




# OPERATIONS SUMMIT

April 14–16 2015 | Louisville, KY






EXCLUSIVELY ABOUT DIRECT-TO-CUSTOMER OPERATIONS & FULFILLMENT

## AGENDA AT A GLANCE



### Tuesday, April 14, 2015

7:45 – 11:30AM	<b>TOUR: EBAY ENTERPRISE FULFILLMENT CENTER</b> - 2nd Street Hotel Entrance				
11:45AM – 4:30PM	<b>PRE-CONFERENCE WORKSHOPS AND WORKING LUNCH</b>				
	How to Turn Omnichannel from Retail Disruptor to Game-Changer	Operations & Fulfillment Best Practices	Negotiate Like the Pros – Contract Negotiations & Other Real World Strategies to Cut Your Parcel Costs 5–25%	Best Practices for the Ever-Evolving Contact Center	
SESSION ROOM	Salon VII-VIII	Salon I-IV	Salon IX – X	Bluegrass I - II	
7:00 – 9:30PM	<b>WELCOME PARTY</b> Sponsored by    Where End-to-End E-Commerce Begins™				
11:00PM–2:00AM	<b>TOUR: UPS WORLDPORT</b> - 2nd Street Hotel Entrance				
	<b>TRACKS</b>				
	Executive/Management Track	Omnichannel/Distributed Inventory/Inventory Management Track	Shipping/Delivery/Logistics Track	Warehouse/Fulfillment/Returns/Packaging Track	Customer Experience/Contact Center Track
SESSION ROOM	Salon III – IV	Salon IX – X	Salon I-II	Salon VII – VIII	Bluegrass I – II

### Wednesday, April 15, 2015

7:30 – 9:30AM	<b>TOUR: EBAY ENTERPRISE TRADE PORT FULFILLMENT CENTER</b> - 2nd Street Hotel Entrance				
7:30 – 9:30AM	<b>TOUR: ANN INC.</b> - 2nd Street Hotel Entrance				
7:30 – 8:20AM	<b>BREAKFAST ROUNDTABLES</b> Sponsored by  - Kentucky Ballroom				
8:30 – 9:20AM	<b>CONCURRENT SESSIONS</b>				
SESSION TITLE	The State of Operations 2015	Omnichannel Done Right: How Macy's is Transforming Modern Retail	Advanced Parcel Negotiation Tips, Tricks & Tactics	Packaging Options to Reduce Your DIM Impact and Freight Costs	A Look at Winning Customer Experience and Retail Innovation Benchmarks
SESSION ROOM	Salon III – IV	Salon IX – X	Salon I-II	Salon VII – VIII	Bluegrass I – II
9:20AM	<b>EXHIBIT HALL OPENS / NETWORKING REFRESHMENT BREAK IN THE EXHIBIT HALL</b> 9:20 – 10:15AM Sponsored by 				
10:20 – 11:15AM	<b>KEYNOTE POWER PANEL</b> - Kentucky Ballroom				
11:00AM – 2:00PM	<b>TOUR: UPS WORLDPORT</b> - 2nd Street Hotel Entrance				
11:20AM – 12:15PM	<b>CONCURRENT SESSIONS</b>				
SESSION TITLE		Implementing and Managing Ecommerce Supply Chains During Hyper Growth	The Rise of the Regional Carriers – What's Driving It?	Solving Inefficiencies in Ecommerce Fulfillment and Distribution	The Balancing Act: Hiring and Retaining Great CSRs in a Shifting Labor Market
SESSION ROOM		Salon IX – X	Salon I-II	Salon VII – VIII	Bluegrass I – II
11:20AM – 1:35PM	<b>SENIOR EXECUTIVE FORUM: SENIOR OPERATIONS EXECUTIVES</b> - Kentucky Ballroom ABCD				
12:20 – 1:35PM	<b>LUNCHEON ROUNDTABLES</b> Sponsored by  - Kentucky Ballroom				
1:40 – 2:30PM	<b>CONCURRENT SESSIONS</b>				
SESSION TITLE	Executive Session: Technology and Integration in Mid-to-Large Businesses	Achieving Omnichannel Visibility in the Supply Chain		The ABCs of Opening a New DC	Going Social (and Digital): Owning It in the Contact Center
SESSION ROOM	Salon III – IV	Salon IX – X		Salon VII – VIII	Bluegrass I – II
2:35 – 3:30PM	<b>DESSERT RECEPTION IN EXHIBIT HALL</b> Sponsored by 				
3:35 – 4:25PM	<b>CONCURRENT SESSIONS</b>				
SESSION TITLE	The Ecommerce Horizon: Building the Right Roadmap for your Cross-Border Journey	Making Complex Omnichannel Order Management Work	Shipping and Distribution Power Panel	The Business Benefits of Creating a Great Returns Experience	Stepping Up Your Customer Self-Service Game
SESSION ROOM	Salon III – IV	Salon IX – X	Salon I-II	Salon VII – VIII	Bluegrass I – II
4:30 – 6:00 PM	<b>EXHIBIT HALL RECEPTION</b> Sponsored by 				
6:00PM	<b>EXHIBIT HALL CLOSES</b>				
6:30PM	<b>GROUP NETWORKING DINNER – MAKER'S MARK BOURBON HOUSE &amp; LOUNGE</b> Hosted by 				
11:00PM – 2:00AM	<b>EVENING TOUR: UPS WORLDPORT</b> - 2nd Street Hotel Entrance				

### Thursday, April 16, 2015

7:30 – 9:30AM	<b>TOURS: UPS GLOBAL LOGISTICS &amp; DISTRIBUTION</b> - 2nd Street Hotel Entrance				
7:30 – 9:30AM	<b>TOUR: GILT</b> - 2nd Street Hotel Entrance				
7:30 – 9:30AM	<b>TOUR: GUESS? DISTRIBUTION CENTER</b> - 2nd Street Hotel Entrance				
7:45 – 8:40AM	<b>BREAKFAST ROUNDTABLES</b> - Kentucky Ballroom				
8:45 – 9:35AM	<b>CONCURRENT SESSIONS</b>				
SESSION TITLE	Executive Session: Lean/Six Sigma Best Practices	How to Select Technology That Best Fits Your Direct-to-Customer Business	I Want It Now – Or Do I? Gauging Demand for Same-Day/Next Day and Balancing Cost and Service Level	The Great Picture Show: Real World Examples of What Works in the Distribution Center	Knowing What to Measure: Tracking Metrics That Matter in the Contact Center
SESSION ROOM	Salon III – IV	Salon IX – X	Salon I-II	Salon VII – VIII	Bluegrass I – II
9:35 AM	<b>EXHIBIT HALL OPENS / NETWORKING REFRESHMENT BREAK IN EXHIBIT HALL</b> 9:35 – 10:25AM				
10:30 – 11:20AM	<b>CONCURRENT SESSIONS</b>				
SESSION TITLE	Executive Session: Hiring and Retention Best Practices, From the DC Floor to the Office	Omnichannel Best Practices: Getting Store and DC Operations on the Same Page	The Top 5 Mistakes in Parcel Shipping That Are Killing Your Profits, and How to Overcome Them	Packaging Innovation: How to Address Sustainability, Limit Damage and Streamline Processes	Maintaining Customer Service Standards and Operational Efficiency Across the Enterprise
SESSION ROOM	Salon III – IV	Salon IX – X	Salon I-II	Salon VII – VIII	Bluegrass I – II
11:25AM – 12:15PM	<b>CONCURRENT SESSIONS</b>				
SESSION TITLE	Executive Session: Best Practices in Seasonal Peak Planning and Execution	Omnichannel Best Practices for Manufacturers and Brands	Cross-Border Ecommerce Enablement: Operational Challenges, Growth Opportunities	Applying Automation and Technology to Increase Fulfillment Efficiency and Throughput	
SESSION ROOM	Salon III – IV	Salon IX – X	Salon I-II	Salon VII – VIII	
12:20 – 1:55PM	<b>2015 EXCELLENCE IN CUSTOMER EXPERIENCE AWARDS LUNCHEON</b> - Kentucky Ballroom Diamond Sponsor:  Gold Sponsor: 				
2:00 – 2:50PM	<b>CONCURRENT SESSIONS</b>				
SESSION TITLE	OK, So You're NOT Amazon – Now What? How to Meet Rising Customer Demands Without Losing Your Shirt		How to Marry Your Distribution Needs With Your Carrier's Supply Chain Solutions	After the LMS Implementation, Now What? Best Practices for Achieving Ongoing Benefits	Wowing Them: Leveraging Ratings, Reviews and Surveys to Improve the Customer Experience
SESSION ROOM	Salon III – IV		Salon I-II	Salon VII – VIII	Bluegrass I – II
2:55 – 3:40PM	<b>DESSERT RECEPTION IN THE EXHIBIT HALL</b>				
3:45 – 4:35PM	<b>CONCURRENT SESSIONS</b>				
SESSION TITLE	Preventing Fraud in an Ecommerce World	Making Distributed Inventory Happen: Drop Shipping, Vendor-Managed and Other Tactics to Expand SKUs Without Breaking the Bank		Case Study: Going DIY in the DC – When a Homegrown System Makes Sense and How to Make It Happen	
SESSION ROOM	Salon III – IV	Salon IX – X		Salon VII – VIII	