



Home Improvement Summit



Schedule of Events

Wednesday, December 4, 2019

Cocktail Reception (Location TBD)

Thursday, December 5, 2019

7:00 am - 8:00 am	Breakfast & Registration
8:00 am - 9:45 am	State of the Industry & Key Homecenter Initiatives Mark Herbek , <i>Executive Director of Home Improvement</i> , CRC Omarr Aleem , <i>Senior Analyst</i> , CRC
10:00 am - 10:45 am	Fireside Chat New Delivery Opportunities Across Home Improvement Marc Gorlin , <i>CEO</i> , Roadie
10:45 am - 11:00 am	Break
11:00 am - 11:45 am	Guest Speaker/Pro Customer Panel
11:45 am - 1:00 pm	Lunch
1:00 pm - 1:45 pm	The Lowe's Transition Matt Leiser , <i>Director of Home Improvement</i> , CRC
1:45 pm - 2:30 pm	Navigating the Growing Influence of Amazon Russ Dieringer , <i>Executive Director of eCommerce</i> , CRC
2:30 pm - 3:00 pm	Growth Forecasts, Homecenter Best Practices & CRC Conclusions

When

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Where

Hilton Charlotte Center City
222 East 3rd St
Charlotte, NC 28202
(704) 377-1500

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 across home improvement.