



➤ STORE ATTENDEE AGENDA

The agenda below shows activities for store attendees in all tracks. Use the columns on the right to see which track attends each event. (Buyer Tracks: refer to your individual meeting schedule for assigned breaks.) For more information on sessions and speakers, visit icbainc.com/conference/about-2020.

START TIME	END TIME	EVENT	LOCATION*	Strategic Direction (SD)	Marketing (M)	Apparel/Gift (AG)	Supplies (SU)	Tech (T)	Course Materials (CM)
MONDAY, FEBRUARY 3, 2020									
1:00 PM	6:00 PM	ICBA Conference Registration	Satellite Registration Desk	SD	M	AG	SU	T	CM
4:30 PM	4:30 PM	Board buses to the University of Arizona campus	See Hotel Shuttle Schedule	SD	M	AG	SU	T	CM
5:30 PM	6:30 PM	University of Arizona BookStores Tour	University of Arizona BookStores	SD	M	AG	SU	T	CM
6:30 PM	8:30 PM	ICBA/LSG Reception & Dinner <i>Sponsored by Nebraska Book Company</i>	University of Arizona Levine Grand Ballroom	SD	M	AG	SU	T	CM
7:30 PM	9:30 PM	Shuttles Return to Hotels	University of Arizona	SD	M	AG	SU	T	CM
TUESDAY, FEBRUARY 4, 2020									
7:00 AM	6:00 PM	ICBA Conference Registration	Satellite Registration Desk	SD	M	AG	SU	T	CM
7:00 AM	8:20 AM	Breakfast	Sundance Café, Epazote, & Lawn	SD	M	AG	SU	T	CM
7:00 AM	8:20 AM	First Timers & Bring Your Boss Breakout Breakfast	Catalina & Rincon (Level 2)	For First-Time Attendees & "Bring Your Boss" Attendees					
8:30 AM	9:30 AM	ICBA Business Meeting & Strategic Update	Presidio III-V	SD	M	AG	SU	T	CM
9:30 AM	9:45 AM	BREAK		SD	M	AG	SU	T	CM
9:45 AM	10:45 AM	Macro versus Micro: How the Latest Economic Trends Are Affecting the Consumer... and What You Can Do About It! <i>Sarah Quinlan, The Carolantic Fund</i>	Presidio III-V	SD	M	AG	SU	T	CM

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10:45 AM	11:00 AM	BREAK		SD	M	AG	SU	T	CM
11:00 AM	12:00 PM	The Truth about Shopping vs. Buying: How Retailers Can & Must Serve Both Groups <i>Suzanne Powers & Toby Southgate, McCann Worldgroup</i>	Presidio III-V	SD	M	AG	SU	T	CM
12:00 PM	1:05 PM	Lunch	Sundance Café, Epazote, & Lawn	SD	M	AG	SU	T	CM
1:15 PM	2:10 PM	ICBA Success Stories <i>Featuring 2018 ICSR Award Winners</i>	Presidio III-V	SD	M	AG	SU	T	CM
2:10 PM	2:30 PM	2019 ICSR Award Winner Announcements	Presidio III-V	SD	M	AG	SU	T	CM
2:30 PM	2:45 PM	BREAK		SD	M	AG	SU	T	CM
2:45 PM	4:15 PM	Store2Store Networking Discussions		SD					
		Total Store Sales \$10M and Up	Sonoran (Level 2)	SD					
		Total Store Sales \$4M-\$10M	Tortolita (Level 2)	SD					
		Total Store Sales Up to \$4M	Rincon (Level 2)	SD					
2:45 PM	4:15 PM	Buyer2Buyer The Smartest Thing Networking Discussns				AG	SU	T	CM
		Apparel/Gift	White Dove			AG			
		Course Materials	Agave						CM
		Supplies	Oro Valley				SU		
		Technology	Joshua Tree					T	
2:45 PM	4:15 PM	Marketer2Marketer The Smartest Thing Networking Discussion	Santa Rita (Level 2)		M				
4:15 PM	4:30 PM	BREAK		SD	M	AG	SU	T	CM
4:30 PM	5:00 PM	Buyer2Buyer Smartest Thing Networking Discussion Recap	Presidio III-V			AG	SU	T	CM
4:30 PM	5:00 PM	Store2Store & Marketer2Marketer Networking Discussion Recap	White Dove	SD	M				

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5:30 PM	7:30 PM	Open House Preview Night Reception <i>Attendees informally browse exhibit areas over appetizers and drinks, and play ICBA Bingo game to win prizes! Last names A-L start in PowerSuites; M-Z start in PowerHall. Switch zones between 6:20 PM and 6:40 PM.</i>	PowerSuite Casitas, PowerHall Ballrooms, Specialty Zone (Ballroom Foyers)	SD	M	AG	SU	T	CM
7:30 PM	9:00 PM	ICBA Dinner	Sundance Café, Epazote, & Lawn	SD	M	AG	SU	T	CM
WEDNESDAY, FEBRUARY 5, 2020									
7:00 AM	8:20 AM	Breakfast <i>Includes Breakfast Chats, tables set aside for optional discussion groups</i>	Sundance Café, Epazote, & Lawn	SD	M	AG	SU	T	CM
8:30 AM	12:00 PM	PRIMEtime Buyer/Vendor Meetings	PowerSuite Casitas & PowerHall Ballrooms			AG	SU	T	CM
8:30 AM	12:00 PM	Specialty Zone Open <i>Visit Specialty Zone exhibitors when your schedule is open</i>	Ballroom Foyers	SD	M	AG	SU	T	CM
8:30 AM	9:10 AM	ICBA Business Encounter Breakout Sessions (1 of 5)	See Business Encounters Schedule	SD					
8:30 AM	9:30 AM	Marketing Session - Email Marketing: Copy That Closes <i>Marie Hale, @revenue</i>	Palo Verde		M				
9:10 AM	9:45 AM	BREAK		SD	M				
9:45 AM	10:45 AM	Practical Innovation that Moves the Needle <i>Algernon Callier, Platypus Labs</i>	Presidio III-V	SD	M				
10:45 AM	11:00 AM	BREAK		SD	M				
11:00 AM	12:00 PM	Understanding Students is the Key to Supporting Students: Insights into Student Behaviors & Trends <i>Ken Wincko, Barnes & Noble College</i>	Presidio III-V	SD	M				
12:00 PM	1:05 PM	Lunch <i>Sponsored by RedShelf</i>	Sundance Café, Epazote, & Lawn	SD	M	AG	SU	T	CM
1:15 PM	5:50 PM	PRIMEtime Buyer/Vendor Meetings	PowerSuite Casitas & PowerHall Ballrooms			AG	SU	T	CM

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1:15 PM	5:50 PM	Specialty Zone Open <i>Visit Specialty Zone exhibitors when your schedule is open</i>	Ballroom Foyers	SD	M	AG	SU	T	CM	
1:15 PM	3:15 PM	Marketing Session - The Optimized Bookstore Website: Content & Conversions on Campus (Special Two-Part Session) <i>Andy Crestodina, Orbit Media</i>	Palo Verde		M					
1:15 PM	1:55 PM	ICBA Business Encounter Breakout Sessions (2 of 5)	See Business Encounters Schedule	SD						
1:55 PM	2:15 PM	BREAK		SD	M					
2:15 PM	3:15 PM	Creating a Salesroom (Not a Showroom) in Your Store <i>Paul Erickson, Management One</i>	Presidio III-V	SD						
3:15 PM	3:30 PM	BREAK		SD	M					
3:30 PM	5:00 PM	Retail Technology Innovation Showcase (RTIS) & Reception	Presidio III-V	SD	M					
6:30 PM	7:45 PM	ICBA Dinner <i>Sponsored by NetSuite</i>	Sundance Café, Epazote, & Lawn	SD	M	AG	SU	T	CM	
8:00 PM	10:00 PM	ICBA Party <i>Co-sponsored by D&H and Texas Book Company</i>	The Last Territory	SD	M	AG	SU	T	CM	
THURSDAY, FEBRUARY 6, 2020										
7:00 AM	8:20 AM	Breakfast <i>Includes Breakfast Chats, tables set aside for optional discussion groups</i>	Sundance Café, Epazote, & Lawn	SD	M	AG	SU	T	CM	
7:00 AM	8:20 AM	Independent College Stores Report (ICSR) Breakout Breakfast <i>An optional review of the 2019 ICSR Survey results</i>	Tucson	2019 ICSR Survey Participants (optional)						
8:30 AM	12:00 PM	PRIMEtime Buyer/Vendor Meetings for Apparel/Gift & Technology	PowerSuite Casitas, Presidio I-II			AG		T		
8:30 AM	10:30 AM	PRIMEtime Buyer/Vendor Meetings for Supplies	PowerSuite Casitas, Turquoise				SU			
8:30 AM	9:30 AM	PRIMEtime Buyer/Vendor Meetings for Course Materials	PowerSuite Casitas, Coronado						CM	

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8:30 AM	9:30 AM	How Did Digital Education Become a Thing? Gradually, then Suddenly <i>Phil Hill, PhilOnEdTechBlog & MindWires, LLC</i>	Presidio III-V	SD	M				
9:40 AM	10:20 AM	ICBA Business Encounter Breakout Sessions (3 of 5)	See Business Encounters Schedule	SD					CM
9:40 AM	10:20 AM	Marketing Session - Social Media Strategy: Eliminate Unsuccessful Random Acts of Marketing <i>Sue Koch, Social Media Success Catalyst</i>	Palo Verde		M				
10:30 AM	12:00 PM	Open Order Writing Time for Supplies Track	PowerSuite Casitas, Turquoise				SU		
10:35 AM	11:20 AM	Oven Fresh Data: Course Materials Insights from January Rush and Beyond <i>Jared Pearlman & Ryan Petersen, Verba VitalSource</i>	Presidio III-V	SD	M				CM
11:35 AM	12:15 PM	ICBA Business Encounter Breakout Sessions (4 of 5)	See Business Encounters Schedule	SD					CM
11:35 AM	12:15 PM	Marketing Session - The Trust Economy: The Power of Real Customer Reviews <i>Bradley Poole, ResellerRatings</i>	Palo Verde		M				
12:00 PM	1:05 PM	Lunch	Sundance Café, Epazote, & Lawn	SD	M	AG	SU	T	CM
1:15 PM	5:50 PM	PRIMEtime Buyer/Vendor Meetings for Apparel/Gift & Technology	PowerSuite Casitas, Turquoise, Presidio I-II			AG		T	
1:30 PM	2:10 PM	Supply Workshop - Recap of PRIMEtime, ICBA Annual Partners, and The SOURCE	Tucson				SU		
1:30 PM	2:10 PM	ICBA Business Encounter Breakout Sessions (5 of 5)	See Business Encounters Schedule	SD					CM
1:30 PM	2:10 PM	Marketing Session - Discussion & Recap <i>Marcy Farrey, ICBA, Facilitator</i>	Palo Verde		M				
2:10 PM	2:25 PM	BREAK		SD	M		SU		CM
2:25 PM	3:10 PM	Going Campus-Wide with Course Materials Access Panel Discussion	Presidio III-V	SD	M				CM

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2:25 PM	3:10 PM	Supply Workshop - Calligraphy Workshop: Improve Your Handwriting in 5 Easy Steps Learning Calligraphy Techniques <i>Renee Palting, Arizona Correspondence Society</i>	Tucson				SU		
3:10 PM	3:30 PM	BREAK		SD	M		SU		CM
3:30 PM	4:40 PM	ICBA Innovators <i>ICBA Member Stores present on successful, innovative initiatives and programs at their stores.</i>	Presidio III-V	SD	M		SU		CM
6:00 PM	7:30 PM	ICBA Reception	Sundance Café, Epazote, & Lawn	SD	M	AG	SU	T	CM

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