

GROCERY'S VIRTUAL MEETINGS, EXHIBITION + CONFERENCE EVENT

**OCTOBER 26, 27, 28, 2021**

**A WORLD OF OPPORTUNITIES**

MORE TRADE. MORE TASTES. MORE TRENDS.

**A.I. POWERED MATCHMAKING**



**WHEN:** October 26, 27, 28, 2021

**WHERE:** Your Office/Home/Laptop/Phone

**HOW:** Register here to attend <https://www.microspec.com/reg/GIC2021/default.htm>

**IMPORTANT:** USE YOUR EMAIL THAT WILL BE YOUR TICKET TO GET ACCESS TO ALL CONFERENCE, WORKSHOP, TRADE SHOW AND MORE!

**FREE FOR CFGI RETAILER MEMBERS**

**All Sessions, Exhibit Hall Available On Demand Until NOVEMBER 24, 2021!**

**RED – KEYNOTES & WORKSHOPS**

**BLUE – EXHIBIT HALL TRADE SHOW & INTERACTIVE CENTRE SESSIONS**

**GREEN – NETWORKING & EVENTS – OPEN TO ALL REGISTERED ATTENDEES, EXHIBITORS**

ROOM LOCATION	TUESDAY OCT. 26	WEDNESDAY OCT. 27	THURSDAY OCT. 28
ALL TIMES IN EST			<b>TOP 10 IN GROCERY WINNERS ANNOUNCED at 10:00am EST</b>
<b>KEYNOTES + WORKSHOPS ROOM</b>	<p><b>8:00am – 8:30am EST KEYNOTE</b></p> <p>Redefining experiential retail: exploring the evolving drivers of shopper experience in Canada. Presented by <b>Amar Singh, Kantar</b></p>	<p><b>8:00am – 8:30am EST KEYNOTE</b></p> <p>Data &amp; beyond: tools, recruitment, and the future of analytics.</p>	<p><b>8:00am – 8:30am EST KEYNOTE</b></p> <p>Stop telling your story, become part of theirs. How independent grocers can survive and thrive. The consumer today has the world within arms reach of desire to shop online. To counter independent.</p>

		<p>In an ever-evolving industry, new data sources are emerging at a rapid pace. Covering the basics of data and implementation, you will understand from a ground level trends and tactics.</p> <p>Focusing on integrated approaches based on business strategy, this talk will touch on key points of applications of analytics regardless of business size. With an eye to the future, you will learn where to implement key changes and what you can adopt from other sectors driving the data science business.</p> <p>The three sections: data &amp; analytics, tools &amp; processes, and recruitment for the future; will allow you to reflect on your business and keep up on best practices. Regardless of technology background, this talk will have key takeaways for every level of business. Presented by <b>Meghan Chayka, Stathletes Inc.</b></p>	<p>grocery must change the consideration and conversation from what you do, selling groceries to why you matter. Don't miss <b>Tony Chapman</b>, host of Chatter that Matters, in the follow-up workshop where Tony provides actionable ideas on how independent grocers can capture the confidence and traffic and spending of the consumer.</p>
	<p><b>CONCURRENT WORKSHOPS</b></p> <ul style="list-style-type: none"> <li>• 8:35am – 9:05am</li> <li>• 9:10am – 9:40am</li> </ul> <p>(Choose two; view on demand afterwards)</p>	<p><b>CONCURRENT WORKSHOPS</b></p> <ul style="list-style-type: none"> <li>• 8:35am – 9:05am</li> <li>• 9:10am – 9:40am</li> </ul> <p>(Choose two; view on demand afterwards)</p>	<p><b>CONCURRENT WORKSHOPS</b></p> <ul style="list-style-type: none"> <li>• 8:35am – 9:05am</li> <li>• 9:10am – 9:40am</li> </ul> <p>(Choose two; view on demand afterwards)</p>
<p><b>8:35AM – 9:05AM WORKSHOP #1 – CHOOSE ONE FROM BELOW (Available on demand after)</b></p>			
	<p><b>8:35am – 9:05am</b></p> <p>Shopping anxiety is common among consumers. The ongoing pandemic has created new challenges and introduced more uncertainty to consumers. In this workshop, we will examine how shopping anxiety affects consumer behaviour. We will also discuss how businesses can assess shopper</p>	<p><b>8:35am – 9:05am</b></p> <p>What's next for the way consumers eat? Now that we are closer to a post-pandemic mindset than we have been since early 2020, we asked consumers in September 2021 how they're getting their meals today. This presentation will share what we've learned about how the pandemic has impacted the propensity to cook</p>	<p><b>8:35am – 9:05am</b></p> <p>How to survive and thrive by being part of the story. <b>Tony Chapman</b> sits down with CFG to provide a gameplan on how independent grocers can work with their teams and suppliers to change the conversation from what they do to why they matter.</p>

<p>anxiety and develop mitigation strategies. <b>Dr. Yu Ma, McGill University</b></p>	<p>at home, rush back to restaurants, and utilize prepared foods, take-out, delivery, and fast food. Grocers will hear about next steps they can take to capitalize on these trends. Presented by <b>Laura Nicklin, EnsembleIQ</b></p>	<p>Walk away with at least five ideas for your business that require little capital investment but can pay great dividends.</p>
<p>Re-igniting the Impulse Purchase: What strategies can be implemented to best retain &amp; grow this shop within your stores? Presented by <b>Valerie Cummins, Nestlé; Mike Zepp, Nestlé; Lauren Bernardo, PepsiCo.</b></p>	<p>The fundamentals of a successful ecommerce business from assortment to execution, presented by <b>Unilever’s Naniss Gadel-Rab, Danika Johansen and Laura Dobson.</b></p>	<p>21st Edition of Flavour Forecast brought to you by McCormick, presented by <b>Geneviève Heeman and Chef David Burnett.</b></p>
<p><b>9:10AM – 9:40AM WORKSHOP #2 – CHOOSE ONE FROM BELOW (View on demand after)</b></p>		
<p>Global Post-Pandemic Impact: <b>Jeremy Attridge, and Taz Hussain of KraftHeinz</b> take a look at some local and international trends post pandemic with an outlook of what the industry should be mindful of moving forward within the marketplace.</p>	<p>Evolving sustainability priorities of Canadian consumers, Presented by <b>Steven Sage, Kruger Products</b></p>	<p><b>Health &amp; wellness in a post-pandemic world:</b> Health and wellness became top of mind for many consumers during the COVID-19 pandemic. As we continue to navigate our new normal, health and wellness remains at the forefront of many decisions for shoppers and grocers alike. During this session, Tree of Life will explore the growth of the health and wellness segment and its projected trajectory, review some of the consumer perceptions around natural and organic foods and evaluate how grocers are adapting to the category. Presented by <b>Mike Cunningham, Serene Martin, Tree of Life.</b></p>
<p>Are you ready? Ontario’s Blue Box Regulation requires the transition of more-than 250 local blue box programs to a new, province-wide collection system funded by producers and operated by producer responsibility organizations (PRO). Presented by <b>Ron Soreanu of Circular Materials</b>, the not-for-profit organization supporting producers with Ontario Blue Box regulatory compliance</p>	<p>Store managers’ best practices audit session with IGYA juror <b>Tom Barlow</b></p>	<p>The new margin sucking maggots: The macro level forces like climate change, sustainability, social justice, that will shape the business landscape long after covid is under control. Presented by <b>Ken Wong, Queen’s University</b></p>

<p><b>EXHIBIT HALL</b></p>	<p><b>10:00am – 5:00pm EXHIBITION AND MEETINGS</b></p> <ul style="list-style-type: none"> <li>-Top 10 in Grocery Voting</li> <li>-New Product Showcase</li> <li>-Retailer Connect Meetings</li> <li>-Explore exhibitors, video/text chat instantly</li> </ul>	<p><b>10:00am – 5:00pm EXHIBITION AND MEETINGS</b></p> <ul style="list-style-type: none"> <li>-Top 10 in Grocery Voting</li> <li>-New Product Showcase</li> <li>-Retailer Connect Meetings</li> <li>-Explore exhibitors, video/text chat instantly</li> </ul>	<p><b>10:00am – 4:30pm EXHIBITION AND MEETINGS</b></p> <ul style="list-style-type: none"> <li>-Top 10 in Grocery Voting</li> <li>-New Product Showcase</li> <li>-Retailer Connect Meetings</li> <li>-Explore exhibitors, video/text chat instantly</li> </ul>
<p><b>INTERAC-TIVE CENTRE</b></p>	<p><b>INTERAC-TIVE CENTRE</b></p>	<p><b>INTERAC-TIVE CENTRE</b></p>	<p><b>INTERAC-TIVE CENTRE</b></p>
	<p><b>9:50am – 10:20am</b></p> <p>FMS’ Annual Financial Survey of Independents. <b>Robert Graybill, FMS</b></p>	<p><b>9:50am – 10:20am</b></p> <p>How Independent Grocers Can Overcome the Labour Shortage in Canada. The labour shortage that’s affecting grocers of all shapes and sizes across Canada has been gradually building for decades but has now reached unsustainable levels. In a job seekers market, like the one we’re facing today, employers need to be more generous, more flexible, and more open to innovation, in order to attract and retain talent. This session explores a variety of actions independent grocers can take to improve their recruiting and retention practices, ranging from smaller and simpler steps to bolder and more dramatic changes. Join <b>Jared Lindzon, future of work expert</b></p>	<p><b>9:50am – 10:20am</b></p> <p>Coupons - A Value-added Tool for Marketers and Retailers with <b>Ron Peacock, CF&amp;R Services</b>; Q&amp;A with <b>Stacey Allen</b> and <b>Andre Boulay</b> follows.</p>
	<p><b>10:25am – 11:00am</b></p> <p>Uniquely ours! Unique ‘mini-departments’ and new, creative product categories can be powerful customer attractions. Any store looking to repurpose space gained from our shrinking centre store and/or Covid-related space repurposing, should take a look at this session which showcases 40 alternative unique and attractive mini-departments that</p>	<p><b>10:25am – 10:55am</b></p> <p>S.T.L.F.T.-Something to look forward to: What motivates most people is having some thing(s) to look forward to in their life. What do your employees have to look forward to at work? Payday? Day off? That’s not enough. And we are learning all too quickly higher hourly rates don’t motivate for long. What to do? Attend this session and learn exciting and</p>	<p><b>10:25am – 10:55am</b></p> <p>Chicken farmers deliver on animal care: Virtual farm tour and Q &amp; A. Presented by <b>Lisa Bishop-Spencer, Chicken Farmers of Canada</b></p>

	could be Uniquely Yours. Session followed by Q&A with <b>Harold Lloyd</b> .	affordable ways to give your folks more to look forward to on the job. Presented by <b>Harold Lloyd</b> , Q&A to follow.	
<b>ADDITIONAL INTERACTIVE SESSIONS</b>	Impact of covid on cash: Cash handling Labour and technology considerations in view of rising labour costs. Presented by <b>Janet Lord, Gemsys Money Handling Systems Inc</b>		
<b>OMAFRA PITCH THEATRE</b>	<b>1:00pm – 1:30pm</b> A selection of new products from Ontario companies hitting the market live on stage. Moderated by <b>Tony Chapman</b>	<b>1:00pm – 1:30pm</b> A selection of new products from Ontario companies hitting the market live on stage. Moderated by <b>Tony Chapman</b>	
<b>AWARDS PRESENTATION AUDITORIUM</b>	<b>3:00pm – 3:30pm</b> <b>NETWORKING RECEPTION</b>  <b>All Welcome</b> Hosts Tony Chapman & Tom Shurrie	<b>3:00pm – 3:30pm</b> <b>NETWORKING RECEPTION</b>  <b>All Welcome</b> Hosts Tony Chapman & Tom Shurrie	
	<b>3:30pm – 4:30pm</b> <b>2021 MASTER MERCHANDISER AWARDS GALA</b>  <b>All welcome</b> The best merchandising displays are announced. Hosts Tony Chapman & Tom Shurrie	<b>3:30pm – 4:30pm</b> <b>CELEBRATION OF GROCERS</b>  <b>All welcome</b> Hosts Tony Chapman & Tom Shurrie	

THANK YOU FOR JOINING US AT GIC LIVE @ HOME!

REMINDER: all sessions and trade show exhibition and exhibitors are accessible for **30 days post event**.

QUESTIONS? [Events@cfig.ca](mailto:Events@cfig.ca)