

"Benchmark not against competitors, who may be making mistakes, but against best practice."

MARTIN NEWMAN, GLOBAL E-COMMERCE LEADER AND INTERNATIONAL GUEST SPEAKER AT ONLINE RETAILER

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**UNCOVER BEST PRACTICES,
HOT TRENDS, FRESH IDEAS
AND PRACTICAL SOLUTIONS**



INCREASE MARKETING ROI | BUDGET SMARTER | INTEGRATE TECHNOLOGIES | MAXIMISE CONVERSIONS | BETTER WEBSITE DESIGNS | IMPROVE FULFILMENT | PERSONALISE CUSTOMER EXPERIENCES | OPTIMISE SITE PERFORMANCE

OnlineRetailer

EXPO | CONFERENCE | NETWORKING

6-9 JULY 2010

SYDNEY CONVENTION
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**EXPECT
TO LEARN**

CHECK OUT WHAT
PAST ATTENDEES SAY
ABOUT ONLINE RETAILER AT
WWW.ONLINERETAILER.NET/REVIEWS

THE ANNUAL MEETING PLACE FOR THE ONLINE AND MULTICHANNEL RETAILING COMMUNITY

THE #1 CHOICE FOR E-RETAILING EDUCATION, TRAINING, NETWORKING AND BUSINESS OPPORTUNITIES...

If you sell online or you are developing an e-commerce channel, you won't want to miss Online Retailer. With over 2,600 attendees, 100+ speakers and an Expo Hall packed with the latest e-commerce technology and e-retailing services, it's a four-day blizzard of new ideas, problem-solving solutions, career networking, cost-saving resources and quality learning.

WHO ATTENDS?

- Anyone responsible for the management, marketing, operations or development of a retail website or e-commerce / online channel:
 - CEOs, Directors and Business Owners
 - Heads of E-commerce / Online / Marketing
 - Marketing / Online / E-commerce Managers
 - Website Management / Support
 - IT Management / Support
 - Content / Merchandising Managers / Coordinators
- Chain stores
- Independent retailers (large and small)
- Pure-play internet retailers
- E-retail start-ups
- Consumer brand manufacturers
- Consumer service companies
- Wholesalers and distributors
- Mail-order and catalogue companies
- E-commerce industry stakeholders

- Access hard-to-get intelligence, new perspectives and industry insights from those in the know about the realities of e-retailing, not just theory
- Discover new business models for the next generation of online shoppers
- Learn how all the various approaches and techniques to online retailing fit together as a whole
- Avoid costly mistakes by making smarter, more informed decisions about selling online
- Get ideas that can be applied to your own e-commerce projects to make them outstanding
- Know what's on the horizon, for planning future e-commerce and marketing activities, and to stay one-step ahead of your competitors
- Get objective information about new methods, technologies and strategies being used by other online and multichannel retailers
- Leverage the collective knowledge of the e-retailing community by collecting and sharing lessons-learned with industry peers who face similar challenges
- Develop relationships with other e-retailers, industry stakeholders and potential business partners
- Benchmark and consolidate what you already know, or plug holes in your knowledge bank
- Cut search time for new products and cost-saving innovations in the Expo Hall. Gather information, research different solutions, evaluate technology and applications, and speak with e-commerce experts - all under one roof

WHY ATTEND?

NEW IDEAS ARE NOT A LUXURY... THEY'RE A NECESSITY!

With competition increasing and consumers demanding more from their online shopping experiences, you need fresh ideas, new skills and proven techniques to take your retail website and e-commerce strategy to the next level. Online Retailer will not only help you sharpen your skills, it will provide you with winning strategies and proven techniques for maximising the performance of your retail website and e-business operations.

EXCEPTIONAL CONTENT FROM THE SHARPEST THINKERS

This year's curriculum has been strengthened, refreshed and infused with new, practical information to help you improve your e-retailing business. We spot and address current and emerging e-retailing management techniques, issues, trends and concerns, then find the industry's sharpest thinkers to share their advice, knowledge and experience. Here's a sample of speakers appearing at this year's event:

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|--|--|
| <p>Martin Newman, Global E-commerce Leader and Practicologist (UK)</p> <p>Russell Harte, Head of Business Development & Delivery, Boots (UK)</p> <p>Jason Miller, CTO/VP of Technology, Motorcycle Superstore (US)</p> <p>Jai Singh, Director, Asia Pacific, Vistaprint (US)</p> <p>Nicholas Nathanson, VP of Direct, Quiksilver (US)</p> <p>Jason Kang, VP of Marketing & International, Zazzle (US)</p> <p>Erick Barney, VP of Marketing, Motorcycle Superstore (US)</p> <p>Peter Krideras, Head of E-commerce, Bing Lee (AUS)</p> <p>Patrick Terrell, Marketing Director, Surfstitch (AUS)</p> <p>James Fleet, Marketing Director, Appliances Online (AUS)</p> <p>Daniel McMahon, Head of Multichannel, Dick Smith (AUS)</p> <p>Sarah Hayden, CRM & Online Manager, Jeanswest (AUS)</p> <p>Dan Ferguson, Country Manager, Australian & NZ, Vistaprint (AUS)</p> <p>Basia Borysewicz, Online Marketing Manager, Dell Australia & NZ (AUS)</p> <p>Mark Perissinotto, Director, Vet Shop Online (AUS)</p> <p>Jon Bovard, E-commerce Manager, Identity Direct (AUS)</p> <p>Gian Minns, General Manager, Baby's Got Style (AUS)</p> <p>Phil Grech, Cprincipal & CEO, FourFires Solutions (AUS)</p> <p>Steven Noble, Senior Analyst, Forrester Research (AUS)</p> <p>Alastair MacGibbon, Managing Partner, Surete Group (AUS)</p> <p>Robert Wong, CEO, CC Media (AUS)</p> <p>Frank Lodewick, Regional Director, Aus/NZ, KatalystM (AUS)</p> <p>David Blakers, CEO, Salmat Interactive (AUS)</p> <p>Barry Smyth, Director, No Drama Media (AUS)</p> | <p>Patti Freeman-Evans, VP, Research Director, Forrester Research (US)</p> <p>Brant Barton, Co-Founder & SVP Business Development, Bazaarvoice (US)</p> <p>Scott Silverman, Executive Director, Shop.org (US)</p> <p>Greg Jackson, Director for Online Strategy, Tangent PLC (UK)</p> <p>Craig Stevenson, Global Portfolio Leader, IBM (US)</p> <p>John Squire, Chief Strategy Officer, Coremetrics (US)</p> <p>David Wertheimer, Director of Strategy, Alexander Interactive (US)</p> <p>Tom Funk, VP of Marketing, Timberline Interactive (US)</p> <p>Justin Foster, Co-Founder & VP Market Development, Livclicker Inc (US)</p> <p>Andy Leaver, VP of International Sales, Bazaarvoice (UK)</p> <p>Matthew Szymczyk, CEO, Zugara (US)</p> <p>Mark Baartse, Consulting Director, First Rate (AUS)</p> <p>Claire Seldon, Sales Director, Yahoo Search Marketing (AUS)</p> <p>Rob Kinkade, Senior Manager, CRM Practice, Accenture (AUS)</p> <p>David Smith, Director, Site Intelligence Asia Pacific (AUS)</p> <p>Shaun Ryan, Co-founder of CEO, SLI-Systems (NZ)</p> <p>Rafe Petkovic, E-commerce Industry Manager, Google (AUS)</p> <p>Jeff Clark, Managing Director, Engage Digital (AUS)</p> <p>John DeBrincat, Managing Director, eCorner (AUS)</p> <p>FI Bendall, Digital Strategist & Management Consultant, Bendalls (AUS)</p> <p>Ian Jones, Executive General Manager, Sales, Salmat (AUS)</p> <p>Carl Hartman, Managing Director, Temando (AUS)</p> <p>Chris Garner, Account Director, dgm Australia (AUS)</p> <p>Jeremy Glass, Managing Director, Permission (AUS)</p> |
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WORKSHOPS THE MORE YOU LEARN THE MORE YOU EARN!

Some topics need more than a 40-minute session to get your head around; they need more focus, more collaboration and more discussion. Participate in one of the "Optional Add-On" workshops to fully grasp the complexity of the topic on offer and nuances of execution. Learn from the instructors. Learn from the exercise. Learn from your team. It is the fastest way to reduce risky 'on the job' training and rapidly get you up-to-speed.

WORKSHOP 1 **RETAILERS' ESSENTIAL GUIDE TO E-RETAILING**
 TUESDAY 6 JULY | 8:30AM - 4:00PM
 If you're a small or medium size brick-and-mortar retailer interested in setting up (or improving) an integrated online retail channel, this is the ideal program to get you started. This workshop unlocks the vault and delivers invaluable, practical tuition on how to enter the market and create a sustainable internet retail business. Save money by getting the right advice first time round!

WORKSHOP 2 **WEBSITE OPTIMISATION MASTERCLASS**
 FRIDAY 9 JULY | 8:30AM - 3:00PM
 No matter how effective your search, email, or social media strategies may be, if your site is not optimised to drive conversion, your marketing dollars are being wasted. Get a step-by-step blueprint for the top 10 most important elements for optimising your site that will result in higher conversion, more units sold per transaction, an increase in average order value (AOV), and most importantly creating a consistent and superior customer experience that leads to an increase in customer lifetime value.

WORKSHOP 3 **E-CHRISTMAS: 2010 CHRISTMAS ONLINE RETAIL STRATEGIES & PLANNING**
 FRIDAY 9 JULY | 8:30AM - 3:00PM
 The E-Christmas workshop focuses on the key elements and tactics for a successful Christmas Online Retail season including online competitive intelligence, email marketing, search marketing, and database marketing. Participants will learn how to apply and integrate these strategies and various channels to their online marketing planning and the relevant stages of the consumer purchase cycle, from research to conversion (purchase). Case studies will also be presented.

KEYNOTE SPEAKERS

Entry to Keynote presentations are included in Expo Passes but are subject to seating availability. Conference Pass holders receive priority reserved seating.

Keynotes Proudly Sponsored by **accenture**
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Bob Thacker, SVP Marketing & Advertising, **OfficeMax**
Chewing Gum and Bailing Wire: Big Ideas with Little Budgets

With a long career in both retail and advertising, Bob Thacker has many stories to tell. As a brand architect for Target and now OfficeMax, Bob will demonstrate how building loveable brands, often without big budgets, is truly possible. In adverse times it's an even greater challenge to find the true opportunities, but Bob has shown that it's not impossible. In fact, his mantra "Don't make ads, make news!" has even greater meaning than ever before.



Pinny Gniwisch, Founder & Executive VP Marketing, **Ice.com**
No Stone Unturned: Unleashing the Hidden Powers of the Online Channel

How do you convince customers to buy highly personal items like jewellery without laying a finger on the merchandise first? Ice, ice baby! Discover how pure play web merchant Ice.com became one of Internet Retailer's Top 50 most profitable online retailers and the #1 trafficked jewellery website. Turning conventional wisdom inside out, Ice.com creates unprecedented buzz and trust through consumer ratings and reviews, experiential usability, innovative video, zoom tools, a 30-day-money-back guarantee, social media, engagement campaigns and more.



Josh Goldman, General Partner, **Norwest Venture Partners**
Extreme Retailing... Disruptive Business Models that May Turn Shopping on its Head

As a venture capitalist focused on early stage, innovative e-commerce opportunities, there's little Josh Goldman hasn't already seen. That said, people continue to front up to his doorstep with radical new ideas and concepts. Most are unfeasible, some are ridiculous but there are certainly a few that spark something incredible and have the potential to change the retail space. Take Josh's exclusive tour of the most innovative disruptive cross-channel business models in the world, including one Josh describes as "the most inspired, revolutionary, and lucrative business model ever created for retailing." This entertaining and informative keynote will stimulate your imagination and stir up ideas for how you can reach and attract shoppers of the future.

AGENDA-AT-A-GLANCE

TUESDAY 6 JULY - SEARCH & EMAIL MARKETING DAY

8:30 - 8:35	Welcome and Introduction	
8:35 - 9:15	Marketing 2.0: Reaching and Retaining Customers on a Web 2.0 World	
	TRACK 1: Search Marketing	TRACK 2: Email Marketing
9:20 - 9:50	Changing the Game in 2010: The New Order of SEM and How YOU Can Take Advantage	7 New Email Marketing Tactics to Boost Retail Sales and Customer Loyalty
9:55 - 10:25	The Science of Keyword Management: Getting More of the Traffic You Want and Less of the Traffic You Don't	Cross Channel Email Marketing: Using On-Demand and Direct Database Marketing to Drive Sales and Foster Shopper Loyalty
10:25 - 10:55	REFRESHMENT BREAK	
10:55 - 11:25	It's the Quality That Counts: How to Keep Your Quality Score High	Video-in-Email: The Next Generation in Email Marketing
11:30 - 12:00	Site Search: Beyond Search Results for Improved Traffic and Conversions	Fostering Desire: How to Use Email to Gain Customers for Life
12:05 - 12:35	CASE STUDY: How Zazzle.com Supercharged its Search Efforts for the Holiday Season	CASE STUDY: One-to-One Merchandising: The Ultimate in Personalised Email Marketing
12:40 - 1:10	LIVE REVIEW: Top Design Tips to Boost SEO Rankings	TBA (Check website for updates)
1:10 - 2:00	LUNCH / NETWORKING / EXPLORE EXPO HALL	
2:00 - 2:30	Get Your Customers Talking: How User-Generated Content Increases Email and Search Marketing Results	
2:30 - 3:10	20+ Things You Can Do Next Week to Improve Your Search Marketing and Email Marketing Results	
3:10 - 4:00	Interactive Roundtable Sessions - Visit onlineretailer.net/roundtables for complete list of discussion topics	
4:00 - 7:00	Expo Hall Opens PayPal Meet & Greet Reception	

WEDNESDAY 7 JULY - DAY ONE OF MAIN CONFERENCE

8:30 AM	EXPO HALL OPEN		
8:55 - 9:00	Welcome and Introduction		
9:00 - 9:40	KEYNOTE: Bob Thacker - Chewing Gum & Bailing Wire: Big Ideas with Little Budgets		
9:40 - 10:15	KEYNOTE: Pinny Gniwisch - No Stone Unturned: Unleashing the Hidden Powers of the Online Channel		
10:15 - 10:45	REFRESHMENT BREAK		
	TRACK 1: Web Marketing & Customer Acquisition	TRACK 2: Small E-Retailers Strategies & Tactics	TRACK 3: E-commerce Insights & Solutions
10:45 - 11:15	Customer Loyalty: Relationship Marketing for E-commerce Success	Shopping Cart Bonanza: Choosing the Right Option for Your Retail Website	The State of Australian Online Retailing in 2010
11:20 - 11:55	Continuous Marketing Optimisation: Mastering the Art of Relentless Marketing	Search Marketing Survivor: Outwit, Outplay and Outlast the Big Guns	Insights from the Frontline: Key Trends Shaping Online Retail in the USA
12:00 - 12:30	Performance Marketing: How the Right Program can Propel Online Retail Growth	Email Marketing Best Practice for Retailers	Turbo Charge Your Online Business: 5 Things You NEED to Know About E-commerce
12:30 - 1:30	LUNCH / NETWORKING / EXPLORE EXPO HALL		
1:30 - 2:00	Vistaprint.com Case Study	Zero Cost Marketing for Small E-Retailers	Navigating and Evaluating the E-commerce Technology Maze
2:05 - 2:40	E-marketing Shoot-out: 25 Killer Ideas to Acquire New Customers & Keep'em Coming Back	Getting Found: Optimising Your Site Search Engine Results without Breaking the Bank	E-commerce Fulfillment: How to Spend Less and Sell More
2:40 - 3:20	REFRESHMENT BREAK		
3:20 - 4:05	Gaining the Social Advantage: How E-retailers are Profiting Through Social Networking	LIVE REVIEWS: Website Improvements for Small E-Retailers	E-Retail 2020: A Look Into The Future of E-Commerce Retailing
4:10 - 5:00	Interactive Roundtables Sessions		
5:00 PM	Close of Conference for Day One		

THURSDAY 8 JULY - DAY TWO OF MAIN CONFERENCE

8:00 - 8:50	Interactive Roundtable Sessions		
8:30 AM	EXPO HALL OPEN		
8:55 - 9:00	Welcome and Introduction		
9:00 - 9:35	KEYNOTE: TBA (Check website for updates)		
9:35 - 10:15	KEYNOTE: Josh Goldman - Extreme Retailing... Disruptive Business Models that May Turn Shopping on its Head		
10:15 - 10:45	REFRESHMENT BREAK		
	TRACK 1: Web Selling & Merchandising	TRACK 2: Site Design, Content & Performance	TRACK 3: Multichannel Retailing Essentials
10:45 - 11:20	Optimising Site Search to increase Conversion, Enhance Customer Satisfaction & Drive Merchandising Strategy	The ROI of User Experience	Dynamic, Relevant & Engaging: Using Online Customer Intelligence to Optimise & Personalise Your Multichannel Customers' Experience
11:25 - 12:00	Beyond Web 2.0: How User-Generated Content Drives Commerce, Online and Offline	Baby's Got SEO Style: What Gets Measured Accurately Improves	Multichannel Retailing: How UK Retailer 'Boots' is Kicking Goals with Customers by Leveraging Next Generation E-Commerce
12:05 - 12:35	Retail Videos That Sell - Building an Effective Video Commerce Strategy	Designing Great Product Pages that Sell	Multichannel 2.0: Are You Ready to Harness the Power of the New Commerce Channels
12:35 - 1:45	LUNCH / NETWORKING / EXPLORE EXPO HALL		
1:45 - 2:20	Make Your Website Work: Proven Techniques to Boost Conversion	Trust, Security and Anti-Fraud: Keeping the Wolves at Bay	Power of ROBO: Research Online, Buy Offline - Monetising the Full Potential of Your Online Presence
2:25 - 3:00	Pricing and Promotions: Unearthing Creative Ways to Build Your Brand, Protect Margins and Drive Consumer Activity	Shopping Cart Abandonment: Top 10 Ways to Improve Online Checkout and Increase Profits	Quiksilver: Cross Channel Integration as a Competitive Advantage
3:00 - 3:30	REFRESHMENT BREAK		
3:30 - 4:05	Changing the Future: Emerging Technologies That Will Blow Consumers Away	Website Performance: Increasing Your Online Sales Conversions	Cross-Channel Operations and Fulfillment Best Practices
4:10 - 5:00	Super Session: 40+ Fast Track Ideas for You to Make More Money TOMORROW!		
5:00 PM	Close of Conference		

* Topics, times and speakers are correct at time of printing, but may be subject to change without notification

EXPO HALL

THE FASTEST, LEAST EXPENSIVE WAY TO FIND NEW SUPPLIERS AND CUTTING EDGE PRODUCTS AND SERVICES

The Online Retailer exhibition is the largest showcase of e-retailing technology and solutions in Australia. Open to all retail and e-commerce professionals, you can attend the Expo without having to register for the Conference. Discover technology and applications to improve the online retailing experience and optimise your e-business operations. Research and evaluate different vendors, gather information, talk to industry experts and attend free seminars.

E-COMMERCE SYSTEMS & APPLICATIONS | SHOPPING CART SOFTWARE | ORDER MANAGEMENT SYSTEMS | CONTENT MANAGEMENT SYSTEMS | PAYMENTS & SECURITY | SHIPPING & FULFILMENT



RATINGS & REVIEWS | PERFORMANCE MARKETING | SEARCH MARKETING & OPTIMISATION | EMAIL MARKETING | WEBSITE PERFORMANCE & ANALYTICS | SITE DESIGN | CUSTOMER SERVICE SOLUTIONS



FREE SEMINARS

HOT TIPS. BEST PRACTICES. BIG IDEAS. KILLER TECHNOLOGY. REAL SOLUTIONS. EXPO PASS includes unlimited entry to the IDEAS THEATRE located in the Expo Hall. All sessions are presented by leading solution providers and are designed to help you improve your website and e-retailing business.

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NETWORKING EXPAND YOUR CAREER NETWORK INSTANTLY!

There are lots of opportunities at Online Retailer to meet other professionals 'who do what you do', but the most anticipated networking event of all is the MEET & GREET RECEPTION*. Held from 4pm Tuesday 6th July in the Expo Hall and sponsored by **PayPal** it's the perfect opportunity to catch up with friends over drinks, plan a get together with colleagues or simply mingle and meet new people. *Open to Conference and Workshop pass holders only

INTRODUCING THE 2010 ONLINE RETAIL INDUSTRY AWARDS

Recognising excellence in online and multichannel retailing, the inaugural Online Retail Industry Awards is a pivotal occasion in the progression of the Australian e-retail industry. Book your tickets or ENTER TODAY at www.OnlineRetailer.net/awards



REVIEWS FROM 2009 ATTENDEES

"One of the best conferences I've been to. Great content and great networking."
National Communications Manager, Bunnings Warehouse

"Great two days of learning from some of the best people in the business. Very insightful and very useful. An excellent way to ensure you're on top of your game."
Program Manager, Canon Australia

"Worth every cent, a great program of eligible speakers and relevant topics."
Product Manager, Imaging Networks - FUJIFILM Australia

"Fantastic opportunity to listen to insights and learnings from like-minded retailers locally and globally. Thanks for a great two days, I will definitely be back next year."
Web Specialist, Pretty Girl Fashion Group

"I have already recommended the conference to many people. There was a massive amount of information on offer with presenters keen to share details. It was a truly valuable event."
Director, TeachThis.com.au

"Interesting, inspiring and educational. Highly recommended to anyone who is running their own online retail business."
Manager, Dirty Weekend Shop

"Online Retailer informed and inspired me to make the move forward to establishing a new online retail store."
Managing Director, Swinburne University Bookshop

"I walked away from the event jazzed up with a clear picture of how to take my online offer to the next level and beyond. A great investment."
Director, bStore.com.au

"I learnt so much from this conference. We have a successful online business, which must have come from dumb luck. I now know we can be doing so much more to maximise sales, build customer loyalty and provide a wow experience."
Marketing & Administration Manager, Tsl4plus.com.au

"I came away with a clear direction on where I should be heading with great understanding of all the features I need and how it should all work together. Life changing stuff. Well worth going."
Director, Asia Pacific Trade

"For my fledgling online business the insights gained were invaluable. Can't wait till the next one."
Owner, Lifespace Online

"Great event. It's given me plenty of enthusiasm about developing our online retailing business with a more serious effort."
Group Accessories Clearance Manager, Peter Stevens Motorcycles

BEST RATES EXPIRE 11 JUNE 2010

Register Online Today at OnlineRetailer.net

REGISTRATION PASS OPTIONS

	EARLY-BIRD Before 11/6/10	STANDARD After 11/6/10
Expo Pass 7-8 July (includes entry to Expo, Keynote presentations and Ideas Theatre) FREE when you register before 11 June 2010 using PROMO CODE: FE295	\$20.00	\$40.00
Main Conference Pass 7-8 July	\$995.00	\$1195.00
Search & Email Marketing Day (S&EMD) Pass 6 July	\$595.00	\$695.00
WORKSHOP: Retailers' Essential Guide to E-Retailing 6 July	\$395.00	\$445.00
WORKSHOP: Website Optimisation Masterclass 9 July	\$395.00	\$445.00
WORKSHOP: 2010 Christmas Online Retail Strategies & Planning 9 July	\$395.00	\$445.00

COMBINATION PASSES*

Main Conference Pass + S&EMD Pass + 1 x Workshop Pass	\$1985.00	\$2335.00
Main Conference Pass + 2 x Workshop Passes	\$1785.00	\$2085.00
Main Conference Pass + S&EMD Pass	\$1590.00	\$1890.00
Main Conference Pass + 1 x Workshop Pass	\$1390.00	\$1640.00
S&EMD Pass + 1 x Workshop Pass	\$990.00	\$1140.00
2 x Workshop Passes	\$790.00	\$890.00

For more information including pass inclusions go to: OnlineRetailer.net

ONLINE RETAIL INDUSTRY AWARD TICKETS

2010 Online Retail Industry Awards Gala	\$220.00	\$240.00
2010 Online Retail Industry Awards Gala - Table of 10	\$2100.00	\$2300.00

*Combination Pass can only be used by a single registered attendee, it cannot be shared with additional attendees.

WHAT'S ON WHEN

	EVENT TIMES	EXPO HALL HOURS
TUESDAY 6 JULY PRE-CONFERENCE		
Search & Email Marketing Day	8:30am - 4:00pm	4:00pm - 7:00pm
WORKSHOP: Retailers' Essential Guide to E-Retailing	8:30am - 4:00pm	Expo Hall is only open to Conference / Workshop pass holders on Tuesday
Meet & Greet Reception	4:00pm - 7:00pm	
WEDNESDAY 7 JULY DAY ONE, MAIN CONFERENCE		
Main Conference	8:55am - 5:00pm	8:30am - 5:00pm
Keynote Presentations (included in Expo Pass)	8:55am - 10:15am	
Online Retail Industry Awards	7:00pm - 10:30pm	
THURSDAY 8 JULY DAY TWO, MAIN CONFERENCE		
Main Conference	8:55am - 5:00pm	8:30am - 5:00pm
Keynote Presentations (included in Expo Pass)	8:55am - 10:15am	
Dinner with Strangers	From 6:00pm	
FRIDAY 9 JULY POST-CONFERENCE		
WORKSHOP: Website Optimisation Masterclass	8:30am - 3:00pm	Expo Hall Closed
WORKSHOP: 2010 Christmas Online Retail Strategies and Planning	8:30am - 3:00pm	

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