

**Top Lessons from Planet 13 on  
Experiential Marketing and Creating an  
Immersive Dispensary Environment in a  
Competitive Market**

**Thursday, August 17th**

**Laurie Parfitt & David Farris**

# Our Speakers

**Laurie Parfitt**



**David Farris**



**Lessons Learned –**  
**Experiential Marketing &**  
**Immersive Environment**







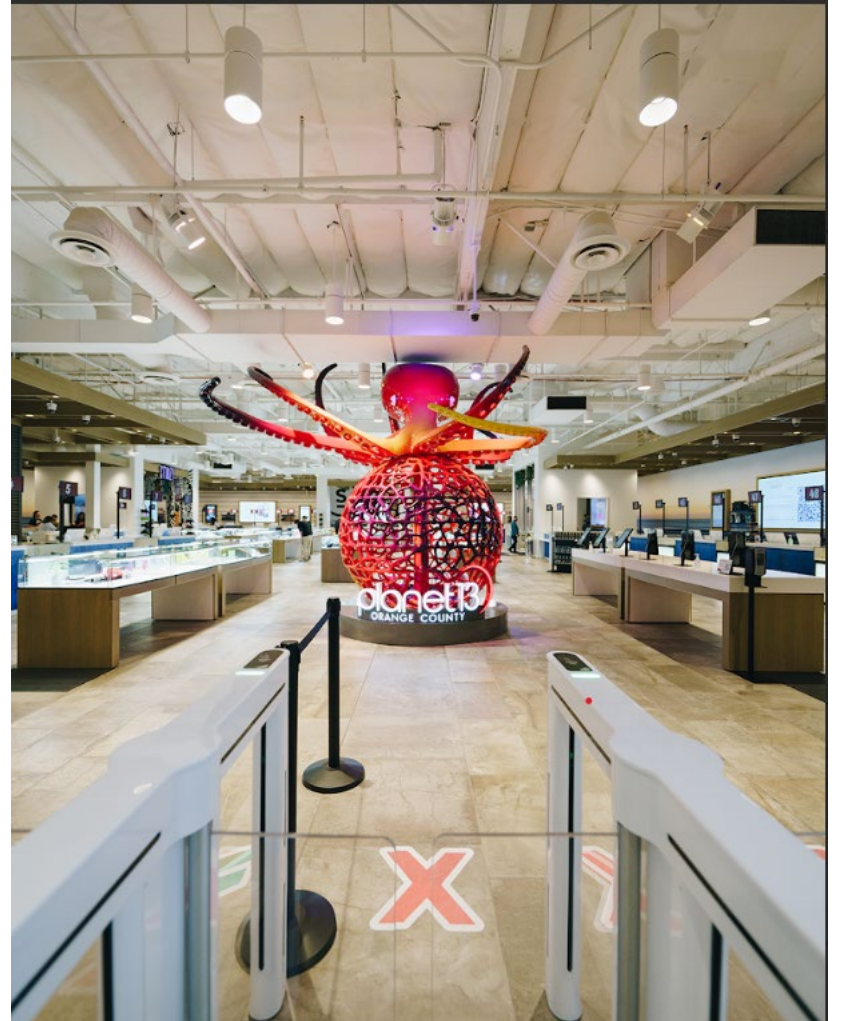


**Lessons Learned –**

**Expansion and**

**Maintaining Consistency**





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CONFERENCE

planet13  
ORANGE COUNTY





**Lessons Learned –**  
**Brand Building and**  
**Product Selection**

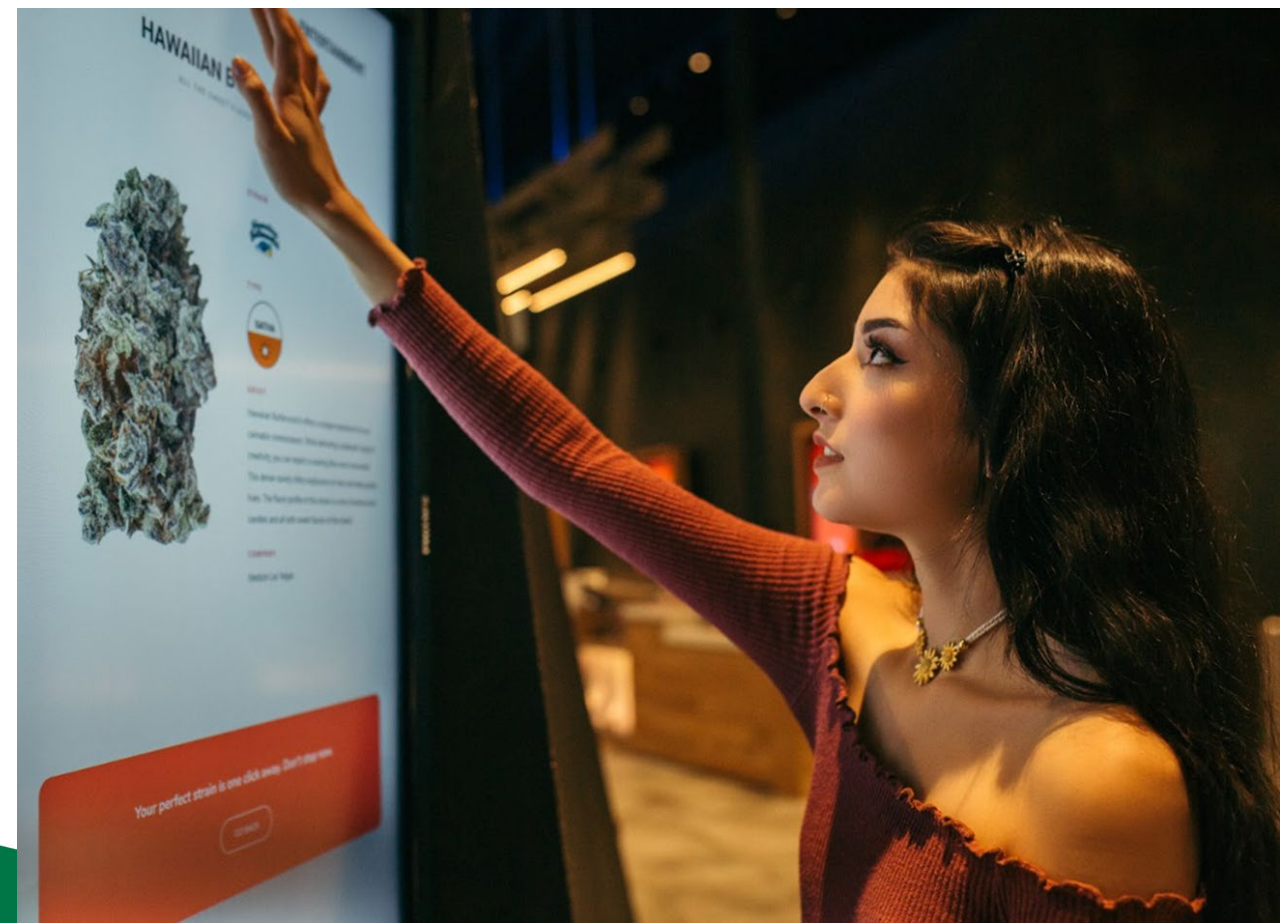




**Lessons Learned–**

**Seamless Shopping**

**Experience**



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# **Lessons Learned – The** **Role of Technology**



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A LITTLE MORE TRENDI!**

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**Lessons Learned –**  
**Increasing Customer**  
**Engagement & Loyalty**



KALVARA 

planet13  
LAS VEGAS

## MIGUEL GIVEAWAY



**JULY 22 - AUGUST 12**

PURCHASES ON SATURDAYS WILL BE ENTERED TO WIN: A SIGNED EP, TWO TICKETS WITH TRAVEL, HOTEL, PHOTO OP, AND MEET AND GREET.



**SCAN FOR MORE  
INFO ON THE  
GIVEAWAY**

**FOLLOW US ON INSTAGRAM @SHOPPLANET13  
FOR AN ADDITIONAL GIVEAWAY ENTRY**

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