







# AGENDA

## Day 1: May 10th

**Location:** Shade Hotel, 655 N. Harbor Drive  
Redondo Beach, CA 90277

8:00am	<b>Coffee &amp; Registration</b>		
9:00am	<b>Opening Remarks</b>	Greg Tucker, <i>Bay Cities</i>	
9:15am	<b>The Seismic Changes in Retail</b> Steve Frenda will be providing key insight and predictions on what to expect with tumultuous changes to the retail industry in 2023 and 2024. These changes for retailers, brands, solution providers, and agencies will be profound and define success and survival for many organizations. Shoppers and consumers have unprecedented power and impact on the fundamental structure of retail, while incredible product and tech innovation provide enormous opportunities for growth like never before. Fasten your seat belts as we examine the change ahead.	Steve Frenda, <i>Inspiring Retail</i>	
10:00am	<b>Morning Break</b>		
10:15am	<b>Exploring Progressive Brand &amp; Consumer Relationships</b> Brands are constantly challenged with breaking through consumer distrust, anxiety, and saturation as the expectation for personalization and emotional connection to brands grows. Simon's background in brand packaging innovation will base his exploration on how communication tools such as digital printing and packaging impact consumer behavior, and how digital printing can help companies address their impact on the environment to take steps toward more sustainable practices.	Simon Goldsack, <i>HP</i>	
11:15am	<b>Boxes and Bags, and Loop, Oh My!</b> Toto, we're not just in stores anymore! Join Brent as he skips down the yellow brick road toward the wonderful world of e-commerce packaging. He'll pull the curtain back and look at recent Amazon practice updates, direct-to-consumer models and the growing trend of reusable packaging. There's no place like Packaging!	Brent Lindberg, <i>Fuseneo</i>	



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12:00pm

Lunch Break

1:00pm

## How Macro Trends Impact the Retail Industry

Amanda Lai will be updating us on the latest macro trends! The retail industry continues to change at an accelerated pace across the globe. Amanda will touch on macro trends impacting the retail sector, tools, and tactics retailers leverage to stay competitive in an uncertain inflationary environment and explore exciting examples of how this comes to life in stores. Lai's extensive background in strategic planning, retail concept development, consumer research, and analysis will provide an insider perspective of grocery players in our own backyard and a deep dive into best practices, with innovative retail examples to consider when planning your upcoming retail display campaigns.

Amanda Lai,  
*McMillan Dolittle*



2:00pm

## Deloitte's Future of the Consumer Industry Initiative

Kasey will be utilizing his background in strategic and innovative business planning to touch on how Deloitte's most recent Consumer Leadership research initiative that engaged over 800 global, cross-functional professionals is shaping the future of the consumer industry over the next 10 years.

Kasey Lobaugh,  
*DeLoitte*



2:45pm

Afternoon Break

3:00pm

## Life, the Metaverse and Retail

UltiSim CEO Richard Boyd will share experiences and technology case studies from his thirty years of experience building digital twins and AR/VR solutions for a variety of industries. Attendees will leave this session with a clear idea of the art of the possible for generative AI, Digital Twins and how to extend the retail experience into the Metaverse. This is not a Futurist conversation; it is a Nowist conversation.

Richard Boyd,  
*UltiSim*












3:45pm

Brand Panel Introductions



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4:15pm	<b>Brand Panel</b> Featured representatives from prominent brands will share how they WIN at retail using innovative technology, knowledge of modern consumer behavior and demand, personalization, and more.	Aron North, <i>Ultra Mobile</i>	
		Cari Kwong, <i>Kinders</i>	
		Jeff Braunstein, <i>Ultra Mobile</i>	
		Jennifer Shorkey, <i>RJW Logistics Group</i>	
		Paula Sandoval, <i>Goli Nutrition</i>	
		Ron Miller, <i>Amazon</i>	
		Steve Starobinsky, <i>Gel Blaster</i>	
4:45pm	<b>Closing Remarks</b>	Greg Tucker, <i>Bay Cities</i>	
5:00pm	<b>Cocktail &amp; Entertainment</b>	Einstein Brown	



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## Day 2: May 11th

**Location:** Bay Cities, 5138 Industry Ave  
Pico Rivera, CA 90660

9:30am	<b>Coffee &amp; Registration</b>
10:00am	<b>Plant Tours</b> Ongoing tours of the manufacturing and digital plants will be available to all guests. Additional tours of two nearby packout facilities are also available.
12:00pm	<b>Lunch</b> Join us for lunch from The Habit Burger Grill.
1:00pm	<b>Transportation available to Shade Hotel</b>