Global Learning Series

TUESDAY, MARCH 22

8:00am – 12:30pm
Retail Market Tour
Join us for a tour of local retail outlets to see U.S. in-store merchandising strategy in practice. The itinerary will feature stops at a variety of pet product retailers, a pet industry market briefing and guided tour (bus transportation provided).

With over 30 years in retail management and more than a decade spent in executive roles at two of the largest pet specialty stores in the U.S., Petco and Pet Supplies, our onboard moderator, Dave Bolen, will guide you through each stop, answering questions and offering insights about the U.S. marketplace, trends and tips for success.

* A registration fee of $65.00 is required for this session. Check website for details.

Dave Bolen, Pet Retail Specialist and APPA Member Program Consultant

1:30pm – 2:45pm
Optimize Your Pet Business
The Five P’s Guaranteed to Optimize Your Pet Business Success: A Plan to Profit

KNOWLEDGE AREA: Profitability & Growth

The session focuses on the five P’s that will help pet businesses plan, analyze and prepare to optimize their profit across all business areas. Built around the 5T mantra (prior proper planning produces maximum profit), the session will focus on helping pet businesses create a plan – well in advance of a new season, a new year or even a new month – that optimizes performance across all business areas.

Planning purchases, markup, turnover, expenses and profit for every single month and then tracking performance and adjusting accordingly are the keys to business success. In addition to templates that can be used to plan monthly business on a detailed level, and the skills needed in order to track their results and adjust accordingly, attendees will also learn key pet industry benchmarks for their business to use as a guideline when they prepare their plans.

Driving profits from your pet business does not mean “crossing your fingers and hoping for the best.” Attending this deep-dive planning session will give you the tools and the know-how to help your pet business deliver the results you want in 2022 and beyond.

Lynn Switanowski, Creative Business Consulting Group

As of January 19, 2022

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 — 24 sessions, presented by retail industry experts in the following knowledge areas:
• Customer Experience
• Human Resources
• Leadership
• PR & Marketing
• Profitability & Growth

Pre-Show Sessions Featuring Global Pet Expo’s Most Popular Speakers

1:30pm – 2:45pm
10 Secrets to Enhancing the Customer Experience

KNOWLEDGE AREA: Customer Experience

Learn the 10 secrets to enhancing your customers’ experience with innovative design and merchandising secrets. This session features both tips for new employees and reminders for the seasoned pro! Topics include: What triggers impulse purchases and keeps shoppers in your store longer? Space-saving ideas, such as how to grow your selection of inventory in the same footprint. How to create easy change ideas, such as how to grow your selection of inventory and increase your bottom-line profits through store design and merchandising secrets.

Chris Miller, Pacific Store Designs Inc.
3:00pm – 4:15pm  
**Pet Store Next Level**  
**Knowledge Area:** Leadership

Attendees will gain a better understanding of how to move their business from where they are now to where they want to be. Feel inspired and motivated to invest in those changes on the show floor. As the session will take a deep dive into 6 key business areas — operations, team, marketing, inventory, revenue opportunities and the owners themselves. Participants will score themselves in each area and find the opportunities that exist for growth. Candace will teach top key concepts in each category and provide a template or guide for each area in business so attendees can walk away with a tangible process to implement when they get home.  
**Candace D'Agnolo,** Pet Boss Nation

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3:00pm – 4:15pm  
**Picking a POS for My Store**  
**Knowledge Area:** Profitability & Growth

Store owners often ask for advice and recommendations on a point-of-sale (POS) system. Picking the right POS for your store is critical to your ability to navigate today's marketplace, stay competitive and streamline tasks. Dan Jablons of Retail Smart Guys talks about the different issues surrounding POS selection, so that you get the best system for your store!  
**Dan Jablons,** Retail Smart Guys

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3:00pm – 4:15pm  
**The Psychology of Pandemic Retailing: Where Are We Headed?**  
**Knowledge Area:** Customer Experience

What does the future of retailing offer, and what can store owners do to leverage these changes? Learn simple bolt-on tips that you can take back and implement immediately in your store.  
**Chris Miller,** Pacific Store Design Inc.

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**Wednesday, March 23**

10:00am – 11:15am  
**Don’t Get Burned Again: How to Pay for AND HIRE a Social Media Manager for Your Pet Business**

What’s one of the most important jobs at your pet business to compete effectively in today’s retail landscape? And, no, it’s NOT your sales associates! Today, your pet business’s success means having a person (or team) who can engage with your current customers and find new customers every single day. We’re talking about a social media manager! What is this role? Why do many pet business owners not know why they need this role filled, or even know what a social media manager does? Learn how to recruit/train for the position and where to find the money to pay for it. Just because you don’t manage your social media doesn’t mean you can’t find the right person for the job. Join us for this session and start managing your way to social media success in 2022.  
**Lynn Switapanowski,** Creative Business Consulting Group

10:00am – 11:15am  
**Disrupting or Prompting: Does This Affect How You Approach Business?**

Whether you are a service business, online retailer or brick and mortar retailer, your business has been subject to a lot of changes since the last live Global Pet Expo. Is your business taking true advantage of the opportunity to grow your business, or are you just riding along with the booming economy in the pet industry? Unlike any time before, there are some tremendous opportunities for you and your business. We’ll look at multiple businesses and what they are doing differently. You can see this either as a challenge or the right time for you to boost your business.  
**Tom Shay,** Profits Plus Solutions Inc.

10:00am – 11:15am  
**Hemp & CBD Are Still Hot: Here’s What You Need to Know**

The demand for products containing hemp and CBD remains incredibly strong; however, many retailers are still cloudy on the legal status of these types of products. Todd Harrison, partner with Venable LLP and a legal expert in food and drug law, and Bill Bookout, president of the National Animal Supplement Council, will give an update on this inconsistent business and regulatory environment, provide information on actions NASC is initiating with regard to CBD for canine and feline products, and offer an overview of the effort being made to gain approval for hemp as an ingredient in animal food/feed. As a bonus, the pair will also provide a list of questions retailers should ask and easy-to-identify red flags they should look for when considering products. Whether you carry them now or have taken a wait-and-see approach, this session will provide important insights on the status of these types of products, the risks retailers assume by offering them, and actions being taken to ensure they can be marketed in the future.  
**Bill Bookout,** National Animal Supplement Council (NASC), and Todd Harrison, Venable, LLP

11:30am – 12:45pm  
**Creating a Great First Impression with Effective Business Etiquette**

When people think about etiquette, they often envision seven-course dinners, people in fancy clothes, and formal behavior. In reality, etiquette is simply understanding and practicing generally accepted societal rules for certain scenarios, including business situations. In too many businesses, proper etiquette has disappeared. Rarely do you hear “please” or “thank-you,” and don’t even get me started on how people dress at work. Too many people think etiquette doesn’t matter anymore, but it does. Etiquette fosters good customer service. Etiquette helps build employees’ self-esteem and self-respect, while increasing morale and improving quality of work-life. Etiquette creates a positive image of your business and builds customer loyalty. In this fun and engaging program, communication expert Amy Castro will provide business owners and managers tips, tools and techniques for creating a great impression with customers the first and every time!  
**Amy Castro,** Triad Communications LLC

11:30am – 12:45pm  
**Remodeling on a Budget**

Learn budget-conscious store design secrets for pet stores. Find out “the how and why” of implementing these store design tactics that will increase store sales and average ticket sales. Many ideas are low-cost or no-cost and tie in merchandising techniques, lighting, and space planning to save you time and money when redesigning your store.  
**Chris Miller,** Pacific Store Design Inc.

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**PATHWAYS:**

**RETAILER SUCCESS SERIES**

**MARKET DATA & INSIGHTS**

**PAWS2LEARN**

**Global Learning SERIES SCHEDULE**
Global Learning SERIES SCHEDULE

PATHWAYS:

1:30pm – 2:45pm

Retailing In and After COVID

KNOWLEDGE AREA: Customer Experience

Retail is different now. The supply chain is different, the customer is different, the staff is different. How do we navigate all these changes, while keeping the store profitable and preparing for the next chapter of retail? Dan Jablons of Retail Smart Guys will walk you through what you need to do today to prepare for tomorrow, so that your store continues to thrive.

Dan Jablons, Retail Smart Guys

1:30pm – 2:30pm

U.S. Pet Market Outlook and Trends

KNOWLEDGE AREA: Profitability & Growth


*Registration required for this session. Check website for details.

David Sprinkle, Packaged Facts

3:00pm – 4:15pm

What Are Pet Parents Buying in 2022? Hint: It’s More Than Just Dog Food

KNOWLEDGE AREA: Profitability & Growth

Pet parents want the best for their pets. Attendees of this session will learn the upcoming key consumer trends related to purchasing products beyond the pet industry. Knowing what consumers want in other parts of their lives can help business owners acquire new products that their customers can relate to and that can drive sales in their stores. Learn how to incorporate personalized products into your pet store assortment, where you can add luxury goods, how to best add supplements to drive sales, and how to use private-label products to drive exclusivity and increased profits.

Thinking about your customers as both pet parents and consumers in the greater retail space can help you adjust and adapt your product assortment to not only meet customer needs but also drive more sales and profits all year long.

Lynn Switanowski, Creative Business Consulting Group

3:00pm – 4:15pm

How Much Is That Doggy in the Window: The Cost of Holding Dead Inventory

KNOWLEDGE AREA: Profitability & Growth

This session will use a free online calculator to show how much profit you are losing by having slow-turning merchandise. Most people think there are three ways to make more money — increase margins, increase sales and diminish expenses. The one that makes the biggest change is getting rid of dead inventory and expanding your product offerings. Find new things to add! An example where profit and return on investment more than doubled will be presented to show attendees how costly it is to hold inventory.

Tom Shay, Profits Plus Solutions Inc.

3:00pm – 4:00pm

MEASURING THE PET INDUSTRY IN 2022: WHAT’S NOW? WHAT’S NEXT?

KNOWLEDGE AREA: PR & Marketing

What’s new and notable in the natural pet movement? What omnichannel shopper expectations and behaviors in search and sales are shaping the market? Join NielsenIQ’s pet industry experts as we explore the evolving pet and pet-parent needs driving sales growth across channels.

*Registration required for this session. Check website for details.

NielsenIQ Pet Industry Experts

THURSDAY, MARCH 24

10:00am – 11:15am

Shine Bright this Summer with a Robust Event and Promotion Plan

KNOWLEDGE AREA: PR & Marketing

Attend this session to build a concrete plan for Q2 and Q3 with specific goals for walking the show floor to support this plan. Plan your May, June, July and August promotions, events, window displays, giveaways and team meetings. Review what merchandise to carry in which categories, the price points, and how much to spend. Share tips on how to negotiate and talk with vendors on the floor to firm up their plans and share ideas with each other on “what’s working now” in your businesses. In addition, see samples of great merchandise or giveaways on the show floor.

Candace D’Agnolo, Pet Boss Nation

10:00am – 11:15am

How to Get More Done, in Less Time, with Higher Quality and Less Stress

KNOWLEDGE AREA: Leadership

Tired of the same old-time management and work-life balance messages? In this session, international author/speaker Andy Masters will share his humorous but thought-provoking spin on proven principles by presenting his unique “what not to do” theme.

Principles include over-commit to everyone, “multi-task-to-the-max,” don’t delegate, procrastinate, eat poorly, and don’t sleep. Andy helps audiences across the country become masters of prioritization, time delegation and work/life balance — allowing you to control your schedule and not allowing your schedule to control you. He also illustrates the life-changing “Return on Time Investment (ROTI)” and “yes/no” principles to inspire audiences to focus the most quality time possible on the activities that are most rewarding. Andy’s interactive and entertaining program provides specific tools you can apply immediately. Recharge and refocus now... before it’s too late!

Andy Masters, Leadership Expert

11:15am – 12:30pm

Grow Your Business and Enhance Your Customer Experience by Adding Services to Your Retail Store

KNOWLEDGE AREA: Customer Experience

Learn how national multi-award-winning store owners increased their revenues and transactions per customer, enhanced new and existing customer experiences, and stayed competitive with online and big box retailers by adding services to their retail offerings.

Session attendees will learn how adding relatively inexpensive additions like self-service dog wash stations, in-house bakeries, birthday parties and adoption events can add to their bottom line. Panelists will also share their experiences in negotiating partnerships with dog trainers, sitters and dog walkers that turned their retail store into a one-stop shop and service center, and positioned their store as an essential community resource.

MODERATOR: Patti Zeller, Animal Connection LLC

PARTICIPANTS:

Trace Menchaca, Modern Pet Foods, Houston, TX

Angela Pantalone, Wag Central, Stratford, CT

Anna Partain Woodcock, Brown Dog Bakery, Ankeny, IA

Donna Sholvin, Pastries 4 Pets, West Hartford, CT
11:30am – 12:45pm
Performance Marketing for Facebook: Train, Analyze and Perform Like a Pro

With all of the recent updates to Facebook in regards to privacy laws, data usage, tracking, and the algorithm (and even the platform’s name, Meta’s), it’s impossible not to see the effect on small businesses. Organic content is suffering, and Facebook has become a “pay-to-play” platform. If you’re going to play the game, it’s all about performance, and it’s time to treat our performance marketing the same way professional athletes do. Attendees will leave with a new perspective on what marketing through Facebook has become and how to play the game they’re looking for. The session also will cover a step-by-step walkthrough on building a Facebook funnel that drives awareness, traffic, conversions and loyalty.

Matt Aldrich, Pet Engine Marketing

11:30am – 12:30pm

Get a first look at the newest volume of APPA’s Generational Report! Come learn what makes the different generations tick when it comes to their pets. This seminar will feature a top-line look at pet ownership by generation, including spending, attitudes and purchasing behaviors. The presentation will also include a snapshot look at the latest data from APPA’s 2021-2022 National Pet Owners Survey.

*Registration required for this session. Check website for details.

Julie Springer, APPA Market Research Analyst

11:30am – 12:45pm
Employees Are Not “One Size Fits All.” Adapting Your Training to Various Learning Styles

Have you ever thought about how you learn? As a pet business owner, have you also thought about the ways your employees learn, or do you have one-size-fits-all policies, procedures and training? In this session, attendees will review different modules for business owners or managers to train employees by understanding how they learn. Incorporate learning and training so that it sinks in for your employees by also making it fun and rewarding for them. Creating a team culture in your business will help you keep employees long-term, with growth potential within your business.

Nancy Hassel, American Pet Professionals

1:30pm – 2:45pm
Magic of Markdowns + Creative Selling Techniques

You’re a store, not a museum. The faster you turn merchandise, the more money you can put into your pocket. It can be nerve-racking to discount and eat into your margins, and you might be thinking, “How much is too much? What discount do I start with?” In this session, learn creative ways to move merchandise through profitable promotions all year long. Understand how to calculate turn, the potential in revenue boost for your business. Uncover the 7 types of customers and why they buy. Learn 5 key opportunities: how to execute Bingo, 5th Saturday Sales, Mystery Boxes, $10k Weekend and Clearance Sales.

Candace D’Agnolo, Pet Boss Nation

1:30pm – 2:45pm
How to Triple Your Word-of-Mouth Referrals by Creating Superfans

How would your business change if the number of qualified referrals you received doubled? Tripled? Quadrupled? What would it mean if — instead of just creating customers — you were creating engaged, loyal superfans? Word-of-mouth marketing is still the most powerful form of marketing you can harness, and the best way to do that is to double down on the customer experience to create a sticky brand that outperforms your competition. Attendees will leave with an understanding of what a “superfan” is and the important role they play in building a brand that lasts, plus a five-step system to boost reputation, referrals and revenue by exceeding expectations at every step of the customer journey.

Matt Aldrich, Pet Engine Marketing

1:30pm – 2:30pm
Global Pet Care: Retaining Momentum Beyond the Pandemic

Two years on from the COVID-19 outbreak, pet care markets around the world have proved robust and display much potential for further expansion. With remote work here to stay, pet owners will increase spend on their companion and embrace e-commerce platforms. At the same time, brands are navigating supply issues, rising costs and unprecedented inflation while attempting to sustain momentum to meet demand. In this presentation, Euromonitor International’s Head of Pet Care Karine Dussimon will outline key growth opportunities, such as pet health care and sustainability, and discuss strategies to surmount challenging legacies of the pandemic for industry stakeholders.

*Karine Dussimon, Head of Pet Care Research, Euromonitor International

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Matt Aldrich, Pet Engine Marketing

3:00pm – 4:15pm
The Cool Kids: Winners of America’s Coolest Contest Share How They Offer the Coolest Customer Experience

Winners of the 2021 PETS+ America’s Coolest contest share how they attract and retain customers by offering the coolest of customer experiences, among them a doggie froyo machine with toppings bar, a subscription box for hermit crabs, a checkout with a treat chute that delivers treats right into a dog’s mouth, and a chew bar with 66 varieties, plus many more.

PANEL LED BY Pamela Mitchell, PETS+ Magazine

3:00pm – 4:45pm
Why Your Pet Business Should Be on TikTok

In case you haven’t heard, TikTok has exploded in growth in the last two years! During the lockdown and height of the pandemic, many people hopped on to the app and have literally become overnight successes, including many pet professionals in different areas of the industry. During this session, we will share simple ideas to implement this platform as part of your business’s marketing strategy and to gain an audience you didn’t realize you were missing. And no, you will not have to dance! Some pet business TikTokers have gained hundreds of thousands of followers by sharing super-simple pet care tips, product information and know-how with pet parents. This session will explain how to batch content, create a following of engaged viewers, and provide a handout with a plan of ideas for you to start right here at Global Pet Expo!

Nancy Hassel, American Pet Professionals

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Nancy Hassel, American Pet Professionals
Global Learning Series Schedule

PATHWAYS:
- RETAILER SUCCESS SERIES
- MARKET DATA & INSIGHTS
- PAWS2LEARN

Global Learning Series Schedule

3:00pm – 4:15pm
Leadership Lessons from Hollywood
KNOWLEDGE AREA: Leadership
Award-winning author and leadership expert Andy Masters creatively uses the magical imagery of Hollywood to help busy leaders develop and empower their organizations in a positive work culture — while reducing turnover and improving service levels.
That’s right, be entertained and inspired with actual license-protected scenes from movies such as The Devil Wears Prada, Apollo 13, The Iron Lady — and even Office Space and X-Men. This unique program also cites the latest research from Harvard Business Review, Deloitte and Glassdoor to provoke real organizational change from every attendee. Powerful leadership principles are based on Andy’s latest book “Things LEADERS Say: A Daily Guide to Help Every Leader Empower & Inspire.” Andy’s program provides attendees with not only an interactive multimedia experience but also with immediate “take-home” action items to embrace today’s workforce challenges.
Andy Masters, Leadership Expert

FRIDAY, MARCH 25

10:00am – 11:15am
The Hidden Power of Pricing
KNOWLEDGE AREA: Profitability & Growth
Every day you make pricing decisions that impact both your margin and the buying experience of your customers. Are you making the most out of those decisions? Pricing is complicated but research has unlocked some key insights that can help your bottom line. Behavioral economics and other scientific studies have revealed a number of patterns that can work to your advantage. This session will cover insights from a number of economic models and studies. No calculations here — just the important insights that have come from a field recently awarded Nobel Prizes for its top thinkers. Be informed and deliberate when you decide to raise or lower a product’s price, and use patterns of behavior to your business advantage.
Andy Masters, Leadership Expert

10:00am – 11:15am
Protect and Grow Your Online Marketplace Sales
KNOWLEDGE AREA: Hot Topic
The rapid growth of e-commerce in the pet industry is a trend that cannot be ignored. Online marketplaces have created a substantial disruption in the ways consumers purchase pet products: they are foregoing traditional brick-and-mortar retail in favor of online shopping. The growth of online marketplaces has only accelerated due to the COVID-19 pandemic and has left many retailers scrambling to maintain revenues and profitability in this environment. What is clear is that business as usual is no longer a viable option. This session is an overview of key online marketplace dynamics, how they impact traditional and omnichannel pet product retailers across virtually all categories, and how retailers can better position themselves for success. Explore strategies by manufacturers and brands, and how retailers can use insights to effectively curate product selection and mitigate disruption.
Natalia Steele and Jessica Cunning, Vorys eControl

11:30am – 12:45pm
Managing White-Label Relationships between Manufacturers and Retailers
KNOWLEDGE AREA: Hot Topic
White-label partnerships are increasingly common throughout the pet food industry. Both manufacturers and retailers who enter into white-label agreements are responsible for ensuring the relationship is mutually beneficial, which can be challenging. This presentation, given by the Husch Blackwell Animal Health & Production team, will provide tips and tricks for managing the relationship between retailers and manufacturers as well as mitigating the risks associated with the partnership in order to deliver the best outcome for both parties.
Michael Annis, Husch Blackwell

11:30am – 12:45pm
Five Ways to Find Pricing Power and Higher Margins in a Crowded Pet Market
KNOWLEDGE AREA: Profitability & Growth
Increased competition means pet businesses have less ability to control the prices of the products they sell. How can you find some market power in such a competitive landscape? We’ll identify five strategies to make you a better competitor with key factors that will lead to some pricing power. Global Pet Expo is an investment and applying these five competitive strategies will enhance your returns.
Laurie Wolff, Southern Illinois Univ. Edwardsville, NASBITE International Distinguished Fellow

There’s truly something for everyone in the Global Learning Series, and we’re proud to offer FREE access to these educational sessions. Each year, we deliver valuable learning opportunities for everyone who participates and look for new ways to expand and enhance education at the show. This education program remains THE opportunity of the year to learn from many of pet retailing’s best-known speakers on a wide array of strategic retail and business topics and the latest market data from industry experts in strategy and data analytics.

"The Global Learning Series continues to evolve each year, positioning Global Pet Expo as a leader in education on market data, industry trends and topics delivered by notable subject matter experts. In addition to retailer education, this unique program brings APPA’s market research and unique learning experiences into the mix. We’re thrilled to have such a solid lineup for all attendees and more options and content than ever before for manufacturers, as well."
Andrew Darnich, CAE and APPA’s Executive Vice President and Chief Operating Officer

Celeste Powers, President of PIDA

As of January 19, 2022
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 Community**
   These are your kind of people. Join them in an environment that fosters connections with those who know and celebrate the power of the pet industry.

2. **The Education**
   Education is free for all attendees. 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.

3. **The Exhibits**
   Save time, money and hassle by meeting directly with the partners who have the products your retail business needs to grow.

4. **The Collective Good**
   This is the place where the global pet products community grows its reputation as a leading and professional industry that provides opportunities around the world.

5. **It’s FREE**
   Registration for qualified buyers is free. And then save more by finding the business solutions that empower efficiency and expansion.

Register NOW at GlobalPetExpo.org