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March 10 - 12

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Wednesday, March 10th

- **S03 Store Planning Post 2009—What Does Our Future Look Like?** *David Milne, Lourdes Burson*
- **S04 Rethinking Millennials at Retail: Unconventional Insights from Proprietary Research;** *John Krubski*
- **S06 Getting the Most Brand for Your Buck: Making Design and Construction Decisions in a Tough Economy;** *John Mulliken*
- **S07 When the Chips Were Down: How Frito-Lay is Reinventing the Snack Shopping Experience;** *Michelle Adams, Julie Quick*
- **S08 Destination and Impulse: How to Influence and Guide Shopper Behavior;** *Patrick Rodmell*
- **S09 The Secret to Increasing Sales is in Zone Merchandising;** *Howland Blackiston*

Thursday, March 11th

- **S10 Hope for Retail—Finally;** *Wendy Liebman*
- **S11 1 + 1 = 3: Research-Informed Design;** *Maureen Boyer*
- **S12 The Most Valuable Retail Brands: What It Takes to Drive Choice;** *Jez Frampton, Lee Carpenter*

- **S13 RORI: Return On Retail Investment, The Key to a Fact-based and Profitable Shopper Marketing Strategy;** *Phil Lauria, Jerry O'Brien*
- **S15 Greatness in the New Normal: Successful Retail Design and Concepts in the New Economy;** *Charles Sparks*
- **S16 Evaluation Evolution: In Store Digital Media Measurement Goes Mainstream;** *Carre J. Dawson*
- **S18 the Many Faces of Sustainability;** *John J. Carde*
- **S19 Seven Proven Strategies for Better Digital Signage Results;** *Bill Gerba*
- **S20 Increasing Store Performance and ROI Through Visual Merchandising;** *Philip Johnson*
- **S21 Retail Lighting Design Circa 2010—Leaner, Meaner and Greener;** *Archit Jain, Ship Israel*

Friday, March 12th

- **S23 Designing a Differentiated Customer Experience;** *Alexandra Sotereanos*

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