



MARCH 22-24 | 2023
Orange County Convention Center
Orlando, Florida



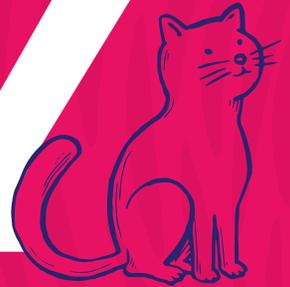
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"It is the mecca of everything that's happening in the pet industry. It's a great place to connect with vendors and friends and see new products to add to our assortments."

— Maria Vita, Chewy



WHAT'S IMPORTANT TO YOUR BUSINESS?

- ✓ Keeping pets safe, healthy and happy.
- ✓ Being the first to offer new products to your customers.
- ✓ Increasing your knowledge about research and trends.



It's important to us, too.

That's why you can count on finding Everything You Need at Global Pet Expo. The newest product launches. Free registration for all qualified buyers. Retailer education, offered at no additional cost. Show specials and discounts from thousands of exhibitors. A global snapshot of the pet industry, all under one roof, in affordable, family-friendly Orlando.

Produced by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA), Global Pet Expo is the premier international gathering for the pet industry.

SCHEDULE AT A GLANCE

From workshops to presentations, exhibits to conversations, this event is filled with the real-world learning that makes a real difference in your business. Best of all, there is a format for every kind of learner. **Check the website for updates.**



TUESDAY, MARCH 21	
8:00 am - 5:00 pm	Choose AM or PM Retail Market Tour PLUS U.S. Pet Market Briefing for All Participants 8:00 am - 12:00 pm - Retail Market Tour [AM Session] 12:15 pm - 12:45 pm - U.S. Pet Market Briefing for the Retail Market Tour 1:00 pm - 5:00 pm - Retail Market Tour [PM Session]
1:30 pm - 4:15 pm	Global Learning Series Educational Sessions
WEDNESDAY, MARCH 22	
9:00 am	Exhibit Hall Opens & New Products Showcase Award Voting Begins Vote using the Global Pet Expo mobile app.
10:00 am - 4:15 pm	Global Learning Series Education Sessions
6:00 pm	Exhibit Hall Closes
6:00 pm - 7:00 pm	Opening Night Welcome Reception
THURSDAY, MARCH 23	
8:00 am - 9:00 am	Retailer Excellence Awards & Breakfast Program
8:30 am - 9:30 am	Pet Food Regulatory Meeting: Updates on Labeling Modernization
9:00 am	Exhibit Hall Opens & New Products Showcase Award Voting Begins Vote using the Global Pet Expo mobile app.
10:00 am - 4:15 pm	Global Learning Series Education Sessions
2:30 pm	New Products Showcase Award Voting Ends
5:30 pm	Best in Show Awards Announced for New Products Showcase Winners
6:00 pm	Exhibit Hall Closes
FRIDAY, MARCH 24	
9:00 am	Exhibit Hall Opens
10:00 am - 12:45 pm	Global Learning Series Education Sessions
3:00 pm	NEW! Exhibit Hall Closes

HOW TO REGISTER

Registration is free for qualified buyers. All buyers must verify that they work for an established business with a history of purchasing pet products in quantity from a manufacturer or distributor for resale to the consumer. GlobalPetExpo.org



40 Courses TAUGHT LIVE AT GLOBAL PET EXPO

Global Learning Series

CAPTURE YOUR BIG MOMENT FOR YOUR BUSINESS WITH OPPORTUNITY, COMMUNITY AND TRANSFORMATION DURING THE GLOBAL LEARNING SERIES.

The Global Learning Series is free for all qualified and registered attendees. You'll be able to sit side-by-side with PIDA and APPA Members, who are some of the most prestigious pet product manufacturers in the world, and share your retail perspective. These inclusive sessions cover retail best practices, market data, industry expenditures, APPA's National Pet Owner Survey data and more. They are designed to reflect sound adult learning principles and the best thinking in the field, informed by theory, research and practice.

Retail Market Tour

 A unique learning experience, on-site at storefronts in the Orlando area, accompanied by a knowledgeable pet industry consultant to provide context and answer questions.

Paws2Learn

 Quick, on-the-go learning experiences and three Paws2Give sessions covering initiatives and good works everyone in the pet care community should learn about.

Market Data & Insights

 The latest data in pet ownership, profitability and more.

Retailer Success Series

 28 sessions, presented by retail industry experts in the following knowledge areas:

- ✓ Customer Experience
- ✓ Human Resources
- ✓ Leadership
- ✓ PR & Marketing
- ✓ Profitability & Growth

Register Now at GlobalPetExpo.org

GLOBAL LEARNING SERIES SCHEDULE

  Retailer Success Series  Market Data & Insights  Paws2Learn

TUESDAY, MARCH 21, 2023

8:00 am - 12:00 pm

Knowledge Area: Market Data & Insights

Retail Market Tour - Session I

Join us for a morning tour of local retail outlets to see U.S. in-store merchandising strategy in practice. The itinerary includes bus transportation with a guided tour of a variety of pet product retailers, a boxed lunch and culminates with a U.S. pet industry market briefing. Our on-board moderator, renowned pet retail specialist Dave Bolen, will guide you through each stop, answering questions and offering insights about the U.S. marketplace, trends and tips for success. (Registration required)

Speaker: Dave Bolen, *The Bolen Group*

12:00 PM - 1:00 PM

Knowledge Area: Market Data & Insights

U.S. Pet Market Briefing for the Retail Market Tours

All participants from the morning and afternoon Retail Market Tours will come together for a U.S. Pet Industry Market Briefing. This combined session will be moderated by renowned pet retail specialist Dave Bolen and offer insights about the U.S. marketplace, trends and tips for success. (Registration required)

12:00 pm - 5:00 pm

Knowledge Area: Market Data & Insights

Retail Market Tour - Session II

Join us for an afternoon tour of local retail outlets to see U.S. in-store merchandising strategy in practice. The itinerary begins with a U.S. pet industry market briefing and includes bus transportation with a guided tour of a variety of pet product retailers and a boxed lunch. Our on-board moderator, renowned pet retail specialist Dave Bolen, will guide you through each stop, answering questions and offering insights about the U.S. marketplace, trends and tips for success. (Registration required)

Speaker: Dave Bolen, *The Bolen Group*

1:30 pm - 2:30 pm

Knowledge Area: Market Data & Insights

APPA 2023-2024 National Pet Owners Survey Debut

Get a first look at the APPA 2023-2024 National Pet Owners Survey! This seminar will explore the rich data available in the new Survey. The presentation will cover current trends in areas such as pet product and service consumption, as well as pet owner attitudes and behaviors.

Speaker: Julie Springer, *APPA*

1:30 pm - 2:45 pm

Knowledge Area: Profitability & Growth

Producing More Profit at Your Pet Business

Attendees will learn how/where to adjust operations to produce more sales and profits while creating a better experience for customers at the same time. Attendees will walk away with the tools, tactics and techniques to improve profits 24/7 across all business operating areas.

Speaker: Lynn Switanowski, *Creative Business Consulting Group*

1:30 pm - 2:45 pm

Knowledge Area: PR & Marketing

Marketing 101: Fundamentals for Brick-and-Mortar Pet Business Growth

Ready to improve your marketing, but don't know where to start? Want to double the number of new customers that find you every year, but don't have millions to spend? Wondering how much money you're losing or wasting on marketing tactics that don't drive a return on your investment?

Speaker: Matt Aldrich, *Pet Engine Marketing*

TUESDAY, MARCH 21, 2023

3:00 pm - 4:00 pm

Knowledge Area: Market Data & Insights

Pet Market Outlook 2023

From Packaged Facts' omnimarket cross-sector perspective, learn key challenges to pet market growth, including the pet industry as a health industry; the effect of high inflation on pet care spending and of high mortgage interest rates on pet population growth; e-commerce/retail channel shifts, including DTC delivery; and the retail-zation and digitalization of pet health care and veterinary services. Based on new consumer survey data from January 2023, learn how pet parent psychographics (and generational variations) frame pet industry opportunities for growth, market sizing and projections.

Speaker: David Sprinkle, *Packaged Facts*

3:00 pm - 4:15 pm

Knowledge Area: Profitability & Growth

Get More Cash Out of Your Business by Doing THREE Things

Want more cash? Of course you do. But how can you get more cash out of your business? Attendees will learn 3 things that they can adjust in their businesses to help them free up significant dollars and improve cash flow.

Speaker: Dan Jablons, *Retail Smart Guys, Inc.*

3:00 pm - 4:15 pm

Knowledge Area: Leadership

Effective Delegation: The Key to Thriving, Not Just Surviving, in Pet Business

In this fun, interactive and information-packed program, a leadership expert will share tips, tools and techniques for getting top performance from your "best in show" employees and how to get poor performers back on track.

Speaker: Amy Castro, *Triad Communication, LLC*



WEDNESDAY, MARCH 22

10:00 am - 10:15 am

Paws2Learn

Two Things You Can Do, Starting Tomorrow, to Improve Your Cash Flow

By implementing these 2 quick tricks that Dan Jablons of Retail Smart Guys will show you, you might just pay for your trip! Attend this vital, informative session to learn more.

Speaker: Dan Jablons, *Retail Smart Guys, Inc.*

10:00 am - 11:15 am

Knowledge Area: Human Resources

What Does It Take to Hire, Retain and Sustain Employees in 2023?

The hiring rules have changed; learn how to adapt. Session attendees will learn what it takes to hire, train and retain a staff that is productive, happy and profitable. Lessons learned can and will help save thousands of dollars in turnover expenses for every type of pet business.

Speaker: Lynn Switanowski, *Creative Business Consulting Group*

10:00 am - 11:15 am

Knowledge Area: Customer Experience

Creating Loyalty Through Memorable Customer Experiences

Share creative illustrations from around the globe to create customer loyalty, avoid dissatisfaction and improve reputation — including on social media. Enjoy this timely, interactive and impactful program, which will provide critical solutions to serve in today's high-expectation world.

Speaker: Andy Masters, *Masters Performance Improvement, Inc.*

10:00 am - 11:15 am

Knowledge Area: PR & Marketing

Supercharge Your Visibility on Google

Want to rank #1 on Google, but not sure how to get there? Looking to increase the number of new pet parents in your business every year? Worried about what you might be doing wrong on Google to lose business? For pet business owners who answered YES, this is a must-attend session.

Matt Aldrich, Pet Engine Marketing

10:20 am - 10:35 am

Paws2Learn

When Their Bark Is Worse Than Their Bite: Dealing with Difficult Customers

Dealing with our human customers can challenge the communication skills and patience of even the nicest people. Join this fun and interactive exchange that will preview highlights of the 11:30 am session.

Speaker: Amy Castro, *Triad Communication, LLC*

10:40 am - 10:55 am

Paws2Learn

APPA Global Insights — Data to Inform Your Global Strategic Thinking

View a demonstration of APPA's new Global Insights Dashboard, powered by Euromonitor. This tool, exclusively available to APPA members, provides market intelligence for 14 key pet care markets to support strategic planning, business development and market prioritization.

Speaker: Kari Davidson

11:00 am - 11:15 am

Paws2Give

Tony La Russa's AnimalRescue Foundation

Speaker: Cassidy Nolan, *ARF Pets and Vets Director, Tony La Russa's Animal Rescue Foundation*

11:30 am - 12:30 pm

Knowledge Area: Market Data & Insights

The State of Pet: What's Next and What's Trending in 2023

The pet category remains resilient in 2023, though not immune to continued inflationary pressures affecting shoppers' wallets. Join NielsenIQ's pet industry experts to quantify the pet market and explore the growth drivers you can capitalize on to win over more pet parents and grow your "pawprint."

Speakers: Sherry Frey, Sam Smith, Andrea Binder

11:30 am - 12:45 pm

Knowledge Area: Human Resources

Put Your Best Staff Forward — How to Hire, Train and Fire

Finding, developing and keeping a great sales staff is one of the most challenging elements of running a retail store. Get the secrets to getting the dream team on your floor.

Speaker: Dan Jablons, *Retail Smart Guys, Inc.*

11:30 am - 12:45 pm

Knowledge Area: Leadership

When Their Bark Is Worse Than Their Bite: Dealing with Difficult Customers

Dealing with our human customers can challenge the communication skills and patience of even the nicest people. In this fun and interactive program, a communication and customer service expert will show you how to not only survive but also thrive in your daily interactions with even the most difficult customers.

Speaker: Amy Castro, *Triad Communication, LLC*

11:30 am - 12:30 pm

Knowledge Area: Market Data & Insights

The State of Pet: What's Next and What's Trending in 2023

The pet category remains resilient in 2023, though not immune to continued inflationary pressures affecting shoppers' wallets. Join NielsenIQ's pet industry experts as they quantify the pet market and explore the growth drivers you can capitalize on to win over more pet parents and grow your "pawprint."

Speakers: Andrea Binder, Sam Smith, Sherry Frey

12:00 pm - 12:15 pm

Paws2Give

Steve Feldman, President, HABRI

Check website for details

12:20 pm - 12:35 pm

Paws2Give

Pet Care Trust

Speaker: Matt Cofindaffer

Check website for details

12:40 pm - 12:55 pm

Paws2Learn

Avoiding the Hidden Damage of e-Commerce Chargebacks in the Pet Industry

Millions of enlightened employees have spoken. They want CHANGE. And, they will only work for organizations who provide such change. Employees want family-friendly flex time. Employees want new perks and benefits. And, they want this all in a positive work environment where they can enjoy their jobs and be developed for the future, not be overworked and underappreciated.

Speaker: Andy Masters, *Masters Performance Improvement, Inc.*

WEDNESDAY, MARCH 22

1:00 pm - 1:15 pm

Paws2Learn

How Does Inventory Turn, Turn into Cash?

Everyone talks about how fast your merchandise should turn in a year. But what does that mean in terms of dollars to you? Learn how to calculate and plan for faster turns.

Speaker: Dan Jablons, Retail Smart Guys, Inc.

1:20 pm - 1:35 pm

Paws2Learn

Exhibitor Session

Check website for details.

1:30 pm - 2:30 pm

Knowledge Area: Market Data & Insights

APPA 2023-2024 National Pet Owners Survey Debut

Get a first look at the APPA 2023-2024 National Pet Owners Survey! This seminar will explore the rich data available in the new Survey. The presentation will cover current trends in areas such as pet product and service consumption, as well as pet owner attitudes and behaviors.

Speaker: Julie Springer, APPA

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Knowledge Area: Market Data & Insights

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Speaker: Julie Springer, APPA

1:30 pm - 2:45 pm

Knowledge Area: PR & Marketing

Managing Legal Risks in ESG Promotion, Marketing & Corporate Communications

Recap the current state of law with respect to greenwashing/humane washing and provide some practical suggestions as to how a company's marketing and communications efforts can stay within the law and remain compliant with evolving regulation.

Speaker: Michael Annis, Husch Blackwell LLP

1:30 pm - 2:45 pm

Knowledge Area: Leadership

Managing Multiple Priorities to Propel Your Pet Business Success

When you're running a pet business, your energy and time can be pulled in many different directions and before you know it, the day is over and you haven't accomplished what you really needed to get done. There's no such thing as time management. Time keeps moving forward no matter what we do. What we need to do is learn to prioritize how we use our time. In this entertaining and engaging workshop, share tips, tools and techniques to ensure that you're able to prioritize your activities every day to accomplish the most important things that will keep your business growing and thriving.

Speaker: Amy Castro, Triad Communication, LLC

1:40 pm - 1:55 pm

Exhibitor Session

Check website for details.

3:00 pm - 4:15 pm

Knowledge Area: Leadership

Next-Generation Pet Retailing

Over the next decade, pet retailers face a major shift in their customer base as the younger generations of consumers gain buying power and ultimately displace their predecessors as the driving force behind pet industry success. In this session, a diverse panel of experts will explore the key characteristics, demands and buying tendencies of young consumers, while also comparing and contrasting the unique attributes of each of the specific groups within these emerging consumer demographics. The conversation will provide a valuable guide for retailers as they seek to engage the next generation of pet shoppers.

3:00 pm - 4:15 pm

Knowledge Area: Leadership

Reimagining Your Positive Work Culture for the NEW Work Environment

The impacts of a positive work environment include improved recruiting, less stress, higher morale, lower turnover, greater teamwork, creativity and even increased service levels!

Speaker: Andy Masters, Masters Performance Improvement, Inc.



3:00 pm - 4:15 pm

Knowledge Area: Retailer Success Series

Next-Generation Pet Retailing

Over the next decade, pet retailers face a major shift in their customer base as the younger generations of consumers gain buying power and ultimately displace their predecessors as the driving force behind pet industry success. Explore the key characteristics, demands and buying tendencies of young consumers, while also comparing the unique attributes of each of the specific groups within these emerging consumer demographics. The conversation will provide a valuable guide for retailers as they engage the next generation of pet shoppers.

3:00 pm - 4:15 pm

Knowledge Area: Profitability & Growth

Return Customers, Not Returned Products: Build Customer Loyalty & Drive Sales Through Quality Product Offerings

A wise retailer once said, "I want return customers, not returned products." It's a catchy turn of phrase, but it's also a sentiment that spotlights what a successful sale looks like. A product is purchased, it performs as expected, the customer returns for more, buys additional products and spreads the word about your store. Success! This journey begins with the products you stock. In this session, discuss how retailers can gain credibility and grow their customer base by prioritizing shelf space for products manufactured to independently audited quality standards, certified for good manufacturing practices and tested to ensure they meet label claims. This talk will get you thinking about placing the same level of importance on quality as you do on price and product mix, and how you can promote quality as a competitive advantage to help build your business.

Speaker: Bill Bookout, National Animal Supplement Council

THURSDAY, MARCH 23

8:30 am - 9:30 am

Knowledge Area: Market Data & Insights

Pet Food Regulatory Meeting: Updates on Labeling Modernization

Grab a coffee and light breakfast and discover what's new, including Pet Food Labeling Modernization updates, the latest AAFCO developments, and the drivers, changes, benefits and timing of the changes to come.

Speakers: Bill Bookout, APPA, Austin Therrell, Association of American Feed Control Officials (AAFCO)

10:00 am - 10:15 am

Paws2Learn

Let's Revisit Your TikTok Strategy — Is It Working?

What is now working on the app in 2023 and how you can continue to grow your community and make a positive impact on your business — all while having some fun in the process!

Speaker: Nancy Hassel, American Pet Professionals

10:00 am - 11:15 am

Knowledge Area: Human Resources

Staff Retention to Lower Turnover

Learn a step-by-step process that has been duplicated by hundreds of stores across the country. The only cost you have in making this happen in your business is a commitment to excelling and a determination to not settle for being like all the other stores. Culture eats any chain store strategy for breakfast!

Speaker: Tom Shay, Profit Plus Solutions, Inc.

10:00 am - 11:15 am

Knowledge Area: Customer Experience

Customer Service: TOUCHPOINTS

Clients can leave you with one mistake, one blunt conversation or a slow website response, and they may never tell you! Your "touchpoint score" is made up of the interactions a customer experiences when doing business with you. What is your score, and how can you improve your ROI in each area of your customer experiences to become the pet store of choice?

Speaker: Anne Obarski, Merchandise Concepts

10:00 am - 11:15 am

Knowledge Area: Profitability & Growth

Pricing Experiments to Increase Your Bottom Line

Experimenting on your customers might sound risky, but you do it every time you change prices. Your pricing decisions impact their buying experience, decision-making and ultimately your profit margin. Pricing is complicated, but there are some key insights that may help you make more informed decisions. Behavioral economics and other scientific research reveal a number of patterns that can help you improve margins. Use patterns in customer behavior to your business advantage.

Speaker: Laurie Wolff, NASBITE International

THURSDAY, MARCH 23

10:20 am - 10:35 am

Paws2Learn

The APPA Pulse Study: Pet Ownership in the Current Economy

Take advantage of a brief overview of APPA's newest Pulse Study on how current economic conditions are impacting U.S. pet ownership. Explore topline data on how the current economy is shaping pet owners' product and service consumption and changes in pet owner attitudes and behaviors over the past year.

Speaker: Julie Springer, APPA

10:40 am - 10:55 am

Paws2Learn

APPA "Direct Connect" and Member Business Advancement Resources: Dial In On Success

Learn how easy it is for you to use APPA's Direct Connect system to have personal consultations with industry experts so you can be prepared to successfully gain the retail and distributor customers you want and deliver on expectations. Discover how APPA's business advancement and Bootcamp resources can make you a savvy pet industry professional and proficient in the U.S. pet market landscape.

Speakers: APPA & PetsPhD

11:00 am - 11:15 am

Paws2Learn

3 Unbelievable Color Psychology Secrets for Pet Brands

Speaker: J. Nichole Smith, Working Dog Animalhaus Media

11:30 am - 12:30 pm

Knowledge Area: Market Data & Insights

Pet Market Outlook 2023

From Packaged Facts' omnimarket cross-sector perspective, learn key issues to pet market growth, including the pet industry as a health industry; the effect of high inflation on pet care spending and of high mortgage interest rates on pet population growth; e-commerce/retail channel shifts, including DTC delivery; and the retail-zation and digitalization of pet health care and veterinary services. Based on new consumer survey data from January 2023, learn how pet parent psychographics (and generational variations) frame pet industry opportunities for growth, market sizing and projections.

Speaker: David Sprinkle, Packaged Facts

11:30 am - 12:45 pm

Knowledge Area: Profitability & Growth

Attaining Channel Control to Protect Your Brand and Achieve Profitable Growth on Amazon and Beyond

The vast majority of pet brands want to grow sales and other online marketplaces in a profitable manner. The challenge, however, is that channel dynamics often prevent their ability to do so. Without a clear channel control strategy in place, brands will see their value erode, lose sales to unauthorized sellers, fail to capture optimized ROAS, and experience disruption across all business channels. Pet brands can take back control of their destiny, and vastly improve performance, with a holistic channel control strategy that focuses on driving the vast majority of sales through their desired Amazon GTM strategy — whether Amazon 1P, their own 3P storefront or another authorized 3P seller — in a manner consistent with their hard-earned brand value, while simultaneously stopping unauthorized sales and improving business in traditional brick-and-mortar channels. In this session, we will discuss each of the components pet brands must implement for a holistic channel control strategy in the e-commerce age.

Speaker: Natalie Steele, Vorys eControl

11:30 am - 12:45 pm

Knowledge Area: PR & Marketing

Handling Bad Review or Negative Social Comments

Let's face it: You work your tail off in your pet business and strive for the best, but that one negative comment on social media or a bad review can really sting. This session will give you a plan and strategy on how to handle any negative comments and how to win over your customers so that they become advocates for your pet business!

Speaker: Nancy Hassel, American Pet Professionals

12:00 pm - 12:15 pm

Paws2Learn

You Can Hire a Manager But You Can't Hire an Owner

As if a mass merchant, chain store or big box store was not enough competition, there are hundreds of thousands of businesses on the internet to compete with. Even Ebay and Etsy have small businesses that are selling pet products to your customers. That's the challenge.

Speaker: Tom Shay, Profit Plus Solutions, Inc.

12:20 pm - 12:35 pm

Paws2Learn

Three Ways Diversity Matters for Your Pet Business

The U.S. population is more diverse than ever. What does that mean for your product mix, marketing, staffing and operations? Diversity isn't just about race or gender, it is also age, ability and income. This session will use examples from multiple areas to illustrate pertinent points about customers, workers and operations.

Speaker: Laurie Wolff, NASBITE International

12:40 pm - 12:55 pm

Paws2Learn

Pet Advocacy Network

Speaker: Mike Bober, President & CEO

1:00 pm - 1:15 pm

Paws2Learn

What Women Want!

Women account for 85% of all consumer purchases. 92% pass along information about deals to others. This combination of purchasing power and influence is the reason women dominate the consumer economy. What can you do to attract, satisfy and multiply more women customers? We'll look at 3 ways to look at your pet business through a woman's eyes!

Speaker: Anne Obarski, Merchandise Concepts

1:20 pm - 1:35 pm

Paws2Learn

Exhibitor Session

Check website for details.

1:30 pm - 2:45 pm

Knowledge Area: Customer Experience

Alexa Is Playing Fair and She Is Playing to Win: How to Beat the Internet

We will look at the many reasons a local business gives its community to do business locally. We are going to dissect those internet advantages and create a list of the many advantages your business has over the competition.

Speaker: Tom Shay, Profit Plus Solutions, Inc.



1:30 pm - 2:30 pm

Knowledge Area: Market Data & Insights

Key Global Pet Care Trends and Regional Highlights + APPA's New Global Insights Dashboard

Review the top global trends and regional category growth trends impacting the pet care industry. View a demonstration of APPA's new Global Insights Dashboard, powered by Euromonitor. This tool, exclusively available to APPA members, provides market intelligence for 14 key pet care markets to support strategic planning, business development and market prioritization.

Speaker: Kari Davidson

1:30 pm - 2:45 pm

Knowledge Area: Human Resources

Where Have All My Workers Gone?

If you can't beat them, join them; that is NOT the applicable expression! The internet is not going away, but you can beat those businesses. Join us for the first step and beyond.

Speaker: Laurie Wolff, NASBITE International

1:40 pm - 1:55 pm

Paws2Learn

Exhibitor Session

Check website for details.

3:00 pm - 4:15 pm

Knowledge Area: PR & Marketing

One Free & Simple Habit that Will Transform Your Pet Business (and Your Stress Level)

Honestly, email and content marketing are so old-school, are they dead? Does anyone really need to bother with a blog anymore now that all of us are just scrolling social and listening to podcasts? Find out the answers to these super-important questions and more as a trailblazing petpreneur and marketing expert takes us behind the scenes of the simple business growth habit petpreneurs worldwide are adopting (spending less than \$100 and less than 2 hours a month) with remarkable positive impact on their business (and even their well-being).

Speaker: J. Nichole Smith, Working Dog/Animalhaus Media



THURSDAY, MARCH 23

3:00 pm - 4:15 pm

Knowledge Area: Profitability & Growth

I'll Just Get It Online

What motivates your customer to come to your business? No matter how they arrive on your doorstep, it's time to create a customer retention strategy. If customers are frustrated with poor customer service or poor product selection, the chance for them to order from "anyone" online, goes up dramatically. Uncover 5 strategies to keep your customers on your doorstep.

Speaker: Anne Obarski, Merchandise Concepts

3:00 pm - 4:15 pm

Knowledge Area: Leadership

How You Can Become an Influential Pet Business in Your Community!

This session will give you the blueprint on how to become a pet leader and influencer in your community, become the go-to place and resource for pet parents and keep them returning. Walk away with simple ideas to implement for your pet business, some PR tips and learn how to not worry about online competition.

Speaker: Nancy Hassel, American Pet Professionals

FRIDAY, MARCH 24

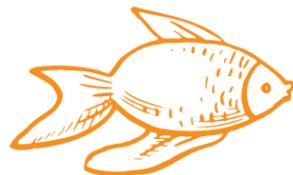
10:00 am - 11:15 am

Knowledge Area: PR & Marketing

The 3 Most Affordable (but Most Commonly Ignored) Methods to Master Marketing in 2023

We have less than 8 seconds to turn a stranger into a business lead ... but, unwisely, most of us leave the outcome of these first impressions up to chance. What if there was a way to create more predictable, successful outcomes of a first visit to your website, social media, blog or store? What if the secrets to unlocking this magical superpower were already within your grasp? Join a trailblazing petpreneur and marketing expert to demystify the psychology of what makes us buy, and receive practical, actionable tools you can use right away to increase all the metrics that matter in your business.

Speaker: J. Nichole Smith, Working Dog/Animalhaus Media



10:00 am - 11:15 am

Knowledge Area: Leadership

Rules Of Engagement: A Guide to Better Communications And Better Relationships! – With Everyone Who Is Important to Your Business

Engagement is a magic word in business. You want employees who are engaged with you, not just showing up every day and working for a paycheck but understanding and working with you toward your goals. You want customers who are equally engaged, which helps you to maximize the value of each customer relationship, and you must engage with prospects in order to turn them into customers in the first place. Finally, you want suppliers who are true partners, not just people/companies who sell you things. So how does this happen? Better communication, perhaps involving a different approach to communication. This fast-moving session will help you to understand the Rules Of Engagement in the modern marketplace.

Speaker: David Fellman, David Fellman & Associates

11:30 am - 12:45 am

Knowledge Area: Customer Experience

Gratitude Strategies

The business disruptions in 2020 gave us many opportunities to find the good — even in the most difficult of circumstances. Although it sometimes doesn't feel like it, many "gifts" resulted from the pandemic. The challenge is to look for and find the good.

Speaker: Lisa Ryan, Grategy

11:30 am - 12:45 am

Knowledge Area: Human Resources

Turn Your Team Into A Championship Team: Hiring, Training, Management, Motivation and Retention

Does your current team have what it takes to help you reach your goals? Do your "players" even play as a team? This is a program that will help you quantify the skills and attitudes of your current employees, and from there, build improvement plans to get them where you need them to be. You'll learn the differences between the baseball team model, the football team model and the tennis doubles team model, and how to apply all three to your business. You'll also learn how to make better hires and how to ensure that the people you invest in stay long enough for you to fully capitalize on that investment. In short, you'll learn to be a better manager, especially on the human resources side of your business.

Speaker: David Fellman, David Fellman & Associates

PAWS2LEARN



WEDNESDAY

10:00 am - 10:15 am

Two Things You Can Do, Starting Tomorrow, to Improve Your Cash Flow

Speaker: Dan Jablons, Retail Smart Guys, Inc.

10:20 am - 10:35 am

When Their Bark Is Worse Than Their Bite: Dealing with Difficult Customers

Speaker: Amy Castro, Triad Communication, LLC

10:40 am - 10:55 am

APPA Global Insights — Data to Inform Your Global Strategic Thinking

Speaker: Kari Davidson, APPA

11:00 am - 11:15 am

Paws2Give **Speaker:** Cassidy Nolan, Pets and Vets Director, Tony La Russa's Animal Rescue Foundation

12:00 pm - 12:15 pm

Paws2Give **Speaker:** Steve Feldman, President, Human-Animal Bond Research Institute (HABRI)

12:20 pm - 12:35 pm

Paws2Give **Speaker:** Matt Coffindaffer, Executive Director, Pet Care for Pets In The Classroom

12:40 pm - 12:55 pm

Avoiding the Hidden Damage of e-Commerce Chargebacks in the Pet Industry **Speaker:** Andy Masters, Masters Performance Improvement, Inc.

1:00 pm - 1:15 pm

How Does Inventory Turn, Turn into Cash? **Speaker:** Dan Jablons, Retail Smart Guys, Inc.

THURSDAY

10:00 am - 10:15 am

Let's Revisit Your TikTok Strategy — Is It Working?

Speaker: Nancy Hassel, American Pet Professionals

10:20 am - 10:35 am

The APPA Pulse Study: Pet Ownership in the Current Economy

Speaker: Julie Springer, APPA

10:40 am - 10:55 am

APPA "Direct Connect" and Member Business Advancement Resources: Dial In On Success

Speakers: APPA & PetsPhD

11:00 am - 11:15 am

3 Unbelievable Color Psychology Secrets for Pet Brands

Speaker: J. Nichole Smith, Working Dog/Animalhaus Media

12:00 pm - 12:15 pm

You Can Hire a Manager But You Can't Hire an Owner

Speaker: Tom Shay, Profit Plus Solutions, Inc.

12:20 pm - 12:35 pm

Three Ways Diversity Matters for Your Pet Business

Speaker: Laurie Wolff, NASBITE International

12:40 pm - 12:55 pm

Pet Advocacy Network **Speaker:** Mike Bober, President & CEO

1:00 pm - 1:15 pm

What Women Want! **Speaker:** Anne Obarski, Merchandise Concepts

EVERYTHING YOU NEED ...

for Buyer Success

“Global Pet Expo is a kaleidoscope. It’s products that are good for the environment ... healthy for your pet ... just fun for your pet. Most importantly, it is people who are making the products who are proud of what they make and who want to share with you all of their energy and their expertise so that you can make the best decisions for what to carry in your stores.”

— Christina Chambreau
WPET Pet Talk Radio News

92% OF BUYERS SAY THE EXPO PROVIDES THEM WITH NEW PRODUCT IDEAS.

76% OF BUYERS MAKE AT LEAST ONE PURCHASE THEY SAW AT THE NEW PRODUCTS SHOWCASE.

90% OF BUYERS PLAN TO RETURN TO GLOBAL PET EXPO 2023.



YOUR FIRST STOP?



Make time to take in the New Products Showcase and see hundreds of debut products and designs to keep customers returning for more. While exploring the New Products Showcase, cast your vote for these Best in Show Awards categories:

- ✓ Aquatics
- ✓ Bird
- ✓ Boutique
- ✓ Cat
- ✓ Dog
- ✓ Small Animal
- ✓ Reptile
- ✓ Natural Pet
- ✓ Point-of-Purchase

SHOP SHOW SPECIALS

68% OF BUYERS TAKE ADVANTAGE OF SHOW SPECIALS.

- Price and/or volume discounts
- Rebates with a purchase
- Minimums waived/reduced
- Free shipping
- And more!



FIND THE RIGHT PRODUCTS FOR YOUR CUSTOMERS:



WHAT'S NEW!

What's New! is a section on the show floor highlighting companies who are new to Global Pet Expo — so you can be the first to carry these products in your stores.



THE NATURAL PET

The fastest-growing category in the industry, The Natural Pet offers natural supplements, healthy treats, new innovative diets and recipes, and other holistic or organic products.



EVERYTHING AQUATIC

View the latest freshwater and saltwater innovations in aquariums and décor, filtration equipment, and more, for professionals and aquatic hobbyists. Shop Everything Aquatic to expand and diversify your product selection.



THE BOUTIQUE

Everything from high-end apparel and fashion-forward leashes and collars to gourmet and unique treats.



THE MAIN EXHIBIT HALL

Looking for products outside of the Specialty Sections? We've got you covered! The Main Exhibit Hall showcases a broad array of the year's hottest products!

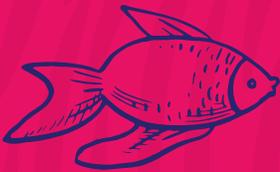


READY TO SHOP FOR EVERYTHING YOU NEED?

Register at GlobalPetExpo.org

TOP 5 REASONS TO REGISTER

There are literally hundreds of reasons to attend Global Pet Expo. But we know you're busy running a booming pet business, so we put together 5 of the best.



#1

THE EXHIBITS

Meet directly with more than 1,000 exhibitors to demo products and procure everything you need to help your retail business grow.



#2

BUSINESS GROWTH

Stay ahead of consumer demand by sourcing brand-new, award-winning products from the New Products Showcase.



#3

COMMUNITY

Build meaningful partnerships with passionate industry professionals dedicated to keeping our pets happy, healthy and properly pampered.

#4

EDUCATION

The popular and free Global Learning Series hosts 40 sessions for retailer success, market research and more, strategically chosen to advance your business.

#5

IT'S FREE

That's right, qualified buyers attend for free!



Register Today at GlobalPetExpo.org
Contact us at buyers@globalpetexpo.com