

SEMINAR SCHEDULE

WHOLESALE TRACK

DEALER TRACK

OPERATIONS TRACK

IT/TECHNOLOGY TRACK

Fuels Marketing & Innovation in 2019

THEATER

WEDNESDAY: 1:00PM, 3:00PM

THURSDAY: 9:00AM, 10:00AM

Attract the Most Valuable Customers: Fleet Drivers

ROOM 405

WEDNESDAY: 3:00PM

THURSDAY: 11:00AM

Understanding the Business of Payment Fraud and Why EMV is Important

ROOM 403B

WEDNESDAY: 12:00 NOON, 4:00PM

Grow your Business Leveraging Shell Lubricants

ROOM 409B

WEDNESDAY: 1:00PM

THURSDAY: 10:00AM

Delivering the Best Loyalty Program in our Industry

ROOM 403A

WEDNESDAY: 3:00PM

THURSDAY: 10:00AM

Drive Success in your Outdoor EMV Upgrade

ROOM 403B

WEDNESDAY: 2:00PM

THURSDAY: 9:00AM, 11:00AM

Increasing your C-Store Revenue Through Loyalty

ROOM 403A

WEDNESDAY: 2:00PM, 4:00PM

Stop Leaving \$ on the Table

ROOM 406AB

WEDNESDAY: 12:00 NOON

THURSDAY: 11:00AM

Convenience Retail at Shell

ROOM 408A

WEDNESDAY: 2:00PM, 4:00PM

THURSDAY: 9:00AM

Secrets to Activating #SocialMedia: Are You In?

ROOM 406AB

WEDNESDAY: 1:00PM, 3:00PM

The Magic of Exceptional Customer Service: Lessons from Disney University

ROOM 404AB

WEDNESDAY: 12:00 NOON

New Energy Solutions in Retail and Beyond

ROOM 410

WEDNESDAY: 4:00PM

THURSDAY: 11:00AM

Winning with Customer Experience as a Differentiator

ROOM 404AB

WEDNESDAY: 1:00PM

THURSDAY: 10:00AM

MarketHub 2019 Enhancements

ROOM 410

WEDNESDAY: 2:00PM

THURSDAY: 9:00AM



**WINNING
TOGETHER**