18 industries that used social media to successfully drive revenue regardless of their size, budget or training. If you're looking to step up your social media marketing game, you can't miss this!
Sponsored by Furniture of America
- 4:00 – 4:30 pm** **Group Discussion**
Moderated by Brian Carter, attendees will be able to take a deep dive into solving some of their own most pressing marketing issues.
- 4:30 – 5:00 pm** **Impact Awards – *Sponsored by Malouf***
The Impact Mentorship Award is presented to a successful industry leader who has created a culture that fosters mentorship and employee growth. We are pleased to ***honor Jake Jabs of American Furniture Warehouse***. Our Impact Innovator Awards recognize forward-thinking retailers who have set new standards for their business and who engage with their local communities. We are pleased to honor ***Knight Furniture, Swann's Furniture & Design, and Stacy Furniture & Design***.
- 5:00 – 6:30 pm** **Cocktail Party – *Sponsored by Acceptance Now***

THURSDAY, SEPTEMBER 26

- 7:30 – 8:30 am** **Breakfast**
- 8:30 – 8:45 am** **Opening Remarks: Welcome**
- 8:45 – 9:30 am** ***How to Create a Digital Selling Organization***
Craig McAndrews, University of Houston
Craig McAndrew, a professor with the Sales Excellence Institute, will demonstrate how to leverage social platforms and digital assets to attract customers. Key takeaways include: (1) how to engage your social networks for business purposes, (2) using digital assets to establish authority, (3) digital tools that help find customers, and (4) the integration of inside sales and outside sales.
- 9:30 – 10:00 am** ***Pops Ups for Fun and Profit***
Micki Rowaan & Elsbeth Rowaan, Uniek Living
Whether it's testing a new market, extending the reach of an online brand or experimenting with new merchandising strategies pop-up concepts are reinventing furniture retail. Find out how to leverage this disruptive format as Uniek Living's co-founders share their first-hand experience and reveal the dos and don'ts of achieving pop-up paradise.

10:00 – 10:30 am ***Subscriptions are Not Just for Magazines***

Ankur Agrawal, Inhabitr Furniture Rental

Changes in lifestyle and demographics are reshaping the way consumers furnish their homes. Many younger and urban consumers today want the flexibility to change styles and change their homes more frequently. Find out how “subscription” furniture services are emerging to reshape the traditional rental model and open new opportunities for furniture stores.

10:30 – 11:00 am **Networking Break**

11:00 – 11:30 am ***Idea to Doorstep: Getting Your Technological House in Order***

John Bancroft, Fit For Commerce

Almost every sale today is shaped, informed or transacted on the internet. Succeeding in today’s ever-changing digital commerce world requires mastering a complex mix of people, processes and technologies that must all work seamlessly together. From product idea to delivery to the end-customer, omnichannel expert John Bancroft of FitForCommerce breaks down the components, data and technologies necessary to achieve success. This session will outline the most critical steps retailers and manufacturers must undertake and the supporting technologies they should leverage to compete and win.

11:30 am-12:00 pm ***Using 3D Technologies to Bring People Back to Your Store***

Alex Schiff, Occipital

As tech-savvy, younger consumers increasingly become big furniture buyers, a physical presence alone just isn’t enough to compete with online behemoths like Amazon and Wayfair. However, with new technologies like 3D scanning and 3D visualization, you can leverage your physical footprint in your community in a way that eCommerce-only companies can’t: in-store and in-home experiences. Learn how to cost-effectively combine these breakthrough technologies with traditional service models that both drive people back to your store and increase order size.

12:00 – 12:30 pm ***The State of Social Commerce 2019***

Leo Strupczewski, Curalate

Today, U.S. consumers are 50% more likely to discover a new product through social media than they were just two years ago, according to a recent survey of more than 1,000 U.S. consumers. These evolutions in ecommerce are happening, in part, because the biggest players on the internet (Google, Instagram, Pinterest) see business opportunities in connecting brands and consumers earlier. But there’s also another reason to do it: Consumers are responding positively to these changes. In this session, Leo Strupczewski from Curalate will share data and insights into what actions consumers take when they make product discoveries online; why they say they take those actions; and how those changes in behavior are forcing changes in the ecommerce landscape.

12:30 – 1:45 pm **Lunch**

1:45 – 2:15 pm ***The Future of Advertising: Why Data is Changing Everything***

Marshall Gibbs, Target Data

In today’s world, brands are inundated with various pitches on how to market smarter. The term ‘data-driven’ is everywhere and marketing software often makes promises that rarely come true. The single most effective strategy that brands need to implement is leveraging their customer data (1st party data). Due to the advances in how media is now purchased, placing data at the center of a marketing strategy has never been more powerful. Marketers who leverage their customer data are at a distinct advantage over those who don’t. Return on ad spend is multiplied exponentially by fully leveraging all relevant data sources to target real, identifiable people and not broad segments or audiences.

2:15 – 2:45 pm ***Measuring the Value of Repeat Customers***

Donnie Surdoval, STORIS

Retailers have long appreciated the importance of repeat customers to the health of their retail business. Measuring the impact of these dedicated customers, though, can be challenging. We’ll break down why you should look at things like customer lifetime value, customer churn, purchase frequency and customer lifetime span as well as how to measure them in a brick and mortar business. Understanding the customer (and having the tools to do so!) is important in today’s competitive retail landscape.

- 2:45 – 3:15 pm** ***Your Customer is Fractured: Putting the Pieces Back Together***
Jason Pires, Furniture Branding
More devices, endless content, countless channels and less time. Technology broke your media strategy and now it can help you put it back together again. Learn the new way to bring the right customers through your door, at the right time, on the right platform and in the right way.
- 3:15 – 3:45 pm** **Networking Break**
- 3:45 – 4:15 pm** ***How We Made \$1 Million with Instagram***
DJ Adams & Devanie Adams, Adams & Co.
DJ & Devanie Adams, in this NEXT Exclusive, share their fascinating story of how they went from having a minimal social media presence to going “all in” on Instagram – today’s hottest social media platform. They are thrilled to share their discoveries so you too can leverage Instagram for unprecedented growth.
- 4:15 – 4:45 pm** ***Unleashing the Power of Influencers***
Lance Paine, Brand Atelier
Lance Paine, founder of Brand Atelier and former president of Scott Brothers Global, will reveal the key to leveraging the power of today’s most powerful social media force – Influencers. Find out how to create profit-generating and affordable endorsement and licensing programs at a fraction of the cost of traditional media. Come learn how to reduce your marketing spend while increasing your sales and profit.
- 4:45 – 5:00 pm** **Closing Remarks**
- 6:00 – 7:30 pm** **Cocktail Party – *Sponsored by MyLease Powered by Mollie Financial***

FRIDAY, SEPTEMBER 27

- 8:15 – 9:30 am** **Load Bus & Travel Time to Nebraska Furniture Mart - ***Bus will depart promptly at 8:30 am***
- 9:30 – 11:30 am** **Nebraska Furniture Mart Tour**
Get an up-close look at one of the nation’s largest and most successful home furnishings retailers as Furniture Today takes you inside Nebraska Furniture Mart’s massive Dallas store. Designed to serve as the hub of an entire retail, entertainment and dining district, the facility encompasses over one million square feet of retail and warehouse space. The state-of-the-art facility features massive product displays, electronic price tags and a host of technological enhancements designed to create the ultimate shopping experience.
- 11:30 am–12:15 pm** **Depart: Load Bus & Travel Time to Airport/Hotel**