INTRODUCING THE RETAIL TOMORROW VIRTUAL SERIES

For the safety of our members, guests and employees, Retail Tomorrow postponed our March (Atlanta) and July (Chicago) City Immersions. In place of these Immersions we are launching four exciting virtual learning sessions during the months of July, August and September.

During this series, Retail Tomorrow will stay true to its roots by delivering the most forward-thinking and future-facing ideas and conversations in retail innovation. We’ll do so in a differentiated and experiential way — invoking alternative technologies, program textures, and industry perspectives — all of the things that have made Retail Tomorrow a leader in connecting the industry to “what’s next”.

How can retail adapt to meet changing consumer and market needs?

Each 45-60 minute session will have a mix of live presentations, pre-recorded clips, a “person-on-the-street” segment, and the opportunity for audience interaction. You don’t want to miss the build-up and culmination of provocative insights about shopping of the future.

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**EPISODE ONE**

**THE NEW CONSUMER & RETAIL IMPLICATIONS**

**Presenters:** Scott McKenzie, Global Intelligence Leader at Nielsen

What does the future-consumer look like in a new world? We’ll discuss current events, trends, and implications for center-store. Additionally, we’ll enjoy Study Tours—innovations from Chicago (Farmers Fridge, Cooler Screens, etc.) and have group discussion.

**REGISTER NOW**

**JULY 29**
1:00 PM EST

**HOST**
Neil Stern
Senior Partner
McMillan Doolittle

**CO-HOST**
DEREK GASKINS
CMO

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**EPISODE TWO**

**IMPACT ON E-COMMERCE: 10 YEARS OF GROWTH IN 10 WEEKS**

**Presenters:** Mike Hornigold, EVP of Digital at Accelerate

Retail has seen exponential growth of e-commerce during the COVID-19 outbreak. We’ll take a deeper look at US e-commerce trends, explore what 20% e-commerce penetration looks like in the Korean retail industry, and experience a virtual facility walk-through of a Boxed distribution center.

**REGISTER NOW**

**AUGUST 12**
1:00 PM EST

**HOST**
Neil Stern
Senior Partner
McMillan Doolittle

**CO-HOST**
ANKIT PATEL
VP Merchandising
Boxed
EPISODE THREE
THE FUTURE IS HERE: GLOBAL RETAIL IMPLICATIONS ON US RETAIL

Presenters: Neil Stern (and associates from other countries)

Today we have a paradox: the external forces that all countries are facing are greatly accelerating the pace of change at retail. In many ways, retail innovation has never been more global! Yet, we don’t have the ability to travel to see these innovations abroad (and even here in the US) during the pandemic. In this episode, we will explore the most provocative retail innovations occurring around the world and what they could mean for US retail over the next few years.

EPISODE FOUR
LEADERSHIP IN AN ANXIETY ECONOMY: ADAPTING TO UNCERTAINTY

Presenters: Nancy Giordano, Strategic Futurist

Just as it was imperative to begin our series with a look at the consumer, it is essential for us to conclude it with how leaders need to lead their companies differently. We look at the retail industry through what the US Army executive program calls “The Age of VUCA” (Volatility, Uncertainty, Chaos, Anxiety). We will discuss the learnings from past and current corporate and industry leaders, then offer a template for executives to help them navigate through these difficult but exciting times.
FOLLOWING THE CONCLUSION OF THIS FOUR-PART SERIES, PARTICIPANTS WILL COME AWAY WITH THE FOLLOWING:

1. A heightened understanding of consumer behavior not just in the immediate aftermath of the pandemic but – more importantly – the longer-term behavioral shifts and retail implications.

2. A view of not just the most intriguing retail concepts in the US marketplace today, but possible new concepts not yet in our marketplace that will redefine retail relevance in a post-COVID world.

3. Specific insights regarding the post-COVID retail implications for center store and self-care.

4. Compelling tools to help leaders develop their organizations and create winning strategies for this brave new world.

5. Unique tangible output, including renderings of a post-COVID “shopping experience/store of the future”. These will be created by professional store designers based partly on input from participants and will be presented in detail after the series and more...