

Google x CMSPI

A Specialist's Guide to Merchant Payments Optimization

Time	Session	Description
12:00 pm	Welcome & Lunch	-
12:30 pm	Kick-off & Introductions	-
12:30 – 1:15 pm	Presentation	Market Dynamics Shaping Payments in 2025 Our team will discuss the latest data on major macro-trends impacting retailers' payment costs—PINless routing, fee increases, data rates, tokens, and more.
1:15 – 1:45 pm	Fireside Chat	The Payments Regulatory Landscape & How it Might Evolve featuring Dylan Jeon, Payments Policy at The National Retail Federation CMSPI and NRF will explore how the future regulatory landscape might influence your optimization strategies, including CCCA, debit caps, litigation, and more.
1:45 – 2:15 pm	Interactive Workshop	Fee Changes and Regulatory Intervention Interactive Put your skills to the test in this review of upcoming, recent, and impactful regulatory and cost changes affecting ecommerce and brick-and-mortar retailers.
2:15 – 2:30 pm	Break	-
2:30 – 3:15 pm	Fireside Chat	A Data-Driven Cost Optimization Journey featuring Alex Godoy, Payments Partnerships at Google
3:15 – 4:15 pm	Presentation	Data-Driven Cost Optimization Our specialist team will focus on optimization initiatives designed to reduce your short-, mid-, and long-term payment costs. We'll cover everything from data gathering, addressing discrepancies in supply chain data, to designing a data-driven routing strategy (CNP/CP), as well as tackling downgrades, auth rates, negotiating preferential pricing, and more.
4:15 – 4:45 pm	Interactive Workshop	Route the Transaction Myriad complexities impact debit routing optimization today. With more changes expected to badging and pricing in 2025, apply your debit optimization skills to simulated real-life examples of cost optimization
4:45 – 5:00 pm	Recap	Session Wrap-Up & Key Takeaways
5:30 – 7:30 pm	Happy Hour	Networking, hors d'oeuvres, and drinks at ART SoHo