

SHOPTALK FALL 2026

PREVIEW

• September 29 – October 1, 2026 • Music City Center, Nashville

— ABOUT THE SHOW

Nashville, for the first time

Shoptalk Fall heads to **Nashville for the first time in 2026**, landing in the “sweet spot” window when retailers and brands set their direction for the year ahead. The show leans into what organizers call “**Retail Unplugged.**” Fewer slides, more candid conversation, with **60% of attendees expected to be first-timers** and this year's themes spanning operations, AI-driven customer experience, modernized tech, and the intersection of commerce, content, and community.

As we do every year, Incisiv is spotlighting the event where the industry gathers to decide what 2027 looks like. This preview highlights the themes shaping the agenda, the new B2B Exchange program, and the sessions we think are most worth our followers' time.



— MEETUP & NETWORKING

Where takeaways turn into relationships

Each day of Shoptalk Fall sets aside dedicated **Meetup blocks**, pre-scheduled hosted and general meetings for one-on-one conversations between retailers, brands, and solution providers. Alongside Meetup, the show layers in **TableTalks over lunch**, **Retailer & Consumer Brand Dinners**, and the **Shoptalk Fall Party**, giving attendees plenty of room to turn agenda takeaways into real relationships.



Meetup blocks



TableTalks over lunch



Retailer & Consumer Brand Dinners



Shoptalk Fall Party

3,500+

Retail & brand leaders in the room

60%

Of attendees expected to be first-timers

1 in 3

Attendees from the C-suite

— KEY TOPICS

Key Topics Shaping the Shoptalk Fall 2026 Agenda

The 2026 agenda centers on three themes:

01

Case Studies in What Makes Retail and Ecommerce Excellent Today:

Redesigning shopper experiences, AI-enhancing customer engagement, and modernizing the tech stack for 2027 — best practices on fulfillment, conversion, and using data to scale, from the leaders who did it.

02

The Merger of Shopping and Entertainment:

Building immersive brand experiences, working with content creators, and leaning into social shopping — what consumers want and how to reach them with on-brand, entertaining experiences.

03

Understanding the Customer of 2027:

All-new data, research, and benchmarking on retailer engagement strategies and customer behavior shifts — separating short-term noise from the long-term changes worth planning around.

New this year:

Now in Nashville:

A new backdrop, a new cross-section of retail and brand leaders, and the looser, roll-up-your-sleeves room “Retail Unplugged” is built for.

More Ways to Connect:

More learning formats, more networking, and more peer-to-peer sharing for this fall's biggest retailer and brand audience.

New B2B Pre-Day & Workshops:

Dedicated B2B commerce sessions and peer discussions for B2B leaders and teams expanding into wholesale — detailed below.

Spotlight: The B2B Exchange at Shoptalk

New for 2026, the B2B Exchange (built with Master B2B) gives B2B commerce leaders a dedicated track within Shoptalk Fall. It opens with an invite-only Pre-Day Summit on September 28 — executive table topics and peer-led roundtables — then continues as Discovery Stage programming on the Shoptalk Fall show floor from September 29 through October 1, covering B2B and wholesale growth, the modern B2B buyer, and data, AI, and commerce infrastructure (product data, search, agentic buying and selling).

With four to five tracks running in parallel during most time blocks, planning your ideal path through Shoptalk Fall can be overwhelming. Ahead, Incisiv highlights one can't-miss session per time block — plus the plenary keynotes — chosen for their direct relevance to our research on digital commerce and CX benchmarking, connected retail and store technology, AI and agentic commerce, and personalization.

DAY 01 • THE AGENDA

Tuesday, September 29

11:00 – 11:15 AM

• ALL-ATTENDEE MAIN STAGE — NO PARALLEL TRACKS

Opening Remarks

Kicks off the show and frames the themes organizers see shaping 2027 planning.

11:15 AM – 12:15 PM

• ALL-ATTENDEE MAIN STAGE — NO PARALLEL TRACKS

Main Stage Keynotes

Opens with Hal Lawton, President & CEO of Tractor Supply, followed by two more keynote slots. This is the plenary block worth building your day around.

**Hal Lawton**

President & CEO, Tractor Supply

DAY 01 · CAN'T-MISS SESSIONS

Tuesday, September 29

3:25 PM

ends 4:05 PM

● ECOMMERCE EXCELLENCE

Track Keynote: The Next Evolution of Ecommerce

A flagship research keynote on where digital commerce is headed — the kind of forward-looking benchmarking Incisiv's own Digital Commerce work is built to track.



Jamil Ghani

Worldwide Head of Prime — Amazon



Hitha Herzog

MOD

Founder & Chief Research Officer, H Squared Research

4:15 PM

ends 4:55 PM

● ECOMMERCE EXCELLENCE

Delivering Personalization That Drives Engagement and Transactions

Personalization tied directly to engagement and conversion outcomes is one of Incisiv's most consistent research pillars — this session gets specific about what's actually moving the needle.



Berit Bauer

VP, Digital Site Merch. & Ops — Target



Lindsay Horrigan

SVP, Consumer Growth Officer — Hearst Magazines



Patrizia Ranzi

Head of Digital, Media & CRM, Americas — Dolce & Gabbana



Sonia Lapinsky

MOD

Managing Director, Retail — AlixPartners

DAY 01 · CAN'T-MISS SESSIONS

Tuesday, September 29

5:05 PM

ends 5:45 PM

● ECOMMERCE EXCELLENCE

Insights: New Research on Online Shopper Needs and Expectations

Fresh research on shifting online shopper expectations is a direct complement to Incisiv's Retail Customer Experience Index — worth benchmarking your own assumptions against.

**Jane Cheung**

Global Research Leader, Consumer Industries — IBM

**Lynn Gonsior**

Co-Founder & COO — ChangeUp

DAY 02 · THE AGENDA

Wednesday, September 30

1:30 – 2:40 PM

● ALL-ATTENDEE MAIN STAGE — NO PARALLEL TRACKS

Welcome Back Remarks & Main Stage Keynotes

Three keynote slots following the lunch break — the plenary block worth prioritizing over any single afternoon track.

DAY 02 · CAN'T-MISS SESSIONS

Wednesday, September 30

9:00 AM

ends 9:40 AM

● UNDERSTANDING THE CUSTOMER

Discounts, Value Menus, and Serving the Price-Conscious Consumer

Value and affordability have shown up repeatedly in Incisiv's consumer research as the dominant shopper priority right now — a session worth attending for anyone rethinking pricing and promotion strategy.



Alon Rotem
Chief Strategy Officer — ThredUp



Rene Federico
Head of Marketing, U.S. — Primark

9:50 AM

ends 10:30 AM

● ECOMMERCE EXCELLENCE

Designing New Approaches to Digital Discovery

Digital shelf and discovery is core Incisiv digital commerce territory, and increasingly reshaped by AI-driven search — relevant for any brand or retailer rethinking findability.



Christopher Pond
Chief Growth Officer — BRUNT Workwear



Sonia Biddle
Chief Product Officer — Depop



Allison Tepley
Head of Global Audience Marketing — Reddit



Leslie Ann Hall MOD
CEO & Founder, Iced Media

DAY 02 · CAN'T-MISS SESSIONS

Wednesday, September 30

4:15 PM

ends 4:55 PM

● ECOMMERCE EXCELLENCE

Case Studies: How Conversational Agents Elevate the Customer Journey

Conversational and agentic commerce is one of the fastest-moving areas in Incisiv's AI-powered retail research — real case studies here are more useful than another vendor pitch.

**Gaurav Dixit**

VP, Digital Customer Experience — Lowe's

5:05 PM

ends 5:45 PM

● ECOMMERCE EXCELLENCE

Tech Spotlight: Frictionless Ecommerce Technologies

Reducing friction across the digital shopping journey is a recurring finding in Incisiv's Digital Commerce Maturity Assessment — a good pulse check on what's newly available.

**Rishabh Jain**

Founder & CEO — FERMAT

DAY 03 · THE AGENDA

Thursday, October 1

9:00 – 10:10 AM

● ALL-ATTENDEE MAIN STAGE — NO PARALLEL TRACKS

Welcome Back Remarks & Main Stage Keynotes

The final day's keynote block, ahead of the closing tracks and Shoptalk Fall Key Takeaways. Worth attending in full.

DAY 03 · CAN'T-MISS SESSIONS

Thursday, October 1

12:00 PM

ends 12:20 PM

● ECOMMERCE EXCELLENCE

Track Keynote: Examining the Store's Role in Connected Commerce Strategy

Connected commerce — how the store fits into a unified strategy — is exactly what Incisiv's Connected Retail Experience Study measures. A strong fit for anyone rethinking the store's role in omnichannel.



Candan Ereguc

Chief Operating Officer — Anthropologie



Mindy Massey

Global ED, Retail — Anthropologie

12:30 PM

ends 1:10 PM

● ECOMMERCE EXCELLENCE

Driving Loyalty via Omnichannel Convenience

Loyalty increasingly hinges on cross-channel convenience, not points programs — a theme that shows up consistently in Incisiv's Retail Customer Experience Index.



Abhishek Nandi

VP, Marketing Technology — Lowe's



Brett Battes

SVP, Operations — The UPS Store



Deepak Maini

SVP & GM, Walmart+ — Walmart



Angela Clark

MOD

Founder, Eclipse Advisory Group

DAY 03 · CAN'T-MISS SESSIONS

Thursday, October 1

1:20 PM

ends 2:00 PM

● UNDERSTANDING THE
CUSTOMER

Fulfillment and Delivery: Exceeding Customer Expectations

Fulfillment speed and reliability are recurring pressure points in Incisiv's digital commerce benchmarking — a practical closer before the show's Key Takeaways session.

**Drew Sheriff**

VP, Grocery, Alcohol & Convenience — DoorDash

**Ninaad Acharya**

CEO, Fulfillment IQ

MOD

— WHERE TO SEE AND BE SEEN

The events

TableTalks + Lunch (Prescheduled, Retailer & Consumer Brand Attendees Only)

- Tuesday, September 29 · 12:30 – 1:20 PM

Small-group lunch conversations that set the tone before the afternoon's tracks.

Retailer & Consumer Brand Dinners

- Tuesday, September 29 · 6:00 – 8:30 PM

Invitation-style evening dinners that carry day-one conversations into a more personal setting.

— WHERE TO SEE AND BE SEEN

The events

TableTalks + Lunch (Prescheduled, Retailer & Consumer Brand Attendees Only)

- Wednesday, September 30 · 12:15 – 1:05 PM

A second round of small-group conversations midway through the show.

Shoptalk Fall Party

- Wednesday, September 30 · 8:30 – 10:30 PM

The show's signature party — the year's biggest informal networking opportunity, by design.

— WHERE TO SEE AND BE SEEN

The events

• DON'T MISS

The Speakeasy @ Shoptalk Fall

- Wednesday, September 30 · 6:00 – 8:00 PM
- Nelson's Green Brier Distillery

The Speakeasy at Shoptalk Fall 2026 brings retail's leading minds together for an evening of connection at Nelson's Green Brier Distillery in Nashville — a historic setting paired with curated food and spirits for meaningful conversation.

SHOPTALK
FALL

See you in **Nashville**

That's the Incisiv path through Shoptalk Fall 2026 — the keynotes, the can't-miss sessions, and the rooms where the real conversations happen. If digital commerce, connected retail, or AI-powered CX is on your 2027 roadmap, let's compare notes at the show.

Meet with Incisiv

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