

2021 NBJ Summit Agenda – 24th Annual NBJ Summit Hybrid Event

Virtual Attendee Agenda Summary



2021 Theme

Nutrition's Next Normal: Let's Get this Right

Monday July 26 – Thursday July 29, 2021

Premier Title Sponsor: William Hood & Company

Agenda Sponsored by: Synbiotic Health, Inc.

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2021 NBJ Summit Co-Chairs: **Thomas Aarts**, Co-Founder & Principal, *Nutrition Capital Network*, Co-Founder, *NBJ*
Carlotta Mast, Senior Vice President & Market Leader, *New Hope Network & Informa Markets*

Content Themes:

- **State of the Industry:** Get the insiders' scoop on sales and growth, product trends, mergers and acquisitions, and a road map for the next five years with updates from NBJ's senior data analyst, interviews with CEOs, and insight from the keenest minds in the space.
- **Immunity Beyond Immunity:** Learn how smart brands are approaching immunity as a 12-month sell-through and as both cause and effect of general wellness.
- **Channel Strategies:** The pandemic accelerated the transition to e-commerce for many consumers and product categories, forcing brands to learn how to stand out on the digital shelf and create a new relationship with their customers.
- **The Younger Consumer:** Generation Z is swarming into the market with digitally skewed attention spans, new attitudes about health and a deep skepticism about commercial speech. Learn from experts why a polished digital presence is vital, and why younger consumers are demanding and expecting a personalized experience.
- **Democratizing Nutrition:** How brands and leaders that target underserved communities and champion accessibility are issuing a challenge to the nutrition industry to provide more health for more people.
- **The Climate Challenge:** The nutrition industry has always focused on human health but with the health of the planet at stake, more brands are taking a stance on climate action.

Monday, July 26, 2021

8:00 AM – 5:00 PM **One-on-One Business Networking Meetings**
Location: Costa Del Sol Ballroom A
Sponsored by: Natreon, Inc.

Let's network! This is the dedicated time for your pre-booked 30 minute one-on-one networking meetings. If you haven't booked meetings yet, click on the "Attendees" tab now to connect, chat and book meetings with both in-person and virtual attendees. In-person meetings will take place in Costa Del Sol Ballroom A, while virtual meetings will take place on the Swapcard platform.

Tuesday, July 27, 2021 – State of the Industry and Channel Strategies Themes

8:00 AM – 8:35 AM **Opening Remarks**
NBJ Summit Co-Chairs: Thomas Aarts, Co-Founder & Principal, *NCN*, Co-Founder, *NBJ*
Carlotta Mast, Senior Vice President and Market Leader, *New Hope Network*

8:35 AM – 8:55 AM **NBJ Summit State of the Industry: Market Trends and Data**
Speaker: Claire Morton Reynolds, Senior Industry Analyst, *Nutrition Business Journal*

The supplement market saw record growth of 14.5% in 2020, driven by obvious categories like immune health and multivitamins, but the story doesn't stop there. Learn about the other pandemic-driven trends that led to this historic growth, including COVID-adjacent health conditions and a major disruption in sales channel dynamics. Most importantly, what does NBJ project will happen after record-breaking year?

8:55 AM – 9:15 AM

NBJ State of the Industry: M&A and Financial Markets Overview

Speaker: **William Hood**, Managing Director and Founding Partner, *William Hood & Company*

Most brands are experiencing record demand, but what that means for deal making and investment is still evolving. Certain strategic players like Nestle and Unilever are doubling down on the category with multiple acquisitions, but the pharma universe is holding back. Venture and private equity investment activity is at an historic high but which start ups will succeed and why? Operating at the center of the M&A universe, William Hood brings his experience and expertise to dissect mood and momentum in the deal and investment markets.

9:15 AM – 9:40 AM

State of the Industry: Investment and M&A Landscape Panel

Speakers: **Jill Staib**, Managing Director and Founding Partner, *William Hood & Company*

William Hood, Managing Director and Founding Partner, *William Hood & Company*

Andrew Hochman, Senior Partner, *RoundTable Healthcare Partners*

Jeff Boutelle, CEO, *Pharmavite*

Tobe Cohen, EVP, Chief Growth Officer, *Pharmavite*

Led by Jill Staib and William Hood of William Hood & Company, this discussion with leading financial and strategic investors will drill down on the rationale and merits of investing in the nutrition industry as well as how both types of investor are approaching the change and disruption that is sweeping the space.

9:40 AM – 10:10 AM

Refreshment Break

Location: Del Sol Terrace

Sponsored by: Stratum Nutrition

10:10 AM – 10:35 AM

NBJ State of the Industry: Washington DC Update

NBJ Summit Co-Chair: **Thomas Aarts**, Co-Founder & Principal, *NCN*, Co-Founder, *NBJ*

Speaker: **Peter Reinecke**, Founder, *Reinecke Strategic Solutions, Inc.*

The supplements industry has withstood many calls for updating DSHEA—the regulatory system that has on the whole liberated the industry to innovate and provide access to a self-care model that empowers citizens. But we are in a rare moment with a Democratic Biden administration and a pro-regulatory Democratic Congress, and with no FDA commissioner yet named. And while the responsible supplements sector continues its pandemic success story, the larger industry continues to be blighted by subpar or even illegal products that have historically been met with an under-resourced FDA and continuous demands for a DSHEA update. Will these calls finally find purchase—and if so, how will it affect your business? What can you do to prepare for greater regulatory oversight from FDA as well as FTC, and indeed even potential legislation that brings about DSHEA 2.0?

Peter Reinecke knows the ins and outs of Capitol Hill as well as anyone. He was chief of staff for Sen. Tom Harkin, co-author of DSHEA, and was lead negotiator of DSHEA those 26 years ago. He is principal of Reinecke Strategic Solutions, providing strategic advice and winning policy and communications solutions for a wide array of non-profit and corporate clients the likes of the United Natural Products Alliance and Pharmavite. Peter has also served on the staff of the Institute of Medicine, National Academy of Sciences and as a Visiting Lecturer in health policy at Duke University.

10:35 AM – 11:00 AM

The State of Retail: Quality Gatekeepers Are Tightening Standards

Moderator: **Loren Israelsen**, President, *UNPA*

Speaker: **Betsy Crater**, Wegmans Non-Food QA Manager, *Wegman's Food Markets*

The single greatest asset the supplements industry has is the confidence and trust of the consumer. Continued industry S & Q standards will build consumer trust. Maintaining safety and integrity with consumers is Job 1—made all the more difficult with the post-pandemic supply-chain problems laid bare. A dozen of the largest retail chains—from Amazon to Wegmans, Topco to Walgreens Boots Alliance—have established new publicly accredited GMP standards through the Global Retailer and Manufacturer Alliance (GRMA). Learn how the GRMA's new retail standards, for both online and bricks-and-mortar, will maintain integrity, increase visibility of the highest quality manufacturers, & reduce redundant audit costs vs private programs. Companies meeting the highest quality standards will gain customer trust.

11:00 AM – 11:20 AM

State of the Industry: CEO Reflections

NBJ Summit Co-Chair: **Thomas Aarts**, Co-Founder & Principal, *NCN*, Co-Founder, *NBJ*

Speaker: **Jim Emme**, CEO, *NOW Health Group*

NOW Health Group opened Amazon's eyes to the array of untested, sub-par supplement products the online behemoth was selling. Jim Emme, longtime industry leader and president of NOW, reveals his perspective on how Amazon could clean up the supplements industry

and ensure quality products—what the FDA, trade groups and industry leaders have fallen short of in the last 26 years since the passage of DSHEA.

11:20 AM – 11:35 AM

US and China Partnership: Ingredient Quality Initiative
Speaker: Loren Israelsen, President, *UNPA*

In a globalized world, confidence is paramount to sustain sales. Brands require it. Consumers demand it. The fate of the supplements industry relies on a successful, relationship between China and the U.S. A new collaboration between the world's two largest economies is addressing quality standards, testing and certification and supply chain security. Learn about the actions global industry leaders are taking to improve ingredient quality and boosting US dietary supplement exports to China.

11:35 AM – 11:55 AM

The Changing Consumer: Where Are We Now?
Speaker: Eric Pierce, Vice President of Business Insights, *Informa Markets*

Going into 2020 we were all talking about changing market dynamics and evolving consumer behaviors and relationships with health and nutrition. Then came COVID and altered the market further, many today wonder where this leaves us, what has changed, and what has remained the same. Join Eric Pierce from New Hope's NBJ and NEXT Data & Insights teams to explore hot off the presses consumer survey results exploring consumer values and behaviors to help anchor us in understanding of where consumers are today. Learn what you need to know to stay on top of your game, engage consumers, and win the future.

11:55 AM – 12:15 PM

Supplement Brand Trends and Channel Dynamics
Theme Chairperson: Claire Morton Reynolds, Senior Industry Analyst, *Nutrition Business Journal*
Speaker: Bill Weiland, President & CEO, *Presence Marketing/Dynamic Presence*

Immunity is of course the leading supplement category today. Other growing categories include adaptogens, stress, relaxation, and sleep. How are supplement brands changing their retail and distribution strategies? How will channel strategies evolve in the industry? Trends research from PMDP offers a divergent and intuitive - if complementary - view from the NBJ data and trends set on established markets. Gain a new perspective on channel dynamics—e-commerce, brick-and-mortar, and brands that have successfully bridged the two in 2020.

12:15 PM – 12:40 PM

Channel Strategies Panel
Theme Chairperson: Claire Morton Reynolds, Senior Industry Analyst, *Nutrition Business Journal*
Speakers: Dan Harari, Head of Business Development, *ClearCut Analytics*
Kathryn Peters, Executive Vice President, *SPINS*
Robert Row, Digital Marketing & Analytics Manager, *Nordic Naturals*

An omnichannel strategy is now more important than ever for successful brands. How can e-commerce insights and data influence brick and mortar strategies and vice versa? Hear perspectives from an e-commerce and Amazon data expert, a brick and mortar retail expert, and a brand that has successfully bridged the gap between the two.

12:40 PM – 1:10 PM

Have Your Say: Amazon, DTC and Retail Standards

We will close out the main stage programming with an interactive session to kvetch and congratulate on the crazy-mad year that was 2020. Catch the toss mic and have your say—say what you have been experiencing on the topic of Amazon, DTC, and retail standards. This will be a moderated discussion with attendees invited to take part in the conversation from their seats.

Post Event Recording

Next Generation Leadership Lunch (Post-Event On-Demand Recording Only)
Conscious Activism: How Brands Can Best Respond to an Emergent Advocacy Space
Sponsored by: FutureCeuticals
Keynote Speaker: Bethany Davis, Director of Social Impact, Advocacy and Government Relations, *MegaFood*

Share a meal and be inspired as we dive into the tools of conscious activism as a valuable framework for impactful business leaders in today's nutrition industry.

2:45 PM – 5:15 PM

One-on-One Business Networking Meetings

Sponsored by: Natreon, Inc.

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Wednesday, July 28, 2021 – The Younger Consumer and Democratization of Nutrition Themes

8:25 AM – 8:40 AM

Opening Remarks

NBJ Summit Co-Chair: Carlotta Mast, Senior Vice President and Market Leader, *New Hope Network*

The Younger Consumer and Democratization of Nutrition Theme Chair: Rick Polito, Editor-in-Chief, *NBJ*

8:40 AM – 9:40 AM

Crossing the Generational Divide in Nutrition: Unexpected Insights and New Strategies for Engaging Gen Z and Millennials

Keynote Speaker: Jason Dorsey, Acclaimed Generational Speaker, Author, Research Expert, *The Center for Generational Kinetics, LLC*

Sponsored by: Lonza

Generational change is transforming the nutrition industry—from how consumers shop, buy, and pay to how they think about their health and future. Accurately understanding how to navigate generational differences —particularly Millennials and Gen Z—is critical to industry and to drive growth.

Bestselling generations author and globally acclaimed speaker, Jason Dorsey, will help us separate myth from truth through research on how to best understand, connect with, and influence different generations. Jason is the leading global expert on generations and president of The Center for Generational Kinetics. Jason and his team have led more than 65 generations studies around the world, he's appeared on over 200 TV shows including 60 Minutes and The Today Show, and he's worked with numerous nutrition-related companies.

Jason is passionate about the nutrition industry. He will answer your most important questions and reveal the missing insights you need to cross the generational divide. His presentation is filled with unexpected findings, high energy, and specific actionable strategies. Learn more more at JasonDorsey.com and GenHQ.com

9:40 AM – 10:00 AM

Marketing to the Younger Consumer

Theme Chairperson: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

Speaker: Andrew Suzuka, President & CEO, *Otamot Foods*

Speaking the language of Gen-Z doesn't mean Googling the latest slang, it's about matching the message to the medium, mastering Instagram, talking TikTok and choosing not only the right influencer but the right plan for what the influencer can bring to your marketing. In this session, we'll hear from Andrew Suzuka, who paired his advertising background with good culinary instincts to turn his Otamot tomato sauce into a pantry staple sensation. Suzuka will talk about how he reaches younger consumers via the mediums they follow, including a YouTube channel with 200,000 followers, and how he paid a teen to code a simple Roblox video game that has teens and tweens kids bugging their parents for healthy food.

10:00 AM – 10:30 AM

Refreshment Break

Sponsored by: Moxie Sozo

10:30 AM – 10:50 AM

Gamer Supplements and Reaching the Younger Consumer

Theme Chairperson: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

Speaker: Jarrod Jordan, Chief Marketing Officer & Digital Transformation, *Iovate Health Sciences*

Gen-Z has been experiencing the world through a screen their whole lives. Those screens have since drawn them into video games as entertainment but also social life and a significant component of pop culture. Supplement companies from startups to legacy brands are now entering that subculture with functional ingredients that begin with energy and evolve into cognitive support and eye health. In this session, we'll learn about marketing in the gamer universe, what works, what doesn't work and what supplement companies need to know before they step on onto the screen.

10:50 AM – 11:10 AM

Conscious Investment: What Entrepreneurs of Color Need from the Natural Products Investments Community

Theme Chairperson: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

Speaker: Claude Tellis, CEO, *Naturade*

Raising cash to build a business is a challenge for every brand, but for entrepreneurs of color that task can be even more complicated. As one of few black leaders in the overwhelmingly white supplement industry, Naturade CEO Claude Tellis knows all about those challenges, and those complications, and in this session, he will share a frank view of the problems and a compelling take on what investors and supplement industry executives need to do to help solve them.

11:10 AM – 11:30 AM

Nutrition Access and Education for People of Color

Theme Chairperson: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

Speaker: Ken Redcross, M.D. CEO & President, *Redcross Communications, Inc.*

Dr. Ken Redcross is a concierge physician with a unique relationship to the supplement industry. As an MD, he bridges the worlds of mainstream medicine and nutritional intervention. As a Black man, he navigates a world where diversity is rare. In this conversation with NBJ Editor in Chief Rick Polito, Redcross promises a "no-holds-barred" take on health disparities in communities of color and how the industry can step up to help where that help is needed most.

11:30 AM – 12:00 PM

Wednesday Closing Keynote: Tia Mowry

Keynote Speaker: Tia Mowry, Entrepreneur, actress, author, and Co-Founder of Anser

Sponsored by: Anser, a NetWell Nutrition Company

Tia Mowry got used to seeing herself on TV and in movies from a young age, but she's long been frustrated by not seeing people who looked like her in the wellness industry. Tia Mowry came out of her experience with endometriosis vowing to reach out to women of color like herself to create a welcoming brand and a way to reach into more lives with more answers. The result was Anser!, a content-forward brand that aims to build trust into commerce for communities often ignored by the supplement industry. She will talk about her story and how nutrition brands can retool their marketing to reach new audiences.

12:00 PM – 12:15 PM

The Future of Work: The 3 C's to Achieve Radical Business Transformation

Virtual Speaker: Keith Ferrazzi, Founder & Chairman, *Ferrazzi Greenlight*, #1 NYT Bestselling Author

Post-pandemic, we are hitting an inflection point in our businesses. Are you effectively using this moment to pivot to a new normal, or are you muddling back to the workplace, back to the old ways? Through control, collaboration, and culture, you can use this crisis to build a more agile business, manifesting the use of virtual and remote business to superpower your teams in this new hybrid world.

12:15 PM – 12:30 PM

Have Your Say: The Future of Work

NBJ Summit Co-Chair: Thomas Aarts, Co-Founder & Principal, *NCN*, Co-Founder, *NBJ*

Theme Chairperson: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

We will close out the day's main stage programming with an interactive session to kvetch and congratulate on the crazy-mad year that was 2020. Catch the toss mic and have your say—say what you have been experiencing on the topic of the future of work post COVID. This will be a moderated discussion with attendees invited to take part in the conversation from their seats.

12:40 PM – 1:20 PM

Virtual Yoga

Sponsored by: Healthy Lifestyle Brands

1:20 PM – 2:00 PM

Lunch Break

2:00 PM – 6:00 PM

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Thursday, July 29, 2021 – Climate Action and Immunity Beyond Immunity Themes

7:50 AM – 8:10 AM

Virtual Morning Meditation

Sponsored by: Healthy Lifestyle Brands

8:15 AM – 8:45 AM

Opening Remarks and Awards Videos: NBJ Awards and Lifetime Achievement Awards

NBJ Summit Co-Chair: Thomas Aarts, Co-Founder & Principal, *NCN*, Co-Founder, *NBJ*

Climate and Immunity Themes Chairperson: Bill Giebler, Content & Insights Director, *NBJ*

8:45 AM – 9:45 AM

Regeneration, Health, Climate, and Justice

Sponsored by: AIDP Inc.

Climate Action Theme Chairperson: Bill Giebler, Content & Insights Director, *NBJ*

Keynote Speaker: Paul Hawken, Founder of Project Drawdown and Regeneration.org, Author of *New York Times* bestselling, *Drawdown* and forthcoming *Regeneration: Ending the Climate Crisis in One Generation*

Regeneration has two meanings. It refers to regenerating life on earth and it refers to a new generation of humanity coming together to reverse global warming. A significant economic sector is agriculture. That puts a particular responsibility on proactive supply chain management and integrity. Suppliers companies have a role to play in where and how they source raw materials. Paul Hawken is a world leader in his relentless, informed and intelligent advocacy involving diverse economic sectors coming together to fix business practices before civilization reaches a catastrophic tipping point. His imaginative and insightful plans will open your eyes to how you can be a significant player in the next economy.

9:45 AM – 10:10 AM

Food Systems and Climate Action

Climate Action Theme Chairperson: Bill Giebler, Content & Insights Director, *NBJ*

Speaker: Julia Collins, Founder, *Planet FWD*

Systems are complex, and any effort to improve the food system—for equity and diversity, for sustainability and biodiversity, for nutrition and health—quickly reveals the overlap of these issues. Julia Collins, founder Planet FWD, a company on a mission to address climate change by making it easier to bring climate-friendly products to market and maker of the first climate-friendly snack brand, Moonshot, knows these relationships intricately. Prior to Planet FWD, Collins helped launch and grow brands such as Mexicue, Murray's Cheese Bar and Zume Pizza—where she became the first Black woman to co-found a unicorn company. She has since raised over \$450 million in VC funding and is a powerful force in real climate action. Collins is an active angel investor focused on funding female entrepreneurs and BIPOC founders.

10:10 AM – 10:40 AM

Refreshment Break

Sponsored by: Nutraceutical

10:40 AM – 11:05 AM

Next-Level Climate Action Through Regenerative Agriculture

Theme Chairperson: Bill Giebler, Content & Insights Director, *NBJ*

Speaker: Speaker: Matt Dybala, Farm Manager, *Herb Pharm*

In herb cultivation, USDA organic certification is just a start. Leading brands and suppliers are turning toward Regenerative Organic Certification (ROC) or other regenerative programs to produce botanicals in a fashion that mitigates climate change. Herb Pharm farm manager Matt Dybala will share the 42-year-old supplement company's proactive stance on climate and its efforts to set benchmarks for transparency, quality, and sustainability in its managed fields and beyond.

11:05 AM – 11:30 AM

Chronic COVID: The Biologic Underpinnings and the Functional Medicine Approach

Theme Chairperson: Bill Giebler, Content & Insights Director, *NBJ*

Speaker: Joel Evans, M.D., Founder, *The Center for Functional Medicine*, Stamford, CT

Joel M. Evans, M.D. is the co-director of the Institute for Functional Medicine's (IFM) course on COVID-19 and the leader of the project to create the IFM Clinical Guide to Post-Acute Sequelae of SARS-CoV-2 (PASC)—also known as long or chronic COVID-19. Functional medicine, with its fundamental aim at finding root causes of illness, is a crucial place to look for lifestyle and nutritional impacts on a condition affecting one in three people infected with COVID-19. Evans will share his insights about the most important science-based recommendations to prevent and treat the many symptoms of chronic COVID, including immune system dysfunction.

11:30 AM – 11:50 AM

**Simplifying the COVID Puzzle: How Two Essential Vitamins Fortify the Immune System
Research Update and Marketplace Opportunities**

Theme Chairperson: Bill Giebler, Content and Insights Director, *NBJ*

Speakers: Andrew Myers, ND, Co-Founder, CEO & CSO, *NutraGenetics*

Grace McComsey, MD, FIDSA, VP of Research and Associate CSO, *University Hospitals Health System*

Dr. Grace McComsey, VP of Research and Associate Chief Scientific Officer at University Hospitals (UH) Health System in Cleveland, Ohio, a network of twenty hospitals that serves over 1.6 million patients will present the finds of a newly published study independently correlating the impact of vitamin D and vitamin K2 deficiency status in COVID-19 patients. This groundbreaking research elucidates the critical role of vitamin K2 in extending the benefits of vitamin D on immune function and K2's independent benefits with regards to inflammation modulation and downstream ramifications of the infection.

In the Q&A follow up to Dr. McComsey's video presentation, Dr. Andrew Myers, CEO and CSO at NutraGenetics, will expand on the marketplace opportunity of the vitamin D / vitamin K2 storyline around immune, cardiovascular and bone health

11:50 AM – 12:10 PM

Women, Herbs and Vaccines: Supporting Business and Wellness in the Modern Health Age

Moderator: Carlotta Mast, Senior Vice President and Market Leader, *Informa Markets*

Speaker: Stephanie Ray, ND, BCN, CNHP, Co-Founder, CEO, President, and Formulator, *BIORAY, Inc.*

Dr. Stephanie Ray, ND, is co-founder and president of BIORAY, a 30-year-old herbal products and natural detox brand. She brings to the Summit stage decades of experience as a Chinese herbalist, product formulator and brand leader—as well as a woman in the dietary supplement space. In this conversation with Summit co-chair Carlotta Mast and Dr. Ray, they will discuss the healing role of both the ancestral wisdom of herbs and the modern innovations of vaccines, as well as the synergy of women and plants for healing body and business.

12:10 PM – 1:05 PM

Trusted Leader: 8 Pillars That Drive Results

Keynote Speaker: David Horsager, MA, CSP, CPAE, CEO of Trust Edge Leadership Institute and Best-Selling author of *The Trust Edge* and *Trusted Leader*

Without trust, leaders and organizations fail, but the trusted leader gets followed, the trusted supplier gets bought from, and the trusted business outperforms the competition. Through industry leading research "The Trust Outlook®" and firsthand experience working with high-performing organizations around the world, David reveals how top leaders and organizations drive business results to become the most trusted in their industry.

1:05 PM – 1:15 PM

Closing Remarks & Highlight Video

Co-Chairs: Thomas Aarts, Co-Founder & Principal, *NCN*, Co-Founder, *NBJ*

Carlotta Mast, Senior Vice President and Market Leader, *New Hope Network*

1:15 PM – 2:15 PM

Lunch Break

1:30 PM - 7:00 PM

One-on-One Business Networking Meetings (Swapcard Only)

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