



# The Conversation Has Begun...

RETAIL MOBILE  
EXECUTIVE  
SUMMIT 2010

>  
**accenture**  
*High performance. Delivered.*

# ...Be A Part of It

"How does the mobile phone become a payment device?" "consumers depend on their handheld for accessing store information, e-commerce, entertainment, news and more to improve, enhance and speed their every day activity"

"We're using mobile in all aspects of our store – POS, inventory management, customer look-up tools, inventory, training, getting management approval" "if you're talking mobile, you've got to talk about mobile payments"

"Mobile gives us immediate feedback for what's going on in the marketplace." "The app will help us find new ways to communicate with consumers..." "I sleep with my phone."

"...there's an interesting cross-section between the brick-and-mortar and digital shopping environments." "We have seen a lot of enthusiasm among our customers for mobile payments."

"There is a tidal wave here that we need to be a part of."

"Mobile lets store operators view their operation from anywhere they can get a cellphone signal."

"Retail sales for m-commerce in 2009 grew 117%"

**I**nnovative ideas are taking shape as retailers refine their understanding of changing consumer behavior and their love of their mobile devices. Progressive retailers are finding new ways to engage them on their own terms.

Join fellow retail and product manufacturer executives who are bringing mobile technology into the retail space – to connect with customers, to connect systems, to connect employees – and share insights gained and lessons learned.

Retail Mobile Executive Summit is an interactive forum for senior-level executives to share perspectives and discuss this rapidly moving mobile revolution.

Talk with some of the top retailers on how mobile technology is changing the future of retail.

Register Today!

## **PRE CONFERENCE**

**MONDAY, JULY 19, 2010**

**6:00pm – 7:30pm WELCOME RECEPTION**

# AGENDA

TUESDAY, JULY 20, 2010

7:00am – 6:30pm REGISTRATION & INFORMATION DESK OPEN

7:30am – 8:00am CONTINENTAL BREAKFAST

8:00am – 8:05am WELCOME



8:05am – 9:00am OPENING KEYNOTE  
**WEB POWERED RETAIL AND MOBILE ENGAGEMENT**

*John Thompson*

*Senior Vice President and General Manager - BestBuy.com*

Hear how Best Buy is using mobile as a way to help customers experience the brand when and where they choose to engage. Gain insights on the mobile work done to date at the consumer electronics giant, key insights gained, and future areas of focus.

9:05am – 10:00am

**MAKING THE MOBILITY CONNECTION: TOMORROW STARTS TODAY**

*Christopher Donnelly*

*Executive Partner, Retail Practice - Accenture*

Mobility is one of the dominant methods of connecting with the consumer, and figuring out what that means and how to make it work for you is dynamic. This session will focus on making the connection between how consumers are using mobility with the operational elements of how it will need to permeate the entire retail enterprise.



**10:15am – 11:15am**

## **MEIJER IN AN EVOLVING MOBILE SPACE**

*Jeff Handler*

*Senior Vice President, Marketing - Meijer*

Meijer has been engaged with mobile communications since 2005. And as mobile has evolved, so have the opportunities to develop varied customer-centered programs. Hear how this Midwest Supercenter has embraced this new space with a series of applications/programs. Areas covered will include text, social, couponing and the use of apps. Finally, learn about the opportunities – and challenges – in using a rapidly changing channel; one where no one knows how it will all play out.

**11:30am – 12:45pm    PICK YOUR TOPIC/PICK YOUR TABLE**

Pick the topic and spend lunchtime with your peers exploring the topics you want to delve into more deeply.

**1:00pm – 2:00pm    PANEL DISCUSSION  
BAR CODES: HERE, THERE & EVERYWHERE**

The once-unsexy bar code is in the midst of a renaissance. No longer confined to the shipping world and relegated to the bottom of a corrugated box, bar codes are the new stars in the mobile era of retailing. This panel of industry leaders in mobile media and marketing will unveil emerging opportunities to engage shoppers with promotions, special offers and products through 2D bar codes, engaging consumers when they are already in a receptive mode.

**2:05pm – 3:00pm  
TYING IN MOBILE WITH SOCIAL MEDIA**

**3:15pm – 4:00pm**

**MOBILE IN THE STORE BACK OFFICE**

From store managers using their phones to check on their stores anytime, anywhere to improving customer service with employees who are connected to the rest of the enterprise, mobile is changing how the back office operates. A national retail executive describes his company's move into mobile.



**4:05pm – 5:00pm CLOSING KEYNOTE  
HOW TO BUILD AND MANAGE A MOBILE MINDSET THAT  
COMPLEMENTS YOUR BUSINESS AND BRAND**

*Andrew Koven*

*President, Ecommerce & Customer Experience - Steve Madden, Ltd*

Get the comprehensive roadmap of what is required to get an organization ready to go mobile. What level of investment is required?

What goes into a typical mobile campaign – budget, SMS, banner ad, web site, application, search and coupons – and which channel or tactic is appropriate? How can you measure ROI and track the performance of a mobile campaign, site or application? How can a retailer enable transactions at retail point of sale with mobile?

**5:00pm – 6:30pm COCKTAIL RECEPTION**

**WEDNESDAY, JULY 21**

**7:30am – 8:00am CONTINENTAL BREAKFAST**

8:00am – 9:00am

## RETAIL MOBILE APPS – YOUR BRAND IN THE HAND OF YOUR SHOPPERS

What goes into the decision to create your own app? How do you ensure that it ties in with your storefront and web presence? Your questions are answered.



9:05am – 10:00am

## CUSTOMER PRIVACY, MOBILE MARKETING & MULTI-CHANNEL RETAILERS

*Keith Enright*

*Vice President & Chief Privacy Officer – Macy's Inc.*

Customers bring the Web into the store with them, straining many traditional divisions between online and offline operations. This creates unprecedented opportunities for more personal and engaging relationships with customers; customers remain sensitive to privacy concerns, and regulators have suggested that traditional methods of managing privacy may require updating to deal with this new environment. How are retailers using mobile technology to drive cross-channel shopping and to improve business performance? What privacy challenges and risks might this introduce, and how might they best be mitigated?

## 10:15am – 11:15am PANEL DISCUSSION THE MOBILE PAYMENTS LANDSCAPE

Innovative payment systems are the next breakthrough tying retailers and their customers closer together. With security and privacy playing dominant roles, retailers are seeking to take commerce out of their consumer's *wallets* and putting it on their *mobile devices*. Hear a **case study** from **Best Buy** on RFID stickers and from other retailers on their mobile payment strategy. Then ask the panel your pressing questions on this game-changing issue.

**11:30am – 1:00pm LUNCH**

**1:15pm – 2:15pm**

**THE MOVING LANDSCAPE OF MOBILE**

Executives from Target and other leading retailers talk with RILA's Casey Chroust on the trends and moving landscape of mobile.

**2:20pm – 3:15pm**

**WHERE DO WE GO FROM HERE?**

Technology in the mobile platform is changing rapidly. Hear from an outside expert in the field on where this brave new world is heading next.

**3:15pm – 4:00pm OPEN FORUM**

**NEXT STEPS ON RETAIL MOBILE**

After processing all this information, participating in discussions and hearing from those leading the charge, now it's your turn to tell us what you'd like to see next. Stay for this open forum and share with your peers what you would like to have to continue the discussion.

**SPONSORSHIP OPPORTUNITIES ARE AVAILABLE**

Position your company in front of hundreds of key industry players by becoming a sponsor at Retail Mobile Executive Summit. A sponsorship will provide you with the highest visibility at this premier industry event.

**FOR MORE INFORMATION ON SPONSORSHIPS, CONTACT:**

Tripp Taylor [tripp.taylor@rila.org](mailto:tripp.taylor@rila.org) or 703-600-2023

Tia Potter, SVP, RetailConnections at [tia@retailconnections.biz](mailto:tia@retailconnections.biz) or 917-846-5185

## **CONFERENCE / HOTEL INFORMATION:**

**The Stanford Court Renaissance San Francisco Hotel**  
**905 California Street-Nob Hill**  
**San Francisco, CA 94108**  
**Reservations: 800-468-3571**  
**Information: 415-989-3500**

*Please contact the hotel reservations department directly 1-800-468-3571 to reserve your room. Mention that you are part of the Retail Mobile Executive Summit to take advantage of our special group rate of \$159, single or double occupancy, plus tax. You must make your reservation by **Friday, June 25** to secure this room rate. Rooms are reserved on a first-come, space-available basis, and may sell out before that date.*

## **DRESS:**

Business casual attire is recommended for all conference activities.

## **SPECIAL NEEDS:**

Please contact Kate Manders at [kate.manders@rila.org](mailto:kate.manders@rila.org) if you have any disabilities or dietary restriction that require special accommodations.

## **OTHER INFORMATION:**

This is a non-smoking conference. All sessions are closed to the press.

## **QUESTIONS:**

Call Kate Manders at 703-600-2043 or email [kate.manders@rila.org](mailto:kate.manders@rila.org) or Marc Millstein at 914-620-5941 or [marc@retailconnections.biz](mailto:marc@retailconnections.biz)

## STAY CONNECTED WITH TWITTER!

Get up-to-the-minute information and spread the word about Retail Mobile Executive Summit by following #rmobile.

## BRING YOUR TEAM

Mobile affects multiple areas of retail, so bring your team. **Special group rates: 2 for \$695 plus \$300 for each additional colleague.** To take advantage of this offer, contact Kate Manders at [kate.manders@rila.org](mailto:kate.manders@rila.org) or 703-600-2043.

Join the conversation on what is probably the hottest topic in retail – mobile. Mobile not in your area? If not, we would appreciate it if you would forward this to your appropriate team members working on mobile within your organization.

