

SELLING ONLINE?

Uncover best practices, hot trends and practical solutions for SELLING your brand and merchandise online

OnlineRetailer
EXPO | CONFERENCE | NETWORKING
6-9 JULY 2010 | SYDNEY CONVENTION & EXHIBITION CENTRE

AGENDA-AT-A-GLANCE

KEYNOTE SPEAKERS

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

Keynotes Proudly Sponsored by



WEDNESDAY 7 JULY | 9:00AM - 9:40AM

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 no impossible. In fact, his mantra "Don't make ads, make news!" Has even greater meaning than ever before.



WEDNESDAY 7 JULY | 9:40AM - 10:15AM

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.



THURSDAY 8 JULY | 9:00AM - 9:35AM

deVere Forster, Managing Director - Online, **Best Buy UK**

To be announced



THURSDAY 8 JULY | 9:35AM - 10:15AM

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.

WORKSHOPS

TUESDAY 6 JULY | 8:30AM - 4:00PM

RETAILERS' ESSENTIAL GUIDE TO E-RETAILING

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!

FRIDAY 9 JULY | 8:30AM - 3:00PM

WEBSITE OPTIMISATION MASTERCLASS

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.

FRIDAY 9 JULY | 8:30AM - 3:00PM

E-CHRISTMAS: 2010 CHRISTMAS ONLINE RETAIL STRATEGIES & PLANNING

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.

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

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|---------------|--|---|---|
| 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: 0-18 Million+ Customers in 10 Years | 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 Fulfilment: 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

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|---------------|---|--|--|
| 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: deVere Forster, Managing Director - Online, Best Buy UK | | |
| 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 Fulfilment 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

FULL PROGRAM AVAILABLE AT ONLINERTEAILER.NET