

## Trade Area Systems Full Agenda for Day 2, March 24<sup>th</sup>

- 7:00am – 8:30am Breakfast & Check-in
- 8:30am – 8:45am **Welcome to TAS Day**  
Dustin Stancil | Director, Business Development | TAS
- 8:45am – 10:00am **Client Rapid Session**  
  
Hear from existing TAS clients about how they are utilizing our systems and data to drive their business strategy. These quick sessions will give you the opportunity to hear from various companies and learn different ways TAS can help you.
- 10:00am – 10:30am Morning Break
- 10:30am – 11:30am **Executing Your Market Plan**  
Lorie Williams | VP, Consulting & Analytics | TAS  
  
Building out a Market Plan process is core to a successful real estate strategy. You'll hear about the steps our team and clients have taken from Establishing Scoring Methodology, Market Optimization, to Final Execution of a Market Plan.
- 11:30am – 12:00pm **Uber Retail - Advancements in Mass Mobile Data**  
Chris Smith | Uber Media  
  
Whether you're new to Mass Mobile Data, want to hear what's new in the sector, or have questions about how to best use the data, this session is for you.
- 12:00pm – 1:30pm Lunch & Networking
- 1:30pm – 2:30pm **Integrating TAS Tools with Your Corporate Data Warehouse**  
Hartwell Hooper | VP, Client Success | TAS



Whether you're trying to integrate an existing data warehouse, or create a new one, your TAS environment contains loads of data that can be the foundation of a robust corporate data warehouse.

We'll talk about various TAS-related datasets commonly used for decision support, and we'll demonstrate the ways TAS technology is leveraged to facilitate the creation and maintenance of a data warehouse.

We'll have a live example, and you'll come away with an understanding of the benefits and justifications of a Data Warehouse.

2:30pm – 3:00pm

Afternoon Break

3:00pm – 4:00pm

**Spatial.ai – Case Study Examples & Benefits**

Lyden Foust | CEO | Spatial.ai

Learn about Geosocial data and how it can benefit your organization.

4:00pm – 4:30pm

**New TAS Features, TAS Next Gen + Analytics**

Glenda Bemis | Director, Client Success | TAS

Lorie Williams | VP, Consulting & Analytics | TAS

4:30pm – 5:30pm

**Open Tech Lab**

TAS Team

Open session to ask the TAS team questions about the system, data, strategy, or analytics.

