

# Agenda

2020 NACS North American CEO Strategic Issues Summit  
Park Hyatt / Chicago, IL

## Monday December 7

Sessions to be held in Grand Salon  
Park Hyatt Chicago, lower level

1:00 pm – 2:30 pm

### Government Relations Issues Briefing & Open Discussion

An optional session prior to the start of the Summit, attendees will be given an update and opportunity to discuss the topics below:

- Liability protection for essential services
- Age verification requirements for age restricted product sales
- Data security/Swipe fees
- Likely policy and regulatory changes given the presidential and congressional election results

2:45 pm – 3:00 pm

15 Min

### Strategic Issues Summit Welcome & Introductions Antitrust

3:00 pm – 5:00 pm

120 min

### COVID-19: What happened and what will endure?

**Paul Martin** Chair, Global Retail Group & UK Head of Retail, KPMG LLP  
*Including a round-table discussion*

The coronavirus pandemic has hugely impacted the retail industries. This presentation will focus on the pandemic's impact on convenience retailing in Europe and around the globe as well as examine both the continuing short-term and enduring long-term impacts and consequent transformative elements defining what convenience retailing will look like in the future.

5:00 pm – 5:15 pm

*Networking Break*

5:15 pm – 6:00 pm

45 min

### The Customer is King, Loyalty is the Kingdom, and Few Companies Have the Keys

**Paul Martin** Chair, Global Retail Group & UK Head of Retail, KPMG LLP

Today's consumers are more informed, impatient and in control than ever. A company's next customer or competitor is just one click away, and the fate of a brand can be diverted by a single tweet. In this dynamic era of elusive consumers and innovative offers, earning—and keeping—customer loyalty can be a company's greatest challenge—*and opportunity*.

**Monday December 7**

continued

**6:00 pm – 7:00 pm**  
60 min

**Good Jobs Strategy: The Path to Operational Excellence and Employee Productivity**

**Zeynep Ton** Professor, Sloan School of Management, MIT

What if convenience stores offered the very best jobs in retail? How would that change your business—now and 10 years from now? And how can CEOs lead the way?

The retail landscape continues to change rapidly, from new technologies and shifting consumer preferences to tight labor markets and new minimum wage legislation. In this environment, convenience stores with strong operations and a motivated, capable workforce that can solve customer problems, interact with new technologies, and drive performance will win.

Drawing on more than 15 years of research, Zeynep Ton will describe the key elements of the Good Jobs Strategy, a system that drives a capable and motivated workforce, satisfied and loyal customers, stellar financial performance, and ability to successfully adapt to changes. She will also explain how to get there, providing case studies from retailers who have improved jobs and operational performance. And she will talk about the critical role of the CEO in providing the vision, courage, and commitment needed to create systems that drive long-term impact.

7:15 pm – 10:00 pm

*Networking Cocktail Reception & Dinner*

*Drawing Rooms, Lower Level*

10:00 pm – 11:00 pm

*After Dinner Drinks*

**Tuesday December 8**

**Sessions to be held in Grand Salon**  
Park Hyatt Chicago, lower level

7:00 am – 8:00 am

*Breakfast available in Grand Salon Foyer*

**8:00 am – 9:15 am**  
75 Min

**Supplier Roundtable**

Our supplier leaders will each share briefly key disruptive topline trends, if any, in their categories, relevant activity in competitive retail channels that has the potential to significantly impact our channel, and opportunities or threats of particular relevance to our business. The goal is to share insights that are useful or thought provoking with their most important customers (and not be a company specific marketing pitch).

**9:15 am – 10:00 am**  
45 min

**How to Deliver Consumer-Resonant and Immersive Retail**

**David Bell** Professor, Wharton School of Finance, University of Pennsylvania and Founder, Idea Farms Venture

Seamless integration of the physical store experience with digital discovery and technology enablers is the cornerstone of new retail. Bottom up product innovation and the direct-to-consumer revolution are therefore core drivers shaping successful retail...

Tuesday December 8

continued

**How to Deliver Consumer-Resonant and Immersive Retail, continued**

innovation. Increasingly, new products that "win" are created organically, in response to needs that align with macro-factor trends (e.g., elimination of single use plastic in packaging, authentic and functional ingredients in food and beverage, etc.) and solve a ubiquitous consumer pain point--typically one felt keenly by the brand founder. In this session we develop a framework for illuminating how to succeed in this environment and explain the four key pillars of a breakout retail strategy. Key examples of success (and failure) are broken down and discussed.

10:00 am - 10:15 am

*Networking Break*10:15 am - 11:00 am  
45 min**Nudging Breakthrough CX: Customer Experience, Technology, and Innovative Strategy****Renée Richardson Gosline** Professor, MIT Sloan School of Management

Digital technology has revolutionized the way humans behave and make decisions. What do these shifts mean for customer experience (CX) and competitive strategy? Renée Richardson Gosline will uniquely apply a foundation of behavioral economics and a data analytical lens to help you develop breakthrough digital CX. We will unpack the customer journey as not just a process, but a set of linked behavioral decisions. Professor Gosline will also lead us in an examination of the changing relationships between firms and customers and the importance of embracing an experimental culture. This session will inspire you to design a customer experience strategy that is the best of both worlds—data driven but also keenly aware of the human element.

11:00 am - 11:45 am  
45 min**Harnessing the Voice of the Industry To Tell the Industry's Philanthropic Story****Stephanie Sikorski** Vice President of Marketing & Director of The NACS Foundation

In 2019, convenience retailers donated more than \$1 billion to charity and yet our industry gets very little credit for the support we provide our communities. The reimaged NACS Foundation is focused on uniting and amplifying our industry's voice telling this story. The Foundation's five programs have been strategically designed to support and strengthen your existing philanthropic efforts while helping communities overcome threats to success in five key focus areas by: Delivering Disaster Relief, Fighting Hunger, Supporting Children's Health, Funding Education for Future Industry Leaders, and Building Sustainable Environments. Hear about how we're expanding our successful 2019 24/7 First Responders Recognition program in 2020 and our plans to leverage and coordinate our industry's philanthropic activities in the other four focus areas over the next several years.

11:45 am - 12:00 pm  
15 min**Closing Remarks & Next Steps****Henry Armour** President & CEO, NACS