

**2025**  
WEBINAR  
SERIES

RETAIL  
**TRENDCASTER**

MARCH  
**17-21**

# UNCOVERING WHAT'S NEXT IN RETAIL

Q1 is always a whirlwind for the retail space. Leading experts analyze holiday sales and set expectations for the year ahead, while the industry are gathering at major events, like the NRF Big Show and Shoptalk, to decode lessons learned in the prior year and fine-tune strategies and investments accordingly.

As trusted editorial voices in the retail industry, *Retail TouchPoints* will lead a series of online discussions, inviting thought leaders to share their expertise and predictions for 2025. Together, we'll explore what matters, what doesn't, and how brands and retailers can effectively respond.

**DURING THE WEEKLONG RETAIL TRENDCASTER WEBINAR SERIES, THE RTP TEAM WILL DISCUSS, DEBATE AND SHARE TIMELY DATA ON:**

- Consumer spending behaviors and expectations;
- The evolution of AI across the retail enterprise;
- New requirements for successful loyalty programs and initiatives;
- The new era of personalization;
- The latest tips, tricks and best practices in marketing strategy;
- Livestreaming, social commerce and gaming commerce experiences;
- The maturation of "commerce media" across all channels; and
- The state, and future, of unified commerce.

## PAST SPONSORS

 **akeneo**

**brother.**

**channeladvisor**  
a CommerceHub company

 **CLARUS**  
commerce

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 **salesforce**

**stripe**

 **talkdesk**

**verizon**

 **VERTEX**

**vidmob**

 **zendesk**

Sponsors will have the opportunity to add their voice to this dynamic discussion on the topics, tech and trends driving the industry forward in 2025, educating and inspiring our highly engaged audience of retail executives and practitioners. Additionally, sponsors will capitalize on RTP's ongoing editorial coverage of the series across the site, social media and email newsletter.

The RTP editorial team will work with sponsors to identify and tailor topics, using reader insights, traffic data and trend analysis, to inform decision-making. We will also offer guidance on expert speakers (including retail practitioners, analysts and other "influencers") as requested.

Topics will cover all aspects of the modern customer experience, including but not limited to:

## IN-STORE OPTIMIZATION

- Store Networking
- Associate Tools & Apps
- Digital Signage
- Beacons

## CUSTOMER EXPERIENCE

- CRM
- Loyalty
- Clienteling
- Personalization
- Omnichannel Customer Service
- Workforce Management

## PLANNING & OPERATIONS

- Merchandising
- Order Fulfillment
- Employee Training
- Assortment
- Supply Chain
- Last Mile

## COMMERCE & SALES

- E-Commerce
- Social Commerce
- Checkout/POS
- Payments

## ACQUISITION & ENGAGEMENT

- Location-Based Tech
- Digital Advertising
- Social & Mobile
- SEO/SEM

## PAST ATTENDEES



# AUDIENCE DEMOGRAPHICS

## JOB FUNCTION

Marketing



Operations



IT



Executive



C-Suite



Finance



E-Commerce & CX



## JOB ROLE

Manager



Director



C-Level



VP



## AUDIENCE BREAKDOWN

Apparel/Footwear/Accessories



Department/Mass Merchant



Specialty



Home Furnishings



Consumer Goods



CE/Office Supplies



Sporting Goods/Outdoor



Automotive Aftermarket



C-Store



Home Center/Hardware



Grocery



Consumer Product Supplier



eCommerce/Direct



Food/Beverage/Restaurants





**800-1,000 MINIMUM  
REGISTRANTS EXPECTED**



**ENGAGEMENT REPORT  
FOR YOUR SESSION**



**REGISTRATION LIST  
FOR FULL SERIES**



**ALWAYS-ON ASSET FOR  
ON-DEMAND VIEWING**



**FULL RIGHTS TO RECORDING  
OF YOUR SESSION**

## ***BENEFITS OF SPONSORSHIP***

- **Custom 30-minute simu-live webcast:** RTP editor to moderate and facilitate Q&A
- **Guided content:** RTP to work with you on the title and focus of webcast
- **Custom engagement report:** detailing the interactions of those who engage with your session
- **Full opt-in list:** from all sessions (co-promotion required)
- **Custom HTML invite and social image:** to promote your session to your database
- **Logo inclusion:** on joint promotional page
- **MP4 file of the webcast:** to host on your site, segment for lead nurturing campaigns, etc.
- **Downloadable assets:** opportunity to post up to five (5) assets within the webinar resources list and receive download details for each
- **Multi-channel promotion:** RTP will promote the series through all available channels, including our weekly newsletters (80k+ subscribers), dedicated emails, ads and social channels
- **Additional opportunities include:** Content Syndication, Emails, and Enewsletters. Please contact us for additional details.

► **PACKAGES STARTING AT \$20,000**

**Contact your account manager with any questions, or to secure your spot:**

**CONTACT RETAIL TOUCHPOINTS**