

Microsoft at NRF

Your customers. Your people. Your data.

Visit us at booth 4501

Join Microsoft at NRF 2020 and learn how Intelligent Retail can give your customers a more personalized experience, empower your people to drive customer engagement, make the most of an intelligent supply chain to boost efficiency and reimagine your business model.

Connect with us:

Sunday, January 12	Location	Activity	Speaker	Abstract
8:45A – 9:15A	SAP Qualtrics XM Theatre, Level 1	Keynote	Satya Nadella, CEO, Microsoft	Microsoft CEP Satya Nadella will deliver the opening keynote. He will share his thoughts on the future of retail and how technology can help the industry transform. Microsoft works closely with retailers all over the world to help them deliver on the promise of intelligent retail.
1:30P-2:00P	FQ Lounge Expo, Level 1 Back of 1100 aisle	The Age of AI: Women Shaping the Future of Retail	Alysa Taylor, Corporate VP, Microsoft Business Applications and Global Industry	Women are vastly underrepresented in the tech industry. If the AI is the future and the future is feminine, then we need more women calling the shots. After all, there's still no algorithm that substitutes for human connection. In this discussion, learn how female thought leaders are harnessing the power of AI and other digital tools to get closer to the consumer.

Monday, January 13	Location	Activity	Speaker	Abstract
11:45A – 12:15P	Stage 1 Expo, Level 1	Big Idea session: Retail 2020: The Dawn of Sustainability	Shelley Bransten, Corporate VP, Retail and Consumer Goods	Is sustainability becoming more critical to your transformation journey? Then you won't want to miss Microsoft Corporate Vice President, Retail & Consumer Goods, Shelley Bransten who will share her thoughts on sustainability, its increasing importance to retailers and how technology can help the industry drive their sustainability agenda
12:30P-1:00P	FQ Lounge Expo, Level 1 Back of 1100 aisle	Ecosystem Players: Women are Advancing Sustainable Development	Shelley Bransten, Corporate VP, Retail and Consumer Goods	Shopping sustainably is more than just a trend nowadays— it's becoming a moral imperative. In this discussion, industry leaders will discuss how women are demanding eco-friendly products and why brands that respond are smart.

Tuesday, January 14	Location	Activity	Speaker	Abstract
10:30P-11:00P	FQ Lounge Expo, Level 1 Back of 1100 aisle	Future-Proof Retail: Getting More Girls in STEM	Emma Williams, Corporate VP, Office	Increasing female representation in the STEM field isn't just pivotal for women's advancement- it has the power to revolutionize every industry. Learn how encouraging interest in tech among girls will benefit the future of retail.

Engage with us daily:

- [Tour our booth \(#4501\)](#) – See the power of digital transformation in action – from personalized experiences that make shopping fun and rewarding to productivity and collaboration solutions that allow retail employees to provide outstanding customer service.
- [Set up a one-to-one executive meeting](#) – If you have specific business challenges or topics you would like to discuss to help enable intelligent retail for your business, we offer 1:1 meeting opportunities with Microsoft executives.

All activities below take place at the Flagship Microsoft Store 677 5th Ave, New York, NY 10022

- [Flagship Store Tours](#) – The Microsoft Stores team is embarking on a path to create a world-class shopping experience for our customers. Our mission is to showcase Microsoft Technology and illuminate our innovation story by transforming the buying and service experience to allow consumers to make more informed decisions about their purchases.
 - Sunday, January 12 | 10:00am-5:00pm
 - Monday, January 13 | 10:00am-5:00pm
 - Tuesday, January 14 | 10:00am-5:00pm
 - Wednesday, January 15 | 10:00am-5:00pm
- **Startup Showcase** – Interested in learning more about Microsoft for Startups and the retail investment strategy? During the startup showcase you will see a series of startup pitches and learn more about what each startup has accomplished. After the presentations, there will be light beverages and apps to network with the startups and customers.
 - Sunday, January 12 | 4:00pm-6:00pm
 - Monday, January 13 | 4:00pm-6:00pm
 - Tuesday, January 14 | 4:00pm-6:00pm