

<b>Table</b>	<b>Topic</b>	<b>Facilitator</b>
1	21 Secrets of Top Converting Websites	Bryan Eisenberg, Author, <u>Call to Action: Secret Formulas to Improve Online Results</u>
2	Top Steps in a Redesign (Consensus building, Concepting, Requirements gathering, & Signoff)	Ken Mowry, Vice President, Marketing and Creative, Charming Direct
3	Tip-Toe, Tweak and Test Your Way to Site Optimization	Jason Billingsley, Founder, Flip Retail Lynn Stetson, Formerly, Manager of User Experience & Product Optimization, Zappos.com
4	Cross-sell and Up-sell Lessons Learned for Online Merchandising Success	Peter Leech, Chief Marketing Officer, Onlineshoes.com
5	Social Media Merchandising	Jon Kubo, VP and CIO, The Wet Seal, Inc.
6	Website Customer Experience Smackdown: HIPPOS Battle Data for Online Decision-Making Dominance	Elizabeth Peaslee, Senior Consulting Director, Creative Good
7	Testing and Conversion Best Practices from REI	Ben Viscon, Online Sales and Merchandising Manager, REI
8	Best Practices in Online Photography to Drive Conversion	Joe Barrett, CEO, Sandbox Studio Scott Wilson, Director of Photography, Video & New Media, The North Face
9	If It Ain't Broke You Ain't Looking Hard Enough: Creating a Superior Customer Experience	Kevin Ertell, VP, Retail Strategies, ForeSee Results
10	How to Make Longtail Merchandising Work for You	Leslie Convey, Director of Merchandising, 1-800-FLOWERS.COM
11	Merchandising Strategies for Mobile-specific Shopping Behavior	Kevin Ranford, Marketing Director, 1-800-FLOWERS.COM
12	On-Site Search Optimization Tips for Success	David Hyman, eMarketing Associate, W.L Gore & Associates, Inc.

**Join us on Tuesday from 4:45p – 5:15p for roundtables.  
Simply find the table topic that best fits your interest and join the conversation.  
Beverages will be provided.**