

Home Improvement Summit

Calendar of Events

Thursday, December 6

7:00 am - 8:00 am	Breakfast & Registration
8:00 am - 9:30 am	State of the Industry & 2019 Initiatives Mark Herbek , Executive Director, Cleveland Research Company & Omarr Aleem , Senior Analyst, Cleveland Research Company
9:30 am - 9:45 am	Break
9:45 am - 10:15 am	Macroeconomic Update, Pete Mscichowski , Director of Macro & Data, Cleveland Research Company
10:15 am - 11:00 am	Guest Speaker, Liza Hausman , VP of Industry Marketing & Community, Houzz
11:00 am - 11:15 am	Break
11:15 am - 12:00 pm	Guest Speaker, Andrew Eisner , Corporate Sales, Discovery (HGTV & DIY Network)
12:00 pm - 1:00 pm	Networking Lunch
1:00 pm - 1:30 pm	Winning Strategies on Amazon & What It Means for the National Homecenters, Russ Dieringer , Executive Director eCommerce Council, Cleveland Research Company
1:30 pm - 2:00 pm	Maximizing Home Improvement Merchandising Opportunities in 2019...A Former Buyers Perspective, Matt Leiser , Director of Home Improvement, Cleveland Research Company
2:00 pm - 2:30 pm	2019 Forecasts, Best Practices & CRC Conclusions Mark Herbek , Executive Director, Cleveland Research Company & Omarr Aleem , Senior Analyst, Cleveland Research Company

When

Thursday, December 6, 2018
7:00 am - 2:30 pm

Where

Hilton Charlotte Center City
222 East Third Street
Charlotte, NC 28202
(704) 377-4143

Who

300 attendees
Senior Executive Leaders, VP of Sales & Marketing, Retail Team Leads & Account Managers

What

Provide frontline insights, new merchandising strategies, and clear tactical and strategic recommendations to help capture more upside opportunities in brick & mortar and eCommerce

Why

To help weave together a story looking ahead to the next 12-18 months that will help attendees win with homecenters.