



# The US Retail GROWTH M.A.P.

KEY ACCOUNT AND RETAIL MEDIA PLANNING

Explore the mindset, opportunities, strategies and solutions needed to win the retail world of tomorrow

Retail Cities' CPG Business Networking and Strategic Planning Event, Where Commerce Teams Come to Predict, Chart and Capture Growth.

**Who's Attending?** Retail Cities' Members – leaders in CPG retail planning – plus event sponsors and Subject Matter Experts on Key Topics

**Why Attend?** To fine tune 2025 plans, get a head start on 2026 commercial mapping and provide fuel for the essential 3-5 year strategic planning brands and retailers need to leverage this new growth map!

Though growth feels hard to come by, between now and 2030 US Retail will grow by USD\$3 trillion. This is an unprecedented opportunity for both retailers and suppliers to capture as new rules are being written and old playbooks abandoned. The challenge for most brands is that these growth opportunities are coming from uncomfortable places that are difficult to align against specific customer growth plans. For retailers the challenge is that households are behaving unpredictably when it comes to their priorities, value definitions and shopping habits that have all been thrown into confusion due to COVID, inflation and the rise of different commerce models. This session will prepare commerce teams to navigate this new landscape and win.

The Agenda Includes:

- **M. Macro. Where is growth coming from?** Retail Cities with SME partners will share their views on the pockets of retail, consumer and tech/platform growth that are shaping the next \$3 trillion of US market opportunity.
- **A. Alignment. What are the new skills required to lead customers and outperform competitors?** In this segment we will explore AI and transformational technology, the evolving job description of Sales/business leaders, the next generation of shopper data, and new retailer economics.
- **P. Planning. How do you connect dots in Joint Business Planning in age where there's more plans and more stakeholders than ever before?**

## WHAT?

One and a half day  
in-person workshop

## WHERE?

The Virgin Hotel  
Downtown Chicago



## WHEN?

November 20, 2024 (Full Day)  
November 21, 2024 (Morning Session)



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## M. MACRO

### WHY AN “EMERGING MARKET MINDSET” IS CRITICAL - THE MINDSET AND OPPORTUNITIES FOR WINNING TOMORROW

#### 8:30 - 9:15 The Growth Mindset - 10 Slides You Need To Frame The US Growth Opportunity

Retail Cities Managing Director Bryan Gildenberg kicks off the session with the 10 most vital slides you need to frame up an approach to winning tomorrow’s changing commerce landscape.

#### 9:15 - 9:45 Brian Owens panel on the new consumer and new ways to reach them

BAV’s Managing Director and Co Founder of the Black and Brown Collaborative (BABCO) leads a panel conversation with executives and entrepreneurs immersed in reaching the new American consumer

#### 9:45 - 10:15 Retail Cities - The 5 slides you need on US Retail Growth - the refragmentation of commerce

Retail Cities presents its proprietary forecast and growth scenarios for the retail landscape of 2025-2030, with an eye towards how growth is re-fragmenting to more retailers, smaller resellers and the “traditional trade”...are TikTok sellers the independent bodegas of the 2020s?

#### 2:45 - 3:00 Break

#### 10:45 - 11:00 The US Emerging Market in Urban Retail - The Future Of Retail In Cities

We set up the rest of the morning with a snapshot on the future of urban retail - the challenges of large chains, the rise of “res-STORE-raunts”, and Amazon’s code-cracking solve for logistics

#### 11:00 - 11:30 Keith Anderson Decarbonize Commerce panel on commerce and sustainability

Building on the conversations above, Decarbonize Commerce founder Keith Anderson leads a panel on how future consumers will value sustainability/ESG and how best in class companies are driving it into their work and plans

#### 11:30 - 12:00 The US Emerging Market In Health/Wellness/ - The Future Of Retail In Healthcare

#### 12:00 - 1:00 Lunch

## A. ALIGNMENT

### THE WORKFLOWS TO WIN IN THE RETAIL LANDSCAPE OF TOMORROW ... REWIRING YOUR BUSINESS FOR A NEW COMMERCIAL ECOSYSTEM

#### 1:00 - 1:30 Double Jointed Alignment - 5 Key Principles On Aligning For Retail’s Future

We kick off the afternoon with a view on the themes we’ll be exploring around alignment - notably the need to get vertical, not horizontal, the right role for analytics vs. AI and the planning frameworks required to bring together the “Double Jointed” planning world where retailers are buying from and selling to manufacturers

#### 1:30 - 2:00 Fireside Chat - Claire Wyatt - Albertsons Media Collaborative

Industry icon Claire Wyatt joins us to discuss the future of retail media, analytics, measurement and successful planning for success in the retail media world

#### 2:00 - 2:15 You Can’t Spell Retail Without AI - 5 key organizing principles for your newest “employee”

Retail Cities provides a framework for the right way to think about AI - specifically how it needs a well defined job, clean data, training, strong governance and organizational “mentors” - a lot like a new employee does.

#### 2:15 - 2:45 Roundtable - AI and aggregating personalization into meaningful content

A panel conversation about the use cases, applications and early wins from AI deployment (cast TBD)

#### 2:45 - 3:00 Break

#### 3:00 - 3:30 Future Of The Store, and its implications for the workflow of the future

Retail Cities maps out how the physical store and physical shelves will be changing and the implications of this on everything from category management to innovation strategy

#### 3:30 - 3:45 Retail Cities - The She-Mu-Toking of Commerce and The Implications For Future alignment

Given the changes outlined above to the physical store, we look at how the gamification, algorithmic content

presentation, low price points and app driven nature of China's commerce/content engines are changing the approach to the digital shelf

### **3:45 - 4:15 Bazaarvoice - workflow for a user generated future**

Sponsored by Bazaarvoice this presentation highlights Bazaarvoice's approach to helping brands manage and optimize a future driven by user-generated content - and how to leverage, scale and succeed in this new environment

### **4:15 - 4:45 Roundtable - the new workflows**

Retail Cities and friends - a panel discussion exploring how the changes we've discussed so far during the day change the way brands and retailers need to think about the strategic alignment, structure and skills needed to succeed

### **4:45 - 5:00 Closing thoughts/wrap-up**

## Day 2

# P. PLANNING

## **THE SOLUTIONS AND SKILLS REQUIRED TO WIN, AND THE MINDSET REQUIRED FOR LEADERS TO SUCCEED, IN THE RETAIL WORLD OF TOMORROW**

### **8:00 - 8:30 The 5 things you need to understand to plan for a winning future**

Bryan identifies the 5 key attributes of solutions required to win - omni-channel, aggregational, holistic, "open-windowed" and integratable

### **8:45 - 9:15 Omnichannel commerce management**

A valued Retail Cities partner walks through a winning approach to managing omni-channel commerce in light of the changing digital and physical shopping worlds

### **9:15 - 9:30 Break**

### **9:30 - 10:30 Category management of the future**

Led by Nick Theodore, founder of VST, we investigate the new techniques, tools and approaches required to navigate a more complex and granular store level planogramming world

### **10:30 - 11:00 Commerce and promotional management for the future - maximizing profitable sales - partner TBD**

A valued Retail Cities partner takes us through best in class approaches to "squaring the profitability circle" on the changing commerce and media world and how to deliver growth profitably

### **11:00 - 11:30 Fireside chat - leadership skills for the new future**

A conversation with industry leaders on what they are looking for from their leaders to help navigate this new world

### **11:30- 12:00 Wrapup**

A capstone session to help attendees identify the critical learnings they need to bring back and implement within their own organizations

## **REGISTER HERE**

### About **Retail Cities** North America Workshop Series

Retail Cities North America works with a diverse network of retail experts and corporate sponsors. Our workshops are both virtual and live and designed to cater to our member companies' needs. In 2024/25, we will deliver three distinct series – "M.A.P. Macro-Alignment-Planning" designed and delivered by Bryan Gildenberg, Managing Director Retail Cities Americas; C-Store Commercial Excellence Workshops, and Global Value/Dollar Channel.

### About **BRYAN GILDENBERG**

Bryan is Retail Cities' Managing Director for the Americas. In this role, Bryan oversees the themes and topics which Retail Cities develops to answer questions posed by CPG companies looking to grow more than fair share in the USA in a challenging environment. Bryan regularly posts insights on hot topics via his podcasts with The CPG Guys and in speaking and advisory engagements across the USA and Rest of World.



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