PRESENTED BY

vmsd

IRDC

INTERNATIONAL RETAIL DESIGN CONFERENCE

OCTOBER 25-26 2023

MINNEAPOLIS, MN

MARRIOTT CITY CENTER

REGISTER & SAVE WITH EARLY-BIRD PRICING

The **International Retail Design Conference (IRDC)** is coming to Minneapolis Oct. 25-26. Get ready for two full days of gathering new insights and inspiration focused around retail design. Bring your passion and expertise and we'll bring the education and networking opportunities you need to thrive this year and beyond.

EARLY-BIRD RATES EXPIRE AUGUST 31.

REGISTER TODAY AT

IRDCONLINE.COM

CO-LOCATED WITH SHOP! IDEATION 2023 I OCT. 22-24 I SHOPASSOCIATION.ORG/IDEATION

IRDC's PROGRAM WILL EDUCATE, MOTIVATE AND INSPIRE ATTENDEES - DON'T MISS IT!

OPENING KEYNOTE:

LIZZIE VELASQUEZ, *global motivational speaker, YouTube personality, anti-bullying activist, and author*

When Lizzie Velasquez was just 17 years old, a bullying video launched her onto the international scene. Instead of crumbling, she found the strength to speak up and out. In this captivating and motivational keynote, you'll learn how she moved from the shock of being judged for her appearance to sharing her passion for kindness, communication, and connection as an international influencer.

INTERACTIVE WORKSHOP: Messy Creativity

Facilitated by **JUDY BELL,** *Founder and CEO, Energetic Retail*

Inspired by the book "Harold and the Purple Crayon," teams will be challenged to answer questions through a series of words and sketches. Attend this workshop to discover and challenge your creative process and uncover new strategies to problem solving. To top it off, Visual Merchandising "Wizards" featured in Judy Bell's 2022 college textbook "Silent Selling" will be assisting teams with their ideation challenge.

BREAKOUT SESSION: The Power of Brand-Led Experience: M&M's Creates Belonging

Presented by **WILLIAM "CHIP" COOK** *of Mars Inc. and* **ASHLEY RANDOLPH** *of Landor & Fitch*

In this lively breakout session, you'll get an in-depth look into M&M's recent launch of three new flagship stores. From personalized chocolate to character meet-and-greets, inclusive design and purpose-driven messaging, you'll learn how M&M's capitalized on both the brand's legacy and brand-led, in-person experiences to engineer a blockbuster launch.

THANK YOU TO OUR SPONSORS:

DIAMOND LEVEL

NELSON

Recrylic Certified Recycled Acrylic

EMERALD LEVEL

AXIS DISPLAY GROUP

AGI

BN

d|fab DESIGN FABRICATIONS

KNOCK inc.

OPTO MODULAR & CUSTOM RETAIL DISPLAYS

The Bernard Group EXPERIENCE RETAIL DIFFERENTLY

VisualCreations

rose displays

SUPPORTING LEVEL

CUBIC

LITTLE DIVERSIFIED ARCHITECTURAL CONSULTING

JPMA

PROUD SUPPORTERS OF:

PAVE Global

Retail Design Institute