



EVENT SCHEDULE

- 11:30 - 12:00pm** **Registration & Networking**
- 12:00 - 1:00pm** **Lunch is Served: Roundtable Networking Lunch**
- 1:00 - 1:05pm** **Opening Remarks**
- 1:05 - 1:25pm** **The Future of Retail**
- 1:25 - 1:40pm** **Networking Break**
- 1:40 - 2:30pm** **Touch, Taste, and Smell: Retail Real Estate Strategies from DTC Brands**
Marketing and real estate strategies for DTC brands by creating permanent and pop-up retail experiences in traditional centers, open-air lifestyle centers, and street-level strategy. Why do some spaces work while others don't? How do in-store experiences create buzz and drive brands? When is the right time for startups to explore retail strategies?
- 2:30 - 2:55pm** **Clicks to Bricks: Where are the Brands Going?**
- 2:55 - 3:15pm** **Networking Break**
- 3:15 - 4:00pm** **Venture Capital Conversation**
Hear from VCs on investing in DTC brands, where retail and logistics conversations fit into successful investment strategies, and what successful brands have done.
- 4:00 - 4:30pm** **Keynote Conversation**
- 4:30 - 5:30pm** **Cocktail Reception**