

AGENDA

Reacting to Catalog and Ecommerce Metrics to Change Your Business

Thursday, March 30, 2017

Grappone Conference Center, Concord, NH

8:00 AM to 8:45 AM – Registration and Networking

8:45 AM to 9:45 AM

Facts and Myths About Data and Metrics – Bill LaPierre, Datamann

- Forget campaign focused metrics – focus on the customer and the company
- Ridding your company of “old-school” thinking
- Climb out of the data hole and “the only metrics that matter” trap

9:45 AM to 10:00 AM – Networking Break

10:00 AM to 12:15 PM (with a break from 11 AM to 11:15 AM)

The Relationship Between Metrics and Business Knowledge– Kevin Hillstrom, MineThatData

- Catalogs are not acting in a manner to move forward – why?
- Kevin will present a two-hour, interactive exercise that helps companies understand how and why their actions and inactions direct the future of their company
- Kevin will show that the responsibility is on you to effect change, and not maintain the status quo

12:15 PM to 1:15 PM – Lunch and Networking

1:15 PM to 3:00 PM (with a break from 2:00 PM to 2:15 PM)

Three Guaranteed Merchandise Steps To Increase Your Sales – Frank Oliver, Stamp Act Island Merchandise Group

- Step 1: Without New Product Growth, Sales will Falter, Profits will Fail
- Step 2: Focus on Take-offs & Landings
- Step 3: Learn to Fly a Helicopter

3:00 PM to 3:30 PM – Networking Break

3:30 PM to 4:30 PM -

Open discussion on Merchandise, Data and Metrics

- Your chance to ask questions and get advice from the experts