



# GRAVISITE

Site Selection Research Conference

**Tuesday, April 30, 2024**

6:00 PM Badge Pickup  
6:30 PM Cocktail Reception

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**Wednesday, May 1**

8:00 AM Badge Pickup & Networking  
9:00 AM Breakfast Provided  
10:00 AM **Welcome**  
10:15 AM **KEYNOTE SPEAKER: Demography is Destiny - Kenneth Gronbach**  
11:30 AM Networking & Snack  
11:45 AM **SPEAKER: Retailers- Feat. Great Clips**  
12:30 PM Lunch  
1:45 PM **PANEL: Data & Property Optimization - David Spawn**  
2:30 PM **BREAKOUT SESSIONS:**

- **Grocery: PWTA Workshop - Gravitec**
- **Data: Mobile Data Uses & Challenges - Kevin Kiepert**
- **AI: Leveraging AI - Michael Puline**

3:45 PM **PRESENTATION: Placemaking Using Data & Analytics - Jerry Hoffman & Dan Sheridan**  
4:30 PM Networking  
6:00 PM Dinner

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**Thursday, May 2**

8:00 AM Continental Breakfast & Badge Pickup  
9:00 AM Welcome Meeting  
9:15 AM **FIRESIDE CHAT: Changes Facing Grocery Retailers - Rachel Wein & Gregg Katz**  
10:15 AM Break & Networking  
10:45 AM **SPEAKER: State of the Economy - John Chang**  
11:45 AM Networking  
12:00 PM Lunch  
1:30 PM **SPEAKER: TBA**  
2:30 PM **PANEL: Predictive Analytics for Grocers & Retailers - Brian Strickland & Kalibrate Team**  
3:15 PM Break & Networking  
3:30 PM **BREAKOUT SESSIONS:**

- **Grocery: PWTA Workshop - Gravitec**
- **Data: Mobile Data Uses & Challenges - Kevin Kiepert**
- **AI: Leveraging AI/Machine Learning in Retail Location Analytics - John Ebert & Jake Johnson**

4:30 PM Networking

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**Friday, May 3**

8:00 AM Light Breakfast  
9:00 AM **QUESTION AND ANSWER FORUM**  
10:00 AM Conference Wrap-Up