

# AGENDA

- 9:00 - 9:30 **Registration**
- 9:30 - 10:00 **How do financial markets see the future of retail?** Vytenis Šimkus, Swedbank
- 10:00 - 10:30 **The impact of AI in everyday retail** Mark Thomson, Zebra Technologies
- 
- 10:30 - 11:00 Coffee break
- 
- 11:00 - 11:40 **Present and future of commerce systems**  
Andrius Kalašinskas, StrongPoint  
Tomas Beniušis, IKI Lietuva
- 11:40 - 12:10 **How do you get in the minds of customers? Latest loyalty trends** Dr. Lineta Ramonienė, ISM University
- 12:10 - 12:40 **Retail Reinvented: Boosting Profits Through AI-Driven Shrinkage Reduction** Mitchell Goldman, Edgify
- 
- 12:40 - 13:30 Lunch
- 
- 13:30 - 14:00 **To Upgrade or Not to Upgrade? That is (not) the question** Katja Ocvirk, LS Retail
- 14:00 - 14:30 **The paradox of marketing and technology**  
Artūras Olšauskas, Media House
- 14:30 - 14:50 **Retail landscape overview** Kristina Maslinskaitė, NielsenIQ
- 14:50 - 15:10 **B.E.S. – what is behind it?** Arturs Bulbo, NielsenIQ
- 
- 15:10 - 15:30 Coffee break
- 
- 15:30 - 16:00 **In-store colleague communication – a route to better safety, efficiency and customer satisfaction** Aaron Copestake, VoCoVo
- 16:00 - 16:30 **Wall of Defense for Preventing Shrink** Mark Hough, NCR Voyix