Global Pet Expo®
Digital Access

Packed with Opportunities

FREE FOR QUALIFIED MEDIA

- New product launches to share with your audiences
- Keynotes and market data sessions — full schedule inside

MARCH 24–26, 2021

Register Now
GlobalPetExpo.org

Presented by:

As of 3/4/21
You can engage with exhibitors before the first day by setting up your user profile. The three-day conference delivers essential content during 23 hours of educational programming. Sessions will focus on actionable takeaways from inspiring, experienced speakers, and many will have optional chat boxes and Q&A.

Work never stops, especially these days, but taking time out of your busy schedule to attend Global Pet Expo Digital Access — even if only for an hour or two at a time — will give you access to new products, actionable and timely resources, informed speakers, educational sessions and online networking opportunities. Sessions will be offered live and on demand to accommodate your ever-changing schedule. Here is a schedule at a glance, so you can plan ahead (all times are EDT).

### How to Register

Registration is free for qualified media. Media accreditation is reserved for working journalists in print, broadcast and digital media on assignment for established publications and media outlets.

Visit GlobalPetExpo.org for more information and to register for the event.

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<table>
<thead>
<tr>
<th>Time</th>
<th>Wednesday, March 24</th>
<th>Thursday, March 25</th>
<th>Friday, March 26</th>
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</thead>
<tbody>
<tr>
<td>8:00am</td>
<td>Check your e-mail for today’s Show Daily</td>
<td>Check your e-mail for today’s Show Daily</td>
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<tr>
<td>9:00am</td>
<td>Exhibitor Showrooms Open</td>
<td>Exhibitor Showrooms Open</td>
<td>Exhibitor Showrooms Open</td>
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<tr>
<td>12:00pm - 12:40pm</td>
<td>Keynote/Town Hall State of the Industry</td>
<td>Keynote/Town Hall State of Independent Retail</td>
<td>Keynote/Town Hall Inclusive Leadership Keynote</td>
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<tr>
<td>12:45pm - 1:00pm</td>
<td>Paws2Give Sessions</td>
<td>Paws2Give Sessions</td>
<td>Paws2Give Sessions</td>
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<tr>
<td>1:00pm - 3:40pm</td>
<td>Education Sessions</td>
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<tr>
<td>4:00pm</td>
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<tr>
<td>6:00pm</td>
<td>New Products Voting Ends</td>
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Welcome to your preview of Global Pet Expo Digital Access. This year, the event will be hosted on a user-friendly interactive digital platform. Simple, intuitive platform design and graphics will guide you through the online experience.

From every connection you make and new product you discover, experience why Global Pet Expo Digital Access is packed with opportunities.

Explore digital showcases filled with the latest trends and new products to share with your audience. The digital Exhibit Hall features product videos, digital brochures, messaging functions, live video chat and appointment setting.

Be “in the know” today and stay on the leading edge of what’s coming tomorrow in our thriving global marketplace.
Exhibitors are busy inside the digital event platform setting up their product showcases and getting ready for opening day.

On March 23, all pre-approved media, will receive a link to enter the event.

Once inside the digital event platform, you can expect to:

**VISIT**
Visit exhibitor showrooms to review their newest and bestselling products and link to their full product catalog

**SEARCH**
Search for products by category, sub-category and a variety of specific attributes

**SET UP**
Set up meetings, direct message or chat live with the exhibitors inside the platform

**ATTEND**
Attend education programs featuring pet ownership trends, the impact of the pandemic for retail, and more

**How to Search the Digital Exhibitor Showcases**
- Search companies A-Z
- Search by product category
- Search by show specials
- Search by brands

**How to Interact with Exhibitors Online**
- Fill out your profile as soon as you register — the more exhibitors know about you, the more targeted their communications can be
- Schedule a live, video appointment
- Send an email to the manufacturer
- Watch a video
- Review product brochures
- Use the chat function to ask questions
- Vote for Best in Show Awards in the New Products Showcase

**Packed with Opportunities**

Your first stop?
Make time to take in the New Products Showcase and see hundreds of debut products and designs.

While exploring the New Products Showcase, cast your vote for these Best in Show Awards categories:
- Aquatics
- Bird
- Boutique
- Cat
- Dog
- Small Animal
- Reptile
- Natural Pet
- Point-of-Purchase

**Find the right products for your audience:**

**WHAT’S NEW!**
What’s New! is a section on the show floor highlighting companies who are new to Global Pet Expo — so you can be the first to cover these products.

**THE NATURAL PET**
The fastest-growing category in the industry, The Natural Pet offers natural supplements, healthy treats, new innovative diets and recipes, and other holistic or organic products.

**EVERYTHING AQUATIC**
View the latest freshwater and saltwater innovations in aquariums and décor, filtration equipment, and more, for professionals and aquatic hobbyists.

**THE BOUTIQUE**
Everything from high-end apparel and fashion-forward leashes and collars to gourmet and unique treats.

**THE MAIN EXHIBIT HALL**
Looking for products outside of the Specialty Sections? We’ve got you covered! The Main Exhibit Hall showcases a broad array of the year’s hottest products!

Ready to Start?
Register at GlobalPetExpo.org
23 hours
OF EDUCATIONAL PROGRAMMING OVER 3 DAYS
FREE to all Global Pet Expo Digital Access registrants.

Global Learning Series
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

Register at GlobalPetExpo.org

Global Learning Series Schedule
Session Tracks:
- Keynote Series
- Retailer Success Series
- Market Research
- Hot Topics
- Paws2Learn

Wednesday, March 24

12:00pm-12:40pm
Keynote: State of the Industry
2020 was a year of profound change. The pet care community experienced increased demand from pet owners while the pandemic disrupted production capabilities, supply chain efficiency and consumer shopping habits. The APPA and PIDA executive team will look back on this extraordinary year and its impact on pet products and services and explore what 2021 has in store for our industry. Will the pet industry top the $100 billion mark for the first time? Join us to find out!

SPEAKERS: Steve King, APPA President & CEO; Celeste M. Powers, CAE, President Pet Industry Distributors Association (PIDA)

12:45pm-1:00pm
Paws2Give Update from HABRI
The mission of The Human Animal Bond Research Institute (HABRI) is to advance the vital role of the human-animal bond in the health and well-being of individuals, families, communities and companion animals. Hear more about how you can help support HABRI and promote the human-animal bond.

SPEAKER: Amy Kerr, SPINS

1:00pm-1:40pm
HERO Customer Experience in a COVID-19 Environment
Andy illustrates that crises lead to forced innovation, therefore we need to create solutions to provide even better services. Customers will always remember how they were cared for and appreciated during a time of crisis. Andy also shares examples from around the globe on how to create customer loyalty, avoid dissatisfaction and improve reputation, including on social media. Enjoy this timely, interactive and impactful program, which provides critical solutions to our industry during the COVID-19 pandemic.

SPEAKER: Andy Masters, Masters Performance Improvement, Inc.

1:45pm-2:00pm
Natural Pet Products Trends
Take a deep dive into the natural attributes impacting the pet industry today.

SPEAKER: Anne Rollins, Rollins HR Consulting

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

Update from Pets in the Classroom
The mission of The Human Animal Bond Research Institute (HABRI) is to advance the vital role of the human-animal bond in the health and well-being of individuals, families, communities and companion animals. Hear more about how you can help support HABRI and promote the human-animal bond.

SPEAKER: Julie Springer, APPA
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 extinction. Attendees will gather critical tools and marketing strategies that will always help them generate revenue and build customer loyalty. Let’s work on a marketing strategy that will propel your pet business to more profit — whatever the circumstances!

SPEAKER: Amy Kerr, Consulting Group

Enhancing the Customer Experience
Learn how to tell a story from the outside in, create an extraordinary time in your store, implement touchless solutions, and review every touchpoint to create a new experience with safety in mind.

SPEAKER: Chris Miller, Pacific Store Designs

Pet Innovation in the Marketplace
From CBD, to grain-free, to raw, the pet industry is in a state of change as pet parents place emphasis on the types of products they buy to fuel their furry or scaly kids. The pet industry has adapted human health and wellness trends, driving innovation in pet products now more than ever. Join pet industry expert Amy Kerr of SPINS for an overview of how pet industry trends in the marketplace, including hot functional ingredients in pet food, treats and wellness care segments, plus how natural and organic pet products stack up against conventional items.

SPEAKER: Amy Kerr, SPINS

Never Have a “Difficult Conversation” Again: Communication Is the Key to Effective Relationships with Your Employees
In this session, we will talk about what effective communication looks like: Communication as a two-way street; setting performance expectations so employees adopt your mission, vision and goals, while doing what you need them to be doing; providing regular feedback, and not just the negative stuff; and documenting performance conversations quickly and painlessly. Anne will show how small, simple investments of your time with your staff can change the way customers interact with your store, implement touchless training.

SPEAKER: Anne Rollins, Rollins HR Consulting
SPEAKER: sustainability, and trends in product claims and formats.

Head of Pet Care Jared Koerten to dissect global pet care growth frontiers for the industry, including channel shifts, performance. This presentation will examine several new uncertainties shaping today's world, will the industry remain on this trajectory? Join Euromonitor International's.

Due to the COVID-19 crisis, organizations have downsized and are operating extremely trim. Never before have managers and employees been asked to wear so many hats and do more with less both in the office and remotely while balancing the anxiety of health, finances and family. A timely, interactive, and impactful program that truly helps attendees embrace our new normal in both work and life.

SPEAKER: Andy Masters, Masters Performance Improvement, Inc.

SPEAKER: Amy Castro, Triad Communications Inc.

The Future of Pet Care: Global Trends and Opportunities

Despite a pandemic and economic instability, global pet care sales thrived in 2020. Pet populations soared with increased adoption rates, and pet owners did not compromise on product quality standards. But, with the uncertainties shaping today's world, will the industry remain on this trajectory? Join Euromonitor International's Head of Pet Care Jared Koerten to dissect global pet care performance. This presentation will examine several new growth frontiers for the industry, including channel shifts, sustainability, and trends in product claims and formats.

SPEAKER: Jared Koerten, Euromonitor International


1:00pm–1:40pm

SPEAKER: Nancy Hassel, American Pet Professionals

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

1:45pm-2:00pm

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

1:00pm–1:40pm

Hire the “Right Fit” Employees Every Time

Many employers are frustrated to find that the seemingly stellar employee they met in the interview is not the person who shows up to work the first day of the job. Participants in this fun and interactive program will analyze the difference between behavioral and traditional interviews, identify the benefits of a structured, behavioral interview, practice developing behavioral interview questions that will help identify the “best fit” candidate, and practice conducting the three phases of a great behavioral employment interview.

SPEAKER: Amy Castro, Triad Communications Inc.

1:45pm-2:00pm

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, their 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.

2:00pm-2:40pm

Marketing Plans & Marketing Execution

From Scrambling to Planning and Beyond: Planning and Preparing Your Pet Business for Whatever Comes Next

You've got a marketing plan and you have or are the marketing go-to person for your company. This session is about execution on marketing: How to ensure that campaigns go smoothly, how to evaluate when things need to change or evolve, when and where to work with other departments/groups to accelerate plans, and how to ensure that you manage to keep your priorities and growth targets in focus. Bring your examples/problems to work through in the working part of this session, or come and hear some great examples from Phil to spark ideas.

SPEAKER: Phil Chang, Retail Phil
1:00pm–1:40pm

Now Is the Time to Expand Your Exports

Pivoting to exports may be the right choice for your business as other markets recover faster than the United States. Do you know the top international markets for your products? What market entry strategies could you pursue? Do you know how to find qualified buyers in those markets?

We'll identify some of the top export markets for the pet products industry. Trade assistance programs at both the federal and state level are waiting to help you, and we'll cover some of what they can do for you, including some finance options that can allow you to update equipment and build inventory. They can help you find and qualify buyers and can be a great source for assistance before you follow up with the business lead you just picked up. It's time to think beyond our borders in your search for market opportunities. Firms that step up and do the groundwork when times are tough are the ones that reap the biggest rewards when we hit the next up cycle.

SPEAKER: Laurie Wolff, Distinguished Fellow, NASBITE International

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

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

3:45pm–4:00pm

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.

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