FDRA

Shoe Sustainability Meeting

By Andy Polk • Feb 29, 2024

Smart Brevity® count: 1.5 mins...332 words

We need to talk. Don't worry. We're not breaking up...lol.

I need you to please come to Boston (or take the T if you're a local).

1. Collaborative meeting for breakthroughs



You asked, we're making it happen...

ample time for us to talk to each other – face to face – on important issues that deserve our time and collaborative effort. Contact Andy to sign up.

Instead of panels and speakers talking at you, this meeting will allow

• FDRA members only + invited expert guests. Exact location TBD.

issues.

discussions:

• Just \$50 per attendee for the meeting + post networking event!

FOCUS: 3 main topics to ensure time and space to really talk and get at

• Tell us the 3 things we should focus on at this meeting via this 30 sec survey: https://www.surveymonkey.com/r/MJNXYLC

SEATING: *extremely limited / ensuring the right people are in the* room.

a wait list for all others due to limited seating.

• **NOTE:** FDRA member shoe brands and retailers guaranteed space,

FORMAT: *Hyper-focused on 3 big topics at this meeting.*

WHY YOU'RE COMING: You need some new wins and ideas.



• Each topic will have 2 hours of discussion to help us share,

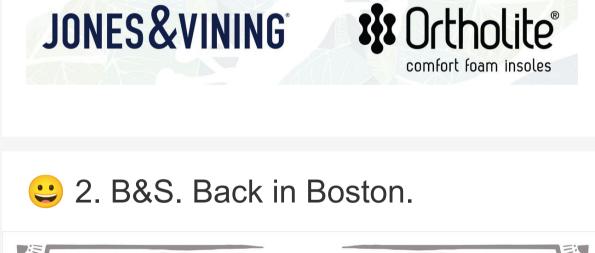
session. There is A LOT coming...

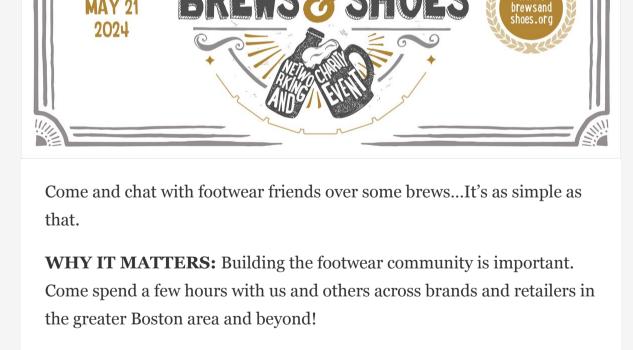
- brainstorm, collaborate, find wins, and move footwear forward. • *FDRA will also provide a separate regulatory landscape update
- Right after, we'll have our world-famous Brews & Shoes hangout to network and wind down!

FDRA has facilitated collaborative meetings like this before with tremendous success – helping companies transform their thinking and strategy while finding new ways forward.

THANKS TO OUR SPONSORS for helping us create the space for real

DYNAMIC FOAM eurofins 🙀

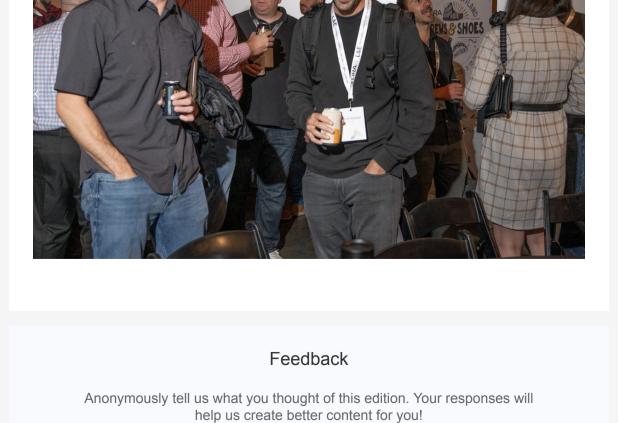




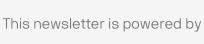
REGISTER HERE NOW

*Those who register for the sustainability roundtable meeting are

registered for B&S at no extra cost!



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