

# AGENDA

**Agentic Commerce: How to Safely Unlock Revenue from Agentic AI**

## Executive Dinner

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**AGENTIC COMMERCE: HOW TO SAFELY  
UNLOCK REVENUE FROM AGENTIC AI**



**October 07, 2025**

5:30 PM-9:00 PM

Eastern Time

The rise of commercial agentic AI promises powerful new revenue opportunities for online merchants by enabling automated discovery and transactions, but it also brings new security challenges. This keynote examines how AI agents are already reshaping how people interact and transact on the web, highlighting both the opportunities for growth and the risks posed by excessive agency, fraud, and manipulation. We'll provide practical strategies for achieving granular visibility and control over agentic behavior. You'll leave with the confidence to harness agentic AI as a trusted revenue channel, safely driving growth and strengthening consumer trust.

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