

(All meeting rooms are located on the Mezzanine Level, unless otherwise noted.)

Tuesday, Oct 25

10:00am – 4:00pm Technology Leadership Board Meeting
(Committee members only)

4:30 – 7:00pm Pre-Registration for Summit
Mezzanine Foyer

5:00 – 7:00pm **Summit Welcome Reception**
Sam Houston ABC *Sponsored by: Cognizant*



Wednesday, Oct 26

7:00 – 4:00pm Registration
Mezzanine Foyer

7:00 – 8:00am **Networking Breakfast**
Mezzanine Foyer

8:00 – 8:30am Opening Remarks & Welcome
Dan Moody

8:30 – 9:30am **10 Trends and Watch-Outs in Connecting with Customers**
Dan Moody *John Moore, former Starbucks & Whole Foods Executive*
There's no debating the importance of Customer Engagement. Successful brands today must engage with customers in credible, social, and meaningful ways. Social Media and Technology are helping brands connect with customers like never before. However, what's next? What will connect with customers tomorrow? What role should technology play in a brand's customer engagement strategy? Learn as John Moore, a former executive with Starbucks Coffee and Whole Foods Market, paints a picture of tomorrow's successful customer engagement strategies.

9:45 – 10:45am **Interactive Roundtable Sessions (*Moderated)**
Sam Houston A A. Cloud Computing - *Thomas Murphy
Sam Houston B B. Privacy (HIPPA) - *Terry Morgan
Sam Houston C C. Fresh - *Cathy Hotka

Sponsored by: Manhattan Associates



11:00am – 12:00pm
Dan Moody

Mobile Payments – State of the Industry

Don Kingsborough, VP / GM Retail & Prepaid, PayPal

This presentation will discuss overall status of mobile and PayPal's view of where the industry is heading, along with challenges to take into consideration. Consumers are changing their behaviors and widely embracing mobile apps and services in the context of their shopping journey. The new commerce requires a new way to look at payments platforms and offers. Mobile is one piece of the overall solution to truly embrace multi-channel strategies. Attendees will see the future of commerce with a mobile and multi-channel video at the event.

12:00 – 1:15pm
Pat Morris Neff

Networking Lunch

1:30 – 2:30pm
Dan Moody

Google @ Emerging Platforms for Mobile Commerce

Jeremy Arnon - Strategic Partner Development, Google Wallet, Google

Mobile payments and digital coupons/ offers will revolutionize the way retailers and manufacturers interact with their customers. From lowering new customer acquisition costs to driving increased basket size, this digital transformation is here and now is the time to embrace it and learn how to win at this new paradigm.

2:45 – 3:45pm

Sam Houston A
Sam Houston B
Sam Houston C

Interactive Roundtable Sessions (*Moderated)

- A. Mobility - *Thomas Murphy
- B. Disaster Recovery - *Terry Morgan
- C. Digital Coupons - *Cathy Hotka

Sponsored by: Cognizant



3:45 – 5:00pm
Dan Moody

"Roundtable Wrap-up"

*Interactive Panel - Moderators from the Roundtable Sessions will discuss and share a summary of their sessions and highlight the top take-a-ways from each.