Welcome

8:55 AM  CARLOTTA JACOBSON President, CEW
          LISA KLEIN  SVP, CEW

ENJOY A LIVE MUSIC PERFORMANCE OF THE ORIGINAL SONG “Together we Rise”
By Goddess-Rock singer/songwriter EMMA G

Morning Keynote

9:00 AM  A.C.E. (Attention, Culture & Empathy): The Current State of Marketing
          GARY VAYNERCHUK  Chairman, VAYNERX and CEO, VAYNERMEDIA

State of the Industry and 2020 Forecast

9:30 am  State of Prestige Beauty: First Look at 1H Results + 2020 Outlook
          LARISSA JENSEN  Vice President, Industry Advisor, Beauty, THE NPD GROUP
          Interviewed by  MIRANDA GORDON  VP Marketing, Fine Fragrance, MANE

10:15 AM  State of Mass Beauty: Beauty and Personal Care Resilience
          NICOLE COLLIDA SVP, Brand Effectiveness Sales, NIelsen

10:45 AM  Beauty Beyond 2020: Top Themes Emerging From COVID-19
          KAYLA VILLENA  Senior Analyst, EUROMONITOR INTERNATIONAL

11:15 AM  Beauty Insights from China
          DEBORAH WEINSWIG CEO & Founder, CORESIGHT RESEARCH

11:35 AM  STRETCH SESSION
          With physical therapist DR. TOVA OVADIA to eliminate body pain caused by computer fatigue

11:45 AM  Panel Q&A: State of the Beauty Industry
          NICOLE COLLIDA  SVP, Brand Effectiveness Sales, NIelsen
          KAYLA VILLENA  Senior Analyst, EUROMONITOR INTERNATIONAL
          DEBORAH WEINSWIG CEO & Founder, CORESIGHT RESEARCH
          Moderated by ANDREA NAGEL VP of Content, CEW

12:15 PM  LUNCH & NETWORKING WITH ICEBREAKER
Get to know your fellow attendees! Join us for VIRTUAL NETWORKING over lunch.
Afternoon Keynote

1:00 PM  Leading Through Transformation
ESI EGGLESTON BRACEY
Chief Operating Officer, EVP Beauty & Personal Care, UNILEVER NORTH AMERICA

Future of E-Commerce

1:45 PM  The Gen-C Report: Beauty in the Age of COVID-19
MARLEA CLARK CMO, STELLA RISING

2:15 PM  TIKTOK DANCE LESSON • With GEOFFREY GOLDBERG
Dance with Movers + Shakers and learn the trending TikTok moves that took quarantine by storm.

Machine Learning for Consumer Intelligence

2:30 PM  TRACK #1
Machine Learning Reveals Beauty's Whitespace
YARDEN HORWITZ Co-founder, SPATE
FLYNN MATTHEWS Global Head of Insights and Measurement, CPG, GOOGLE

2:30 PM  TRACK #2
Digital Commerce for the New World Order
JAY HACK Co-Founder & CEO, MIRA BEAUTY

Making Connections with the Digital Consumer

3:00 PM  PANEL DISCUSSIONS

TRACK #1
Re-engaging the Beauty Consumer
MADONNA BADGER Founder & Chief Creative Officer, BADGER & WINTERS
SARAH JINDAL Associate Director, Beauty & Personal Care, MINTEL
RANDI LIODICE President & Chief Strategy Officer, KAPLOW
JOON PARK Cultural Strategist, SPARKS & HONEY
Moderated by ANDREA NAGEL VP of Content, CEW

TRACK #2
Brands Winning in the Now Normal
BEATRICE DIXON Co-Founder & CEO, THE HONEY POT COMPANY
GRAHAM JONES CEO, ESALON
SAVANNAH SACHS CEO, TULA SKINCARE
AMY ZUNZUNEGUI CEO & Founder, WLDKAT
Moderated by KAREN MOON Venture Partner, ELIZABETH STREET VENTURES
Agenda

The Brand Perspective

3:45 PM  Does Beauty Really Matter During a Social and Health Crisis?
ERICA CULPEPPER General Manager, L’ORÉAL MULTI-CULTURAL BEAUTY

The M&A Landscape

4:15 PM  The M&A Environment & Opportunities Today
CARLA RUIZ SVP, Global M&A, SHISEIDO
HEATHER SMITH-THORNE Partner, TPG GROWTH
SHAUN WESTFALL Managing Director, Consumer Investment Banking, JEFFERIES
Moderated by KAREN MOON Venture Partner, ELIZABETH STREET VENTURES

Parting Remarks and Closing Conclusions

4:45 PM  CARLOTTA JACOBSON President, CEW
CHEERS TO A VIRTUAL COCKTAIL MIXOLOGY SESSION
With lifestyle creator and curator MRS. LILIEN

5:00 PM  CONFERENCE CONCLUDES • Join us for a VIRTUAL NETWORKING SESSION with Icebreaker!

ADDITIONAL ON-DEMAND CONTENT AVAILABLE
CONNECT AND NETWORK before, during and after the event on CEW EVENTS SLACK

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