

MEET US IN COLUMBUS, OHIO

FOR THE PREMIER RETAIL CONFERENCES OF THE SEASON!

Immerse yourself in 4.5 days of learning and networking centered around retail design and enhancing the in-store experience!



Shop! Ideation

Oct. 23-25, 2022 | Columbus, OH

Shop! Ideation 2022 features 2+ days of collaboration, education and building important industry connections with leading producers, suppliers, designers, brand owners and retail professionals. The program includes the highly-anticipated Retail Challenge where the brightest minds in the retail industry will compete head-to-head in an interactive onsite design project. This is a can't-miss event for all current Shop! members.

AGENDA AT A GLANCE

SUNDAY, OCTOBER 23

- 12:00 PM – 2:00 PM..... Board of Directors Meeting
(w/ lunch – Invitation Only)
- 2:30 PM – 3:30 PM Opening Keynote
- 3:45 PM – 4:15 PM..... Space + Place: The New Intersection of
Consumer Micro & Macro Experiences
- 4:30 PM – 5:15 PM General Session: Visualization: How to Make
Money, Save Time, and Build Consensus by
Selling Digital Magic
- 5:30 PM – 6:30 PM Welcome Reception

MONDAY, OCTOBER 24

- 8:00 AM – 9:30 PM Global Leaders Breakfast
- 8:00 AM – 9:30 AM..... Breakfast & Shop! Association Members
Meeting
- 10:00 AM – 11:00 AM Opening Keynote: Myth or Reality:
The State of the Retail and the US Economy
- 11:15 AM – 12:00 PM General Session: General Session: Retail
Redesign: A New Approach to Improving the
Consumer Experience
- 12:00 PM – 1:30 PM Networking Lunch + Roundtable Discussions
- 1:30 PM – 2:15 PM..... General Session: The Native Digital
Revolution: Inside the Mind of Your
Gen Z Employee
- 2:30 PM – 3:15 PM..... General Session: Interactive Panel |
Sustainability at Retail: How Retailers Create
Social, Environmental and Cultural Innovations
- 3:30 PM – 4:30 PM..... Closing Keynote: Test & Learn:
The Importance of Iteration for Excellence

TUESDAY, OCTOBER 25

- 8:00 AM – 9:00 AM..... Networking Breakfast
- 9:00 AM – 5:00 PM..... Retail Challenge
- 6:30 PM – 8:30 PM..... Retail Challenge Winner Reception & Dinner



International Retail Design Conference

Oct. 26 – 27, 2022 | Columbus, OH

Presented annually by *Visual Merchandising Store Design (VMSD)* magazine, this one-of-a-kind conference comprises two full days of education and design dialogue centered on the new best practices, emerging opportunities and fresh strategies for engaging shoppers, maximizing resources, and rethinking the retail experience. IRDC is recognized as the premier educational and networking event for the store design and visual merchandising communities.

AGENDA AT A GLANCE

WEDNESDAY, OCTOBER 26

- 8:00 AM – 9:00 AM..... Networking Breakfast
- 9:00 AM – 9:45 AM..... Opening Keynote: Riding High: One Female
Founder's Unlikely Journey to Success
- 10:05 AM – 11:05 AM Workshop: Next Top Retail Concept!
- 10:05 AM – 11:05 AM Workshop : Fake It Till You Make It
- 11:15 AM – 11:45 AM..... Tackling the Food Desert: The High-Tech,
High-Touch Story of Nourish + Bloom Market
- 11:15 AM – 11:45 AM..... Breakout Session | Purpose Beyond Profit:
How Company Purpose Drives Brand
Success from the Inside Out
- 12:00 PM – 1:15 PM..... Roundtable Networking Lunch
- 1:30 PM – 2:15 PM General Session: From Scoops to Shops:
A Fireside Chat with Jeni's Ice Creams
- 2:30 PM – 5:30 PM Retail Inspiration Tours
- 6:00 PM – 8:00 PM Iron Merchant Competition + Reception

THURSDAY, OCTOBER 27

- 8:00 AM – 9:35 AM Sponsor Case Study Breakfast
- 10:00 AM – 10:45 AM..... General Session: How Retail Saves the World
- 11:15 AM – 11:45 PM Rituals: Europe's Best Kept Secret
- 11:15 AM – 11:45 PM Breakout Session: Reddy, Pet...Co!
The Importance of Creating a Brand
Presence and Facilitating Immersive Design
- 12:00 PM – 1:45 PM..... Networking Lunch + VMSD Awards
- 2:00 PM – 3:00 PM..... Full Audience Workshop: Retail Gets Weird
– A Group Interactive Challenge
- 3:15 PM – 3:45 PM..... A Better Future: What Retailers Can do to
Reduce Their Impact on the Planet
- 3:15 PM – 3:45 PM..... Interactive Panel | Redefining Pop-Ups:
Designing for Omnichannel
- 4:00 PM – 5:00 PM Closing Keynote: Greg Cohen, Founder &
Owner, Lofty Pursuits
- 6:30 PM – 8:30 PM Closing Reception – The Revery at North
4th Corridor

Ohio Locals

Receive Exclusive Discounted Pricing on these Two Can't-Miss Conferences!

RATES PER EVENT:

Shop! Ideation

\$595

USE CODE:

VIPSHOP

REGISTER AT

SHOPASSOCIATION.ORG/IDEATION

IRDC

Retailers:

\$1,095

Designers:

\$1,395

USE CODE:

CBUSIRDC

REGISTER AT

irdconline.com

IRDC Attendance Policy: IRDC is for executive store planners, visual merchandisers, retail designers and sponsors only. If you are a manufacturer or supplier, you must be a sponsor to attend.