ICBA 2017 Retail Conference & PRIMEtime

Daily Schedule

Tuesday, February 14

1:00 PM	7:00 PM	ICBA 2017 Registration
6:00 PM	8:00 PM	ICBA 2017 Welcome Reception/LSG Closing Reception

Wednesday, February 15

7:30 AM	8:25 AM	BREAKFAST
7:30 AM	8:25 AM	First Timers and Bring Your Boss Breakfast
8:30 AM	9:30 AM	**Stores Only:** ICBA Owners' Meeting
9:30 AM	9:40 AM	BREAK
9:40 AM	10:40 AM	**General Session:** Big Data on Campus - Sarah Quinlan, Mastercard
10:40 AM	10:55 AM	BREAK
11:00 AM	11:55 AM	**General Session:** Winning at Specialty Retailing - Neil Stern, McMillan-Doolittle
12:00 PM	12:50 PM	Lunch
1:00 PM	1:30 PM	Best Practices/Top Performers Awards
1:45 PM	3:15 PM	The Smartest Thing
1:45 PM	3:15 PM	Store-to-Store Discussions
3:15 PM	3:30 PM	BREAK
3:30 PM	4:00 PM	Smartest Thing Recap - All Tracks (except SD & MKT)
3:30 PM	4:00 PM	Store-to-Store Recap + MKTG
3:30 PM	5:30 PM	Business Encounter Vendor Set-up
4:00 PM	4:15 PM	BREAK
4:15 PM	5:15 PM	Verba: Data-Driven Strategies
4:15 PM	5:15 PM	Practices & Performances
5:30 PM	7:00 PM	Open House Preview & Reception
7:00 PM	8:00 PM	DINNER

Thursday, February 16

7:00 AM	6:00 PM	Store and Exhibitor Registration
7:00 AM	8:25 AM	BREAKFAST
7:00 AM	8:25 AM	CEI User Group Breakfast
8:30 AM	12:00 PM	PRIMEtime: PowerSuites, PowerHall, D&H Pavilion
8:30 AM	9:25 AM	Business Encounter #1
8:30 AM	9:25 AM	**MKTG:** Social Media/Content Marketing - Darcy Schuller, Suvonni Digital Agency
9:40 AM	10:35 AM	Shopper Insights - Steve Frenda, Path to Purchase Institute
10:35 AM	10:55 AM	BREAK
11:00 AM	11:55 AM	Amazon Campus: Understanding the Opportunity - Amazon
12:00 PM	1:00 PM	LUNCH
1:00 PM	1:55 PM	**MKTG:** Market Research - Focus Groups/Surveys
1:00 PM	1:55 PM	Business Encounter #2
1:00 PM	6:15 PM	PRIMEtime: PowerSuites, PowerHall, D&H Pavilion
1:55 PM	2:15 PM	BREAK
2:15 PM	3:15 PM	RMSA Peer Group
2:15 PM	3:15 PM	**MKTG:** Google Analytics Workshop - Jennifer Davis, Lever Interactive
3:15 PM	3:30 PM	BREAK
3:30 PM	5:00 PM	RTIS
5:00 PM	6:00 PM	RTIS Reception
6:30 PM	8:30 PM	Supplies & CM Exhibitor Move-out
6:30 PM	7:00 PM	RECEPTION
7:00 PM	8:00 PM	DINNER
8:00 PM	9:00 PM	D&H Party

Friday, February 17

7:00 AM	8:25 AM	BREAKFAST
8:30 AM	12:00 PM	PRIMEtime: PowerSuites, PowerHall, D&H Pavilion
8:30 AM	9:25 AM	Business Encounter #3
8:30 AM	9:25 AM	**MKTG:** Marketing Pitfalls - Lisa Edwards, Digital Media Executive
8:30 AM	10:15 AM	Trends in Supplies
9:30 AM	10:20 AM	Campus Libraries & College Stores Working Together - Neil Stern, Temple University
10:20 AM	10:30 AM	BREAK
10:35 AM	11:15 AM	Practices & Performaces- Course Materials
10:35 AM	12:00 PM	Supplies Workshop pt 1 - Paula Haerr, C2O & Denise Walsh, Bibo-Walsh Consulting
11:15 AM	12:00 PM	Verba Brainstorming
12:00 PM	1:00 PM	LUNCH
1:00 PM	6:15 PM	PRIMEtime: PowerSuites, PowerHall, D&H Pavilion
1:00 PM	1:55 PM	Business Encounter #4
1:00 PM	1:55 PM	**MKTG:** Campus Marketing Roundtable
1:00 PM	1:55 PM	Supplies Workshop pt 2 - Paula Haerr, C2O & Denise Walsh, Bibo-Walsh Consulting
1:55 PM	2:10 PM	BREAK
2:10 PM	3:10 PM	General Session
2:10 PM	3:45 PM	Supplies Workshop pt 3- Paula Haerr, C2O & Denise Walsh, Bibo-Walsh Consulting
3:10 PM	3:45 PM	Casey Green Session
3:45 PM	4:00 PM	BREAK
4:00 PM	5:10 PM	RMSA Success Stories
6:00 PM	7:30 PM	Closing Reception