

Day One

Monday, October 20 - Pier Sixty

8:45 a.m. - 12:00 p.m.	VIP REGISTRATION AND VIP MASTERMIND
12:00 p.m. - 1:00 p.m.	GENERAL REGISTRATION AND LUNCH Welcome to the Show!
1:00 p.m. - 1:30 p.m.	BREAKOUT BLOCK A: How to 2x Your Amazon Sales with Minor Tweaks in Your Listing Kamaljit Singh (Performance Stage) Leveraging YouTube + Google for Omnichannel Growth: Unlock Scale on Amazon, DTC and in Retail Brett Curry (Strategy Stage)
1:30 p.m. - 1:35 p.m.	BREAK
1:35 p.m. - 2:05 p.m.	BREAKOUT BLOCK B: From Chaos to Clarity: The Art and Science of Full-Funnel Performance Ali Babul and Martin Zerrudo (Growth Stage) Weaponized Compliance: How Amazon Sellers are Legally Destroying Their Competition Overnight Paul Rafelson (Performance Stage) SHEIN Marketplace: Building Loyalty with Gen Z & Millennials George Chang (Strategy Stage)
2:05 p.m. - 2:10 p.m.	BREAK
2:10 p.m. - 2:40 p.m.	BREAKOUT BLOCK C: Cracking Europe: Challenges US Brands Face and How to Overcome Them Mamoun Benkirane (Growth Stage) Beyond the Buy Box: How to Turn Amazon Data Into Omnichannel Growth Andrew Maff (Performance Stage) Amazon Marketing Cloud: Simple Campaign Tweaks to Outsmart Competitors Neha Bhuchar (Strategy Stage)
2:40 p.m. - 3:35 p.m.	BREAK
3:35 p.m. - 4:35 p.m.	Ezra's \$250M Blueprint: How to Build Profitable Brands That Actually Scale Ezra Firestone (Innovate Main Stage)
4:35 p.m. - 5:15 p.m.	From ASINs to All In: Building Omni-Channel Growth Beyond Amazon How to Turn Amazon Insights into Retail Growth Evan Dash (Innovate Main Stage)
5:15 p.m. - 7:00 p.m.	NETWORKING RECEPTION Sponsored by Ship4wd and Wayflyer
6:30 p.m. - 9:30 p.m.	VIP DINNER (Sky Loft, 50 Hudson Yards)
7:00 p.m. - 11:00 p.m.	SHEIN PARTY (Miru, Pier 57)

Day Two

Tuesday, October 21 - Pier Sixty

9:30 a.m. - 10:00 a.m.	Opening Remarks + AI Ready Shopify SOP Dimitri Vorona and Welcome
10:00 a.m. - 10:15 a.m.	From Kitsch to HexClad: How World-Class Brands Scale with Offshore Talent Jared Orkin
10:15 a.m. - 10:30 a.m.	The Biggest Mistakes That Made My Business Collapse Even Faster Brandon Fuhrmann
10:30 a.m. - 11:05 a.m.	The 3 Copy Secrets Behind High-Converting Amazon & Landing Pages Jason Kutasi
11:05 a.m. - 11:35 a.m.	BREAK
11:35 a.m. - 12:10 p.m.	From Test to Titan: Building a Nine-Figure Channel on TikTok Jay Hunter
12:10p.m. - 12:45 p.m.	1,000,000+ Views. 10 Days. Zero Ads. The YouTube Shorts Playbook Isaac Medeiros
12:45 p.m. - 1:05 p.m.	The Amazon DSP & AMC Playbook Meher Patel
1:05 p.m. - 2:05p.m.	LUNCH Sponsored by Hector
2:05 p.m. - 2:40 p.m.	How to Avoid Getting Fired for Botching BFCM with \$2B in Spend Analysis Carly London and Darlene Thomas
2:40 p.m. - 3:15 p.m.	Our Framework for a Perfect Launch with Amazon Best Seller Badges Joseph Nourollah and Osher Netkin
3:15 p.m. - 3:50 p.m.	From Discord to #1 TikTok Shop: Scaling Comfrt & Turning Superfans into Sellers Hudson Leogrande
3:50 p.m. - 4:20 p.m.	BREAK
4:20 p.m. - 4:50 p.m.	From Zero to \$700M in Annual Amazon ONLY Sales Jabran Niaz
4:50 p.m. - 5:20 p.m.	The Exact TikTok Shop Strategy That Drove 20+ Viral Videos & \$1M+ in Sales Josh Hadley
5:20 p.m. - 5:40 p.m.	Closing Remarks and Innovator of the Year
7:30 p.m. - 10:30 p.m.	VIP Party (Minzon, 435 W 15th Street)