

# TRADE DAY AGENDA:

9:00 a.m.	<b>Opening Remarks</b> George Soleas, President & CEO	<b>Mainstage Ballroom</b>
9:25 a.m.	<b>Supply Chain Update: Challenges &amp; Opportunities</b> Nick Nanos, Chief Supply Chain Officer Juan Lastra, Vice President, Inventory Planning & Supply Chain Strategy	<b>Mainstage Ballroom</b>
9:50 a.m.	<b>Evolving Customer Needs</b> Abhay Garg, Vice President, Merchandising Julia Sousa, Senior Director, Integrated Marketing & Operations Viktoriya Artemyeva, Director, Customer Intelligence	<b>Mainstage Ballroom</b>
10:35 a.m.	<b>Break</b>	<b>Mainstage Ballroom</b>
11:00 a.m.	<b>The Future of Retail in a Post-Pandemic World</b> Doug Stephens, The Retail Prophet	<b>Mainstage Ballroom</b>
11:30 a.m.	<b>The New Customer Experience</b> Vanda Provato, Chief Marketing & Digital Officer John Summers, Chief Retail Officer Mark Nasr, President Aeroplan, Senior Vice President, Products, Marketing & eCommerce	<b>Mainstage Ballroom</b>
12:30 p.m.	<b>Lunch</b>	
1:30 p.m.	<b>Breakouts Round 1</b>	
	<b>Category Update: Spirits</b> Alanna Bailey, Senior Director, Spirits	<b>Ballroom</b>
	<b>QA: An evolving landscape</b> Dorina Brasoveanu, Senior Director, Quality Assurance	<b>Studio 4</b>
	<b>New Online Experience &amp; Promotional Opportunities</b> Scott D'Cunha, Vice President, eCommerce	<b>Studio 5</b>
	<b>Commercial Services</b> Chris Dini, Senior Director, Wholesale Services Archie Karanxha, Director, Commercial Services	<b>Studio 6</b>
2:15 p.m.	<b>Break</b>	
2:30 p.m.	<b>Breakouts Round 2</b>	
	<b>Category Update: Wines &amp; Vintages</b> Stacey Roth, Senior Director, European Wines & Destination Collection Marie Cundari, Senior Director, New World Wines & Ontario Wines	<b>Ballroom</b>
	<b>Category Update: Beer, Cider, &amp; RTD</b> Chris Robertson, Senior Director, Beer, Cider & Ready-to-Drink	<b>Studio 4</b>
	<b>Aeroplan</b> Heather Andrew, Director, Loyalty Marketing, LCBO Scott O'Leary, Vice President Loyalty, Aeroplan	<b>Studio 5</b>
	<b>Excellence in Omni Customer Experience</b> Diana Ruschetta, Senior Manager, Customer Engagement, Customer Engagement Group Thomas Georgakopoulos, Senior Manager, Customer Care Centre, Store Operations & Support Chris Elliott, Regional Director, Central South Region	<b>Studio 6</b>
3:15 p.m.	<b>Break</b>	
3:30 p.m.	<b>In Good Spirits: Unlocking Social Purpose</b> Aaron Campbell, Moderator, Chief of Staff & VP Corporate Affairs, Strategy & Sustainability, Office of the President & CEO, LCBO Catherine O'Brien, Senior Vice President, Corporate Affairs, Nestle Christine Jackson, National Education Manager, Burt's Bees Agapi Gessesse, Executive Director, CEE Centre for Young Black Professionals	<b>Mainstage Ballroom</b>