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| CONFERENCE & WORKSHOP SESSIONS (\*pre-registration required)All times PST – Updated Feb. 12/21 |
| \*TUESDAY MAY 11 | **\*WEDNESDAY MAY 12** |
| KEYNOTES (AUDITORIUM) |
| 8:00am-8:30am PST(11:00AM -11:30AM EST) | **KEYNOTE****MEMBER & POLICY UPDATE with Gary Sands, CFIG.** An overview of the key issues and concerns facing the sector and independents. | **8:00am-8:30am PST****(11:00AM -11:30AM EST)** | **KEYNOTE****THE ENVIRONMENT AND THE CANADIAN FOOD CONSUMER.** Although COVID-19 has been the dominant story for 2020 and 2021 thus far, climate change is the defining challenge of our time. How do consumers view this challenge and what actions are they willing to take when it comes to their eating and shopping habits? **Joel Gregoire of Mintel** will examine how as businesses look to do their part for the planet, the consumer cannot be left out of the equation.  |
| 8:30am-9:00am PST(11:30AM – 12:00PM EST)  | **KEYNOTE****FORMATS AND STORE DESIGN – WHAT’S DRIVING RETAIL INNOVATION?**When looking at retail across the globe, there are clear indicators that the industry is changing at an accelerated pace. We’ll look at the macro trends impacting the retail industry, from demographic and societal changes to the role of technology and the growth of e-commerce to the impact of the pandemic on shopper behaviours. We then provide examples of a wide range of innovative grocery concepts with a focus on examples from small to mid-sized chains that demonstrate what the future of retail will look like. The examples provide a practical roadmap to what it will take to win at retail in the future. Presented by **Neil Stern, Good Food Holdings and Amanda Lai, McMillanDoolittle** | **8:30am-9:00am PST****(11:30AM –12:00PM EST)** | **KEYNOTE****RELENTLESS ADAPTATION HOW GREAT COMPANIES ARE REALLY INNOVATING TO WIN**We obsess over innovation. But innovation is overrated. If you look at the smart companies that are prized for “innovation,” you see that they are actually masters of “adaptation”—of knowing when to adjust, when to speed up, and when to capitalize. It’s not about being first; it’s about being flexible. In this thrilling new talk, Amber Mac looks to leading organizations, many of which she covers for Fast Company, to explore the practice of relentless adaptation. Is your company taking advantage of disruptive new technologies, or simply being disrupted by them? **Presented by** **Amber Mac,** digital maverick, entrepreneur |
| WORKSHOPS 9:00am-10:00am PST (12pm - 1pm EST) |
| Customer experience | **9:00am – 9:30am PST****(12:00pm – 12:30pm EST)****ENGINEERING A WINNING CUSTOMER EXPERIENCE:** 8C’s Model of Customer Experience Will be Used as a Framework**.** Presented by **Neil Stern, Good Food Holdings and Amanda Lai, McMillanDoolittle** | **Consumer insights** | **9:00am – 9:30am PST****(12:00pm –12:30pm EST)****CONSUMER TRENDS:** *Canadian Grocer* provides insights into leading consumer grocery trends.  |
| HR/Staffing | **9:30am – 10:00am PST****(12:30pm – 1:00pm EST)****SOLUTIONS TO THE LABOUR SHORTAGE IN OUR SECTOR.**BC is facing a labour shortage with close to 1 million expected job openings by the year 2025. The grocery and retail industries already feel the strain. Finding and keeping talent is something that every manager wrestles with. However, some retailers, including Buy-Low Foods, London Drugs and smaller retailers, are securing talent by adopting more inclusive and accessible employment practices. Presented by **Trish Kelly, The Presidents Group** | **Demographic insights** | **9:30am – 10:00am PST****(12:30pm – 1:00pm EST)****A GEN Z PLAYBOOK 4 STEPS TO A NEW DIGITAL STRATEGY TO REACH THE NEXT GENERATION**While we’ve obsessed about millennials for almost a decade, it’s time to shift focus to the next generation. Generation Z (people born between 1995 and 2010) is an economic powerhouse that represents a quarter of our population—and is growing. They buy differently, engage differently, connect differently, and think differently. In this talk, Amber Mac explains how to break down your digital strategy into four simple steps to reach this next audience: Rethink Mission, Rethink Work, Rethink Platform, and Rethink Communication. Presented by **Amber Mac,** digital maverick, entrepreneur |
| TRADE SHOW MEETINGS (any time)MONDAY: 10:00am – 5:00pm PST (1:00pm – 8:00pm EST)TUESDAY: 10:00am – 4:30pm PST (1:00pm – 7:30pm EST) |
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| 12pm – 12:30pm PST MIX AND MINGLEGALA AUDITORIUM(3pm -3:30pm EST)*ALL WELCOME* |   |
| 12:30pm – 1:30pm PST\*INDEPENDENT GROCER OF THE YEAR AWARDSGALA AUDITORIUM(3:30pm – 4:30pm EST)*\*Preregistration req’d*  |   |

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| FEDERATED INSURANCE EDUCATION CENTRE SESSIONS  |
| EDUCATION SESSIONCOMPETING AS AN INDEPENDENT - From highlighting local to using your social media channels with Neil Stern, Good Food Holdings and Amanda Lai, McMillanDoolittle | **EDUCATION SESSION** |
|  EDUCATION SESSION | **EDUCATION SESSION** |
| EDUCATION SESSION | **EDUCATION SESSION** |

Separate Session (not for website):

**Grocery Disruption: What’s Next Post Pandemic?**
Join this Q&A with Amber Mac, digital maverick, entrepreneur, as she discusses based on retailer questions what’s next for the sector.