

**BRIDGING
TRADITIONAL
& DIGITAL:
CREATING
NEW PATHS
TO SUCCESS**



CATEGORY MANAGEMENT & SHOPPER INSIGHTS CONFERENCE

CAESARS PALACE, LAS VEGAS, NV |
MAY 15TH - MAY 17TH, 2017

Monday 5/15 | Main Conference

1:00 - 2:15 PM
Speed Networking

2:30 - 3:00 PM
Opening Welcome

3:00 - 3:30 PM
Keynote Speaker

3:30 - 4:00 PM
Keynote Speaker

4:00 - 4:20 PM
Break

4:20 - 5:05 PM
Breakout Sessions

5:15 - 6:15 PM
Solution Provider Demos
*3 rounds, 15 min rotations,
5 min in between

6:15 - 7:30 PM
Networking Reception
& Hors d'oeuvres

Tuesday 5/16 | Main Conference

9:30 - 10:00 AM
Keynote Speaker

10:00 - 10:20 AM
Break

10:20 - 10:50 AM
IP Presentations

11:00 - 11:45 AM
Breakout Sessions

11:45 - 1:00 PM
Networking Lunch

1:00 - 2:35 PM
Solution Provider Demos
*5 Rounds, 15 min rotations,
5 min in between

2:45 - 3:30 PM
Breakout Sessions

3:40 - 4:10 PM
IP Presentations

4:10 - 4:30 PM
Break

4:30 - 5:15 PM
Keynote Speaker

5:15 - 6:30 PM
Networking Reception &
Hors d'oeuvres

6:30 PM
Open Dinner

8:30 PM
Late Night Event

Wednesday 5/17 | Main Conference

7:30 - 9:00 AM
Networking Breakfast

9:00 - 9:45 AM
Keynote Speaker

9:45 - 10:15 AM
Keynote Speaker

10:15 - 10:30 AM
Break

10:30 - 11:00 AM
IP Presentations

11:10 - 11:55 AM
Breakout Sessions

11:55 - 1:30 PM
Networking Lunch

1:30 - 3:30 PM
Case Study Workshops

3:30 - 4:15 PM
Keynote Speaker

4:15 - 4:30 PM
Closing Remarks

Tuesday 5/16 | Main Conference

7:00 - 8:30 AM
Networking Breakfast

8:30 - 8:45 AM
The Days Highlights

8:45 - 9:30 AM
Keynote Speaker

