

# AGENDA

**8:00 – 9:00 am**    **Breakfast & Networking**

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**9:00 – 9:05 am**    **Opening Remarks**

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**9:05 – 9:15 am**    **Staying Ahead of the Curve: Canadian Shopping Centre Study 2018**

Shopping malls in Canada continue to thrive and do better than their US counterparts but Canadian landlords continue to face challenges in keeping physical retail spaces experimental, creative and consumer-centric. Retail Insider Editor-in-Chief Craig Patterson offers insights and strategies to stay ahead of the curve based on Retail Council of Canada's 2018 Canadian Shopping Centre study.

**Craig Patterson**, Founder and Editor in Chief, Retail Insider

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**9:15 – 9:55 am**    **Consumer Demand for a Frictionless Experience**

“OMNI-Channel” is a phrase that has long been used to identify a consumer’s preference to shop however and whenever they want, both digitally and physically. Now, consumers are not concerned about channels, they simply want fantastic service, not matter where or how they shop. In this session, brick and mortar retail and store design experts come together to talk about consumer demand for a convenient and seamless retail experience, and how stores must adapt to this demand. Bricks-and-mortar retailing remains the preferred way to shop. However, in order to maintain a strong connection with customers, brick and mortar retailers must understand the expectations of a digital first consumer.

**MODERATOR**

**Paula Courtney**, Product Founder, WisePlum

**PANELISTS**

**Brett Halliday**, President of Sales and Operations, Michael Hill Jeweller

**Meghan Vallance-Morin**, Assistant Vice President of In-Store Experience, Mark’s

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**9:55 – 10:00 am**    **RCC’s “Fast Five” Thought Leadership Series: Unraveling the complexities of integrated commerce**

Tackling integrated commerce to meet consumers’ heightened demand is a tall order – but doing it profitably is what really separates the winners from the losers. Join Radial – the leader in omnichannel commerce technology and operations – for a quick look at what it takes to be successful in today’s increasingly complex retail environment.

**John Auld**, Sr. Director North America, Radial

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## 10:00 – 10:30 am **Impact of Technology on Brick and Mortar Retail**

The battleground for customers extends well beyond the front doors of a brick and mortar store. In fact, now the customer journey can begin before a customer even recognizes a need or want for a product. Most customers today make their decision of where to shop before they go shopping - in nearly every category of bricks-and-mortar store type. In this session Anoojan from Google Canada will discuss the technological revolution, and how it has enabled enhanced experiences, and increased customer expectations. Payments, store location, in-store service, inventory, in-store intelligence, even in-store conversation tracking have all been developed to provide a better experience, which consumers now expect.

**Anoojan Vijayasri**, Cloud Customer Engineer, Google Canada

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## 10:30 – 10:45 am **Networking Break**

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## 10:45 – 11:00 am **The Future of Retail**

In this session, Morris Saffer, Chairman, Saffer Retail will identify two critical trends: Data Driven Decisions, and relationship retailing, which are re-defining retail itself. Morris will provide the audience with a general description of, and theory behind these trends, and why they are important factors to consider when discussing the disruption, and speed of change within retail today.

**Morris Saffer**, Chairman, Saffer Retail

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## 11:00 – 11:45 am **“Experience Per Square Foot” The New Paradigm for Brick and Mortar Success**

The retail apocalypse has been cancelled. 2018 will see another record set for store closures. However, a record number of store openings will mean a net increase in the total number of brick and mortar stores this year. Brick and Mortar retail isn't dead, but the pace of change has increased, and successful retailers need to rethink the value of their brick and mortar stores. With experience per square foot gaining traction, retailers recognize the importance that brick and mortar plays beyond weekly sales.

This session will review new successful retail designs and formats that are bridging the gap from “sales per square foot” to “experience per square foot”, understanding the role that brick and mortar can play in both product sales, and enhancing a retail brand.

### **MODERATOR**

**Morris Saffer**, Chairman, Saffer Retail

### **PANELISTS**

**Richard Hill**, Director of Marketing, Ace Hardware

**Charanya Bala**, Senior Manager Marketing & Visual Merchandising, Retail, adidas Group

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## 11:45 am **Forum Adjourns**