

**Home Depot, Clear Demand & IDC share stage at NRF, 2 p.m. Jan. 11
to reveal latest in omnichannel & evolved pricing strategies**

WHAT: Panel discussion of retail experts discussing:

“Pricing Strategies for Competing Effectively in an Omnichannel Retail Landscape”

Now that shoppers can check prices whenever they want, retailers need a dynamic pricing strategy that operates seamlessly across all channels – from kiosks and stores to online and mobile. What are the new pricing realities and how can retailers develop a strategy that meets the needs of customers yet is sustainable? This session will provide a close look at pricing strategy.

WHEN: 2 p.m. to 3 p.m. Sunday, Jan. 11, 2015

WHERE: Hall A, 1A 06-08

WHO:

Erik Lystad, Ph.D.
Sr. Mgr, Pricing Strategy
The Home Depot



Greg Girard
Program Director,
Merchandise Strategies
IDC Retail Insights



James A. Sills
President & CEO
Clear Demand



David Sefcik
Office of Weights & Measures
**National Institute of Standards
& Technology**



MORE INFO

Clear Demand will:

- Discuss why today’s omnichannel approach is obsolete and unsustainable.
- Explain omnichannel innovations which help retailers compete effectively without the guesswork.
- Showcase how omnichannel retail technology has evolved. And prove it.

CONTACT:

At NRF, call Tim Manning at 480-794-0465, or visit the Clear Demand booth, C#430.
Other inquiries, contact Roy Miller at 903-422-5117, or at rmiller@rgmcomms.com