

# Shop.org 2009 Annual Summit – Tuesday Roundtables

Tuesday, September 22<sup>nd</sup> from 4:15p – 4:45p

Islander F, G, H

Table #	Moderator	Topic	Location
1	Alison Jeske Senior Director, Drugstore.com	Six Tips for Launching Twitter before the Holidays	Track 1 - Islander F
2	Meredith Fisher Editorial Brand Director, Diane von Furstenberg and Ronit Weinberg VP of Ecommerce and Online Advertising, Diane von Furstenberg	Top 5 Things to Do To Drive Traffic Online and in your Stores using Facebook and Twitter	Track 1 - Islander F
3	Michael Feldman Manager of Strategic Initiatives, Google, Inc. and Jeff Haddox, Direct Marketing Analyst, Pier 1 Imports	Online to Store: Ways to Successfully Quantify Online Media Investment on In-Stores Sales	Track 1 - Islander F
4	Neal Narayani Senior Manager of Mobile and Email Marketing, Harrah's Entertainment	Mobile Coupon Offers	Track 1 - Islander F
5	Brian Deagan CEO, Knotice	Effective Mobile Marketing Tactics Retailers Can Use Right Now to Connect the Online and Offline Customer Experience	Track 1 - Islander F
6	Denise Zimmerman President & CSO, NetPlus Marketing	Who should "own" social media and How to avoid social media blunders	Track 1 - Islander F
7	Kevin Ranford Director, Web Marketing, 1-800-Flowers.com	Selling vs. Conversing: What's the right mix in Social Networking?"	Track 1 - Islander F
8	Gary Wohlfeill Creative Director, Moosejaw	Branding Across Channels or Catalog 2.0: Using Print to Drive Online Sales	Track 1 - Islander F
9	Jon Kosoff Director Ecommerce & Direct Marketing, Wet Seal	Facebook and the Future of Social Media for Retailers	Track 1 - Islander F
Table #	Moderator	Topic	Location
1	Todd A. Jones, Manager of eCommerce Marketing and Design, Bass Pro Shops And Sara Ezrin, Senior Strategy Consultant, Experian CheetahMail	Engage Customer on a Deeper Level Through Personalized Communications with the Use of the Preference Centers	Track 2 - Islander G
2	Kevin Ertell VP, Retail Strategy, Foresee Results	Improve conversion through improved usability	Track 2 - Islander G
3	Stephen Webster, CSO, iPost and Neil Kjeldsen, vice president of eCommerce, Perricone MD and Margi Michael, Director of Merchandise Marketing, eFashion Solutions	Improving your Bottom-line by Reengaging with Inactive Customer - A Step-by-Step Guide	Track 2 - Islander G
4	Lisa Joy Rosner VP, Marketing, MyBuys	Recipes for Boosting AOV	Track 2 - Islander G

5	OPEN TABLE – Start a discussion of your own!	OPEN TABLE – Start a discussion of your own!	Track 2 - Islander G
6	Dustin Engel VP, Strategy & Media, Range Online Media	Great User Experience Creating Great SEO	Track 2 - Islander G
7	Jack Aaronson CEO, The Aaronson Group	Creating The Customer Centric Shopping Cart	Track 2 - Islander G
8	Bill Pryor COO, Shoebuy.com	Online Merchandising: Are you relying on the right metrics to guide your business	Track 2 - Islander G
9	Cid Jenkins VP, North American Sales, Optimization Services, atg	Exceptional e-tail: Best Practices for Optimizing your Web Site	Track 2 - Islander G
10	Dr. Melissa Read, VP, Research and Innovation, Engauge	Psychology, the Blueprint for Outstanding Interactive Marketing to Women: How to Explain, Predict and Influence Online	Track 2 - Islander G
<b>Table #</b>	<b>Moderator</b>	<b>Topic</b>	<b>Location</b>
1	Thomas Plaster Sr. Product Manager, Fulfillment by Amazon and Doug Gauld Blue Proton	Fulfillment from a Retailers Perspective	Track 3 - Islander H
2	Bernardine Wu CEO, FitforCommerce	Tips for Choosing the Right Platform for Your Business	Track 3 - Islander H
3	Ripple6	Facebook, Communities and CRM: A Must for the Next Generation e-Commerce Platform	Track 3 - Islander H
4	Tom Jones Executive Sales Director, Venda and Tom Pastorello, Director of Internet Development, Kellwood Company	Is SaaS eCommerce right for you? A Kellwood Company Case Study	Track 3 - Islander H
5	Jay Greenberg Director, eCommerce, Spencer's	Best Practices in Testing	Track 3 - Islander H
6	Baris Cetinok, Director Product Management, Amazon and Howard Wyner, CEO, Scentiments.com	The Evolution of Checkout: Growing Conversions & Reducing Abandonment	Track 3 - Islander H
7	Janet Sherlock Research Director, Retail, AMR Research	How to Service and Fulfill in a Cross-Channel Environment?	Track 3 - Islander H
8	Elizabeth Oesterle VP, Government Relations, NRF	Public Policy and You – How DCs changes will affect your business	Track 3 - Islander H

**Simply find the table topic that best fits your interest and join the conversation.**