Introducing the new Global Learning Series, customized for retailers, distributors, exhibitors and other special groups. Many sessions include Q&A with the speakers and may be offered on demand for viewing once the live event closes.

**Paws2Learn** — Quick, on-the-go learning experiences and three Paws2Give sessions covering initiatives and good works everyone in the pet care community should learn about.


**Market Data Sessions** — What to plan for in 2021 and beyond, including the latest data in pet ownership, profitability, and more.

**Hot Topics** — Your business has been turned upside down. Dive into hot topics facing the pet industry.

**Retailer Success Series** — 18 sessions, presented by retail industry experts in the following knowledge areas:

- Customer Experience
- Human Resources
- Leadership
- PR & Marketing
- Profitability & Growth

**How to Make 2021 Make up for 2020!**

The COVID-19 pandemic made 2020 the most challenging year in recent history. Now, we need to figure out the steps we must take to rebuild the business and set it up for future success. Share key strategies and techniques that every retailer should follow to make 2021’s sales and performance turn 2020 into just a fading bad memory.

**SPEAKER:** Dan Jablons, Retail Smart Guys

**The Impact of COVID-19 on U.S. Pet Ownership**

Join us for a comprehensive look at how the COVID-19 pandemic has impacted U.S. pet ownership. The seminar will feature data from The APPA National Pet Owners Survey, as well as APPA’s COVID-19 Pulse Study. These studies explore consumer attitudes and behaviors over the course of 2020, including pet product purchasing and service consumption.

**SPEAKER:** Julie Springer, APPA

**Natural Pet Products Trends**

Take a deep dive into the natural attributes impacting the pet industry today.

**SPEAKER:** Amy Kerr, SPINS

**Keeping Great Employees**

Anne will share a few simple and cost-effective suggestions on how to keep talent: Understand who you are competing with for talent, determine what incentives motivate your employees, and utilize low- or no-cost methods to improve employee satisfaction.

**SPEAKER:** Anne Rollins, Rollins HR Consulting

**Update from Pets in the Classroom**

Tune in to learn more about this program supported by Global Pet Expo’s partners, APPA and PIDA. This session will provide an overview of the mission and goals for the Pets in the Classroom program. Learn additional ways you can get involved in supporting the entire pet care community.

Only at GlobalPetExpo.org
2:00pm–2:40pm

**It’s Time to Adapt — or Die on the Vine:** Marketing Tactics You Must Use in 2021 to Connect with Your Customers

The events of the past year have fundamentally changed the way customers interact with retailers — including your pet business. Online shopping habits have been altered forever, and for pet businesses to survive this permanent consumer change, they must be prepared to quickly adopt new marketing strategies or suffer the fate of the dinosaurs. Join us as we give lessons that will help your pet business ride with the tide — and not be a victim of the dinosaurs. Join us as we give lessons that will help your pet business ride with the tide — and not be a victim of the dinosaurs.

**SPEAKER:** Lynn Switmanowski, Creative Business Consulting Group

3:00pm–3:40pm

**What’s Your Pink Pig? How to Feed and Nurture Your Competitive Clout!**

Marketing, service and creating a customer experience are all critical parts of any successful business. But what is it that really sets your company apart from the competition in an unusual way, post crisis? When your customers talk about your business, what is the first thing they now say to describe your business? Discover simple things that you must do to cement your brand in your customers’ minds. Ask yourself, “Is my team part of my brand and how can I make that impression one that lasts and spreads?” Learn how creating and marketing a “Contagious Experience” for your customers will drive them to your business the first time — and then encourage them to return and spread the word along the way.

**SPEAKER:** Chris Miller, Pacific Store Designs

4:00pm–4:40pm

**Retail Market Tour**

Our very successful live tour has been adapted to a webcast format for Global Pet Expo Digital Access. Join us for a pet industry market briefing and guided retail outlet overview from our moderator and retail specialist, Dave Bolen. Dave will highlight visits to the leading pet retail outlets to showcase U.S. pet store pro retail innovation. Pet product retailers touching on leaders in the pet product industry will share its latest and greatest: new and upcoming brands, new concepts, new business strategies, and more.

**SPEAKER:** Dave Bolen, The Bolen Group

4:45pm–5:00pm

**MODERATOR:** Mark Kayajian, Pet Business

**Update from Pets in the Classroom**

Tune in to learn more about this program supported by Global Pet Expo’s partners, APPA and PIDA. This session will provide an overview of the mission and goals for the Pets in the Classroom program. Learn additional ways you can get involved in supporting the entire pet care community.
Be an A.C.E.: 8 Steps to Delivering an Astonishing Customer Experience

We'll focus on 8 critical areas of your store that EACH need to be spot on to deliver that "astonishing" experience at every single touch point you have with your customer, including the "face" of your business culture and how diversity and inclusion internally and externally is more important than ever. The A.C.E. grading scale includes marketing, exterior and interior, employees, merchandising, and 3 secrets to give customers more aisle space.

**SPEAKER:** Anne Obarski, Merchandising Concepts

Introducing Clubhouse for Your Business

Join this mini session for the basics of getting on Clubhouse and tips and tricks on how to utilize it to grow your network, and shine a light on your pet business. Pet professionals have been flocking to Clubhouse since the end of 2020 — a tremendous global platform for new and seasoned pet professionals.

**SPEAKER:** Nancy Hassel, American Pet Professionals

Empowering Employees to Empower Themselves

Letting go of control in your pet business can be difficult for many owners and managers. However, by empowering your employees to empower themselves, your employees will become stronger, more confident, and they'll feel more ownership and accountability to their jobs and your business. Research also shows that empowering employees leads to happy customers and a more successful business. In this fun and interactive workshop, you'll learn the steps to take to create an empowered and productive workforce by providing employees with clear responsibilities, boundaries and freedom for decision making: provide effective feedback that motivates; and more.

**SPEAKER:** Amy Castro, Triad Communications Inc.

Finding More Space in Your Store

This session will show you how to find hidden space in the same footprint of your store. Using these ideas and concepts, you can add at least 77 linear feet of selling space to an average 2,400-square-foot store. You will learn: 10 NEW display ideas to save space in your store; Unlock 3 KEY areas to display more products; and 3 secrets to give customers more aisle space.

**SPEAKER:** Chris Miller, Pacific Store Designs

The Latest from PIJAC

Tune in to learn more about the Pet Industry Joint Advisory (PIJAC), supported by Global Pet Expo's partners, APPA and PIDA. This session will provide an introduction of PIJAC, their mission, and goals for 2021 and beyond. Learn additional ways you can get involved in supporting the entire pet care community through involvement with PIJAC.

**SPEAKER:** Lynn Switanowski, Creative Business Consulting Group

Unlock 3 KEY areas to display more products; and 3 secrets to give customers more aisle space.

**SPEAKER:** Chris Miller, Pacific Store Designs

Delegate Like a Boss in 5 Easy Steps

When delegation opportunities arise, too many business owners and managers think, "It's quicker and easier to do it myself!" However, when you avoid delegating, you not only hurt yourself, your business and your employees' development, but you also risk losing great employees because lack of opportunities for growth is one of the top reasons employees leave their jobs. In this quick mini session, leadership and communication expert Amy Castro will share her 5 essential steps to effective delegation as well as tips for making every delegated task or project a success!

**SPEAKER:** Amy Castro, Triad Communications Inc.
## Global Learning Series Schedule

### Friday, March 26

<table>
<thead>
<tr>
<th>Time</th>
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| 12:00pm–12:40pm | **Keynote: Inclusive Leadership**  
Viewing diversity and inclusion as a leadership function is vital for well-functioning organizations. Years of experience have taught us that a diverse, inclusive workplace and society do not just happen, yet we recognize that huge demographic shifts are happening that impact society, requiring strategic diversity and intentional inclusion to be practiced at every level to optimize performance. Learning how to become effective allies and strengthen team engagement requires operating as Intentional Inclusionists®. Dr. Nika White, the author of The Intentional Inclusionist®, will discuss principles for becoming an inclusion-minded leader with a focus on intercultural difference and unconscious bias.  
**SPEAKER:** Dr. Nika White |
| 12:45pm–1:00pm  | **Update from Pets and Vets Program**  
Paws2Give  
**SPEAKER:** Laurie Wolff, Distinguished Fellow, NASBITE International |
| 1:00pm–1:40pm   | **Retail Survivors! Who Will Make It, Who Won’t and Why**  
We go through the attributes that retailers need to have today to make their businesses bulletproof for 2021 and beyond. It includes everything a retailer needs to consider to not only survive this incredibly difficult year but also some case studies for retailers who are actually beating last year’s numbers!  
**SPEAKER:** Dan Jablons, Retail Smart Guys |
| 1:45pm–2:00pm   | **The Power of Words: Branding and Brand Language**  
This session is about how to think about branding and why it’s important to everything you do. With small brands and retailers, it’s normal to skip over the words and get right to selling. Having the wrong words, though, affects your website, product information, Google Ads and pretty much everything else. In this session, find out why branding and words are so important.  
**SPEAKER:** Phil Chang, Retail Phil |
| 2:00pm–2:40pm   | **Pandemic Retailing in the Pet Industry**  
What shoe is going to drop next? Learn how to address the new shopping experience psychology of shoppers: new store design strategies; 5 new apps and software to help you in these troubled times; the “new first point of contact” ideas and solutions; and what to expect when it’s finally all over.  
**SPEAKER:** Chris Miller, Pacific Store Designs |
| 2:45pm–3:00pm   | **How to Give Your Customers a Total Retail Experience and Build Your Pet Community!**  
To stay ahead of competition, today’s retailer needs to be more than just a checkout line. Find out how adding support services, in-store and online experiences builds customer relationships, creates community and increases product sales!  
**SPEAKER:** Patricia Zeller, Animal Connection LLC |
| 3:00pm–3:40pm   | **The Hidden Power of Pricing**  
Every day you make pricing decisions that impact both your margin and the buying experience of your customers. Are you making the most out of those decisions? Pricing is complicated but research has unlocked some key insights that can help your bottom line. Behavioral economics and other scientific studies have revealed a number of patterns that can work to your advantage. This session will cover insights from a number of economic models and studies. No calculations here — just the important insights that have come from a field recently awarded Nobel Prizes for its top thinkers. Be informed and deliberate when you decide to raise or lower a product’s price. Use patterns of behavior to your business advantage.  
**SPEAKER:** Laurie Wolff, Distinguished Fellow, NASBITE International |
| 3:00pm–3:40pm   | **Leveraging LinkedIn for Your Pet Business**  
Yes, LinkedIn. We will show you the amazing ways you can leverage LinkedIn, stand out, make incredible professional connections, and reach more customers and clients. Simple tips will include how to have an effective LinkedIn profile, business page and how to find those contacts you never thought you would be able to reach.  
**SPEAKER:** Nancy Hassel, American Pet Professionals |
| 3:00pm–3:40pm   | **Celebrating Diversity in the Pet Industry**  
Panel discussion with pet industry professionals from diverse backgrounds. Hear about their industry and career choices and how the pet industry can be more inclusive.  
**SPEAKER:** Nancy Hassel, American Pet Professionals |