



INSiGHT

REINVENTING
BRICK-AND-MORTAR



2018
Sponsorship Opportunities

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About INSIGHT



Launched in 2012, INSIGHT brings together all players in the retail execution industry. Each year, retailers, consumer brands, merchandisers, and experiential marketing experts gather to share best practices and create new possibilities within the brick-and-mortar realm.

In the past years, articles announcing the death of brick-and-mortar have been taking over the headlines. But as online, specialty, and discount retailers are all opening stores this year, we think we are witnessing and contributing to a re-invention of retail.

This year, INSIGHT will bring together leaders in the retail experience who will share how brick-and-mortar is becoming more than a point of purchase for consumers and how to transform stores to meet customers' changing expectations and drive more sales across all channels.

2017 Speakers



David Katz

EVP, CMO
Randa Accessories



Stefan Midford

President & CEO
Natural Insight



Shelly Connelly

Director, Demo & Sample Programs
PETCO



Aaron Sims

Senior Director
Lindt & Sprüngli Chocolate



Andrew Baldwin

VP In-Store Demonstrations
Blue Buffalo Co.



Bill Sherman

Senior Director, Workforce Management
Lawrence Merchandising



Karen Mendoza

SMR Operations Manager
Nintendo



Rick Sterrett

VP Operations
Natural Insight



Rob Morton

Director Business Development
CTL Global

2017 Speakers



Jerry Wansack

CIO
The InStore Group



Chris Herb

Former Director, National Merchandising
Lego Systems



Jon Herbert

Sr. Account Manager
Natural Insight



Catherine Dos Santos

HR Technology Manager
Match Marketing Group



Will Sherlin

Client Partner
3Pillar



Eric Pfleckl

VP Technology
Natural Insight



Ryan Canto

Account Manager
Natural Insight



Megan Overton

Head of Product, SMB
Snagajob

2018 Preliminary Agenda

April 19th 2018

Opening Remarks

9:00 am - 9:15 am

Beyond Point of Sale: The New Role of Brick and Mortar in the Purchasing Decision

9:15 am - 10:00 am

Keynote

With the rise of online purchases and the never-ending growth of Amazon, it is not surprising to see headlines talking about the death of traditional stores. But headlines overlook the fact that retail locations have more than one role in the purchase path; retail locations are a central part of the decision-making process, from drivers of brand awareness to teaching sites,.

Store Layout Magic - Views on the Look and Feel of Store of the Future

10:20 am - 11:00 am

Breakout Session - Store Experience & Sales

As the role of Brick and Mortar is shifting, so are store layouts. Most traditional store layouts are composed of aisles with stacked shelves and racks, but we see new models emerge. Numerous retailers are adopting a “showroom” style, where the goal is to create a unique experience for customers that will then buy their products online. Numerous retailers are also moving away from aisles and creating layouts that encourage browsing, with lots of open spaces and lower-display setups like tables. But we also see a totally opposite trend with discounters like Lidl and Dollar General thriving, or Amazon’s convenient “stores” with no store shelves and no cashiers.

Maximize Coverage and Revenue with Exchange

10:20 am - 11:00 am

Breakout Session - Training

Are Your Brand Ambassadors Contributing to Your Success?

Ways to Measure ROI

11:20 am - 12:00 pm

Breakout Session - Store Experience & Sales

As everybody is talking about enhancing the store experience, a growing number of brands and retailers are turning to Experiential Marketing. This session will review best practices to build a successful experiential marketing program—from hiring the right people, to creating an engaging experience, to effectively measuring the impact of events on brand awareness, brand sentiment, purchase intent, and sales.

Merchandising Metrics Game-Changers: Collect Data-Points That Will Propel Sales

11:20 am - 12:00 pm

Breakout Session - Training

Whether it is for your own use or for your clients’ needs, collecting the right in-store data is essential to making store execution decisions that will positively impact sales. In this session, learn how to:

- Accurately collect shelving information about your products and the competition
- Collect data points around store layout to easily see how it can impact sales
- Proactively act on important data such as inventory to avoid out-of-stock

Preliminary Agenda

April 19th 2018

Insighters View - Vision and Roadmap

1:00 pm - 2:00 pm

Location, Location, Location - The New Map of Retail Success

2:20 pm - 3:00 pm

Breakout Session - Store Experience & Sales

Are malls dying? Or are they evolving? Retail Real Estate professionals agree that retail locations are changing as we reinvent our cities. Millennials and Generation Z want to experience seamless transitions as they go from work to home to shops to entertainment. These groups want spaces where they can shop, but also spaces that are central to their communities. This leads to the development of new shopping spaces with mixed-use facilities. In this session, we will discuss: Where are the new shopping centers being developed, and what kind of stores move in? What is their traction versus traditional malls? What does this mean for operating hours, staffing, and operations?

Recruiting and Engaging Gig Talents: Welcome to the Capango Era

2:20 pm - 3:00 pm

Breakout Session - Training

The rules of recruiting freelancers are changing. With more freelance jobs than ever available at the palm of our hands through Uber, Lyft, Taskrabbit and so on, getting freelancers into the hiring pipeline gets more difficult. Not to mention that the traditional hiring process through resumes and cover letters is time consuming and costly. This is why we created the ultimate retail recruiting platform: Capango.

Better Results with Better Surveys

3:20 am - 4:00 pm

Breakout Session - Training

We will take a deeper look at the data collected by our customers and subsequent reports built around brands, retailers, merchandisers and experiential data. In this session, Jon Herbert, Senior Account Manager at Natural Insight, will unveil best practices to get better insights and reports from the field.

Bring the Experience to All: Take Your Retail Products and Store on the Road!

4:20 am - 5:00 pm

Breakout Session - Store Experience & Sales

There are many advantages to creating store experiences outside of the store. Brands and retailers can use pop-up stores to bring the experience to their clients, boosting brand awareness and engagement.

Unprecedented Transparency - Build Perfect Reports with Reveal Analytics

4:20 am - 5:00 pm

Breakout Session - Training

Our Reveal Analytics platform is constantly improving and providing more ways to get insights about stores and execution. Come learn about the new features we have released over the past year as well as best practices to ensure Reveal Analytics is bringing you the most value.

Preliminary Agenda

April 20th 2018

Shelves Are Still King: How Merchandising Is Essential to a Successful Omnichannel Strategy

9:00 am - 9:40 am

Breakout Session - Store Experience & Sales

Omnichannel is part of every retail conference, but most of the focus of omnichannel is put on how to develop the digital channel. While this is important, brick-and-mortar is an equally important part of any good omnichannel strategy, and making sure that store execution goes smoothly is critical to success.

Ultimate Operations Visibility - Use Operations Insight to Streamline Everything

9:00 am - 9:40 am

Breakout Session - Training

In this session, you will learn:

- How to best use Operations Insight to get a view of your organization
- Quick tips to make your experience as easy as possible
- What's in store for Operations Insight in the future?

More than Execution - Using Data and Creativity to Lift Sales across Locations

10:00 am - 10:40 am

Breakout Session - Store Experience & Sales

Standardization of merchandising shelving makes it easier for brands and retailers to control the customer experience, but it does not always translate into better sales. Companies that acknowledge that different business locations need different merchandising treatment can see a significant improvement in sales.

What Is the ROI of Your Workforce - Use Staff Insight to Boost Productivity

10:00 am - 10:40 am

Breakout Session - Training

With a workforce mostly composed of on-demand and freelance workers, the rules of maximizing workforce ROI are changing. In a traditional workforce, the average value produced by each worker is pretty stable as long as the turnover is not too high. With a low turnover, the value created worker almost certainly offsets the cost of hiring and onboarding. In the gig economy, the net profit resulting from the workforce depends on how much work workers actually perform.

Are Retail Locations the New Center of Brand Experience?

11:00 am - 11:40 am

Breakout Session - Store Experience & Sales

Cooking and yoga classes, coffee shops, interactive displays, showrooms, and more—retail therapy is taking on a whole new meaning. Retailers have been going out of their way to offer more in their stores. This session will explore in more depth the role of retail locations in the store experience as well as what it means for operations, staffing, and training.

Sponsorship Packages

	Silver \$1,500	Gold \$5,000	Platinum \$7,000
Branding			
Logo on the website	✓	✓	✓
Logo in all email promotions	✓	✓	✓
Logo on conference signage	✓	✓	✓
Logo on screen in between each presentation	✓	✓	✓
Shout-out during welcome address	✓	✓	✓
Lead Gen			
List of attendees prior to the event	-	✓	✓
Dedicated lead gen email blast to attendees	-	-	✓
Thought Leadership & Speaking Opportunities			
Participate in a panel	-	✓	-
Keynote session	-	-	✓

A la Carte Options

- Include 'Swag' in Welcome Bag (sponsor is responsible for buying and shipping swag. Must be approved by Natural Insight) \$500
- Breakfast sponsor (includes dedicated signage, 2 available) \$1,000
- Reception Sponsor (includes dedicated signage, 1 available) \$1,000
- Lunch sponsor (includes dedicated signage, and on stage interview, 1 available) \$3,000
- Dinner Sponsor (includes dedicated signage, and interview, 1 available) \$3,000