



# MIRAKL




## OUTPACE

TIME	SESSION	LOCATION
9:00 a.m. - 10:30 a.m.	AI Council Breakfast & Customer Roundtables [Invite only]	
10:00 a.m. - 11:00 a.m.	Registration & Networking	
11:00 am - 11:45 am	Opening Keynote: Mirakl's Vision and Roadmap with Adrien Nussenbaum (Co-Founder & CEO, Mirakl), Nagi Letaifa (CTO) and Anne-Claire Baschet (Chief Data & AI Officer)	Elektra
11:45 am - 12:30 am	Executive Fireside Chat with Patrick Müller (CDO & CMO at Decathlon) and Thomas Vosin Dit Lacroix (VP Global Digital at Lacoste)	  Elektra
12:30 a.m. - 1:30 p.m.	Networking Lunch Break	
1:30 p.m. - 2:00 p.m.	LIVE Masterclass: Commerce 3.0: Future-Proof Product Data in the Agentic Era	Freiraum
	<b>Breakout Sessions</b>	
	From Strategy to Scale, Building the Next Generation of Retail Media with Baur and Hood	  Freiraum: Session 1
2:00 p.m. - 2:30 p.m.	One Catalog. One Order. One Invoice. How Bunzl One Is Redefining B2B Distribution	  Beletage: Session 2
	Beyond Borders : Why Ambitious Growth Tests Your Platform's True Limits	  Beletage: Session 3
	Multichannel in the Agentic Era: How Leading Brands Are Staying Ahead	Freiraum: Session 1
2:45 p.m. - 3:15 p.m.	Marketplace, Dropship, eConcessions: Understanding the Models	  Beletage: Session 2
	Scaling Retail Media: Automation for Profitability and Flexibility	 Beletage: Session 3
	How Marketplaces Outpace Traditional Retail & Wholesale in the Agentic Era	  Freiraum: Session 1
3:30 p.m. - 4:00 p.m.	Who Wins When Agents Decide?	 Beletage: Session 2
	Retail Media in the Agentic Commerce Era: From Vector Search to AI Agents	 Beletage: Session 3
4:00 p.m. - 5:00 p.m.	LIVE Masterclass: The Platform of tomorrow: Mastering Quality & Delivery Promise in the Agentic Era	Freiraum
4:00 p.m. - 5:00 p.m.	Networking Coffee Break	



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5:00 p.m. - 5:20 p.m.	Fireside Chat : Follow the Leader: Inside Autodoc's Marketplace Journey	<b>+ AUTODOC</b>	Elektra
5:20 p.m. - 6:05 p.m.	The Race to Build Better Customer Experiences - C-Level Insights from Redcare, Conrad Electronic & Douglas moderated by K5	  	Elektra
6:05 p.m. - 6:15 p.m.	Awards Ceremony & Closing		Elektra
6:15 p.m. - 10 p.m.	Cocktail Reception with flying dinner and live music		