



Where: Online Conference

When: June 22, 2011 • 10am – 6pm EDT

Register Here: <http://www.retailtouchpoints.com/clc>

The increased emphasis on customer-centricity has caused retailers to re-evaluate how to optimize the shopping experience. The foundation of any well-executed consumer-facing strategy begins with a rich understanding of the **customer lifecycle**. Retail TouchPoints is hosting an exclusive virtual event to provide retail executives with turnkey strategies and tactics that will help organizations successfully move customers through the shopping process.

Attendees will learn from leading industry executives how to implement and execute best-in-class strategies throughout the customer lifecycle. The virtual event will feature live keynote presentations that hone in on hot topics, innovative approaches and best practice insight.

Agenda

(all times are EDT)

10am The Moosejaw Experience: Engaging With The Brand Across The Customer Lifecycle

Moosejaw uses technology innovatively to engage its customers in conversation and to make the brand experience fun. The company shares customer reviews and provides a digital catalog on Facebook that is connected to its online store. Combining loyalty with its social efforts, Moosejaw rewards customer for interacting, not just transacting. During this presentation Lewis will share some Moosejaw successes and have an interactive conversation with Goldberg about industry insights and Moosejaw's work with Crossview.

SPEAKERS: Jerry Lewis of Moosejaw & Jason Goldberg of CrossView

11am Consumer Implications Of The Mobile Wallet

This session will highlight the progression of the mobile channel, forward-looking forecasts on NFC and its role in retail, as well as case study examples of how retailers are winning with mobile.

SPEAKERS: Howard Wilcox of Juniper Research

12pm What Every Retailer Can Learn From Apple

Best selling author and speaker Jim Dion will be keynoting the Customer Lifecycle Conference on June 22nd, 2011 with a presentation titled "What Every Retailer Can Learn From Apple." In this session, Dion will share insights into Apple's unique approach to marketing, store design, technology and customer experience management.

SPEAKERS: Jim Dion of Dionco, Inc.

1pm Meeting The Multi-Channel Needs Of The NextGen Customer

Freedman will share research and real-world examples covering three areas of the next generation of retailing: (1) The Plumbing: how technology is giving retailers more efficient and timely information about inventory and getting products in and out of the store.; (2) The Information Revolution: the real-world realities of delivering more robust and relevant information (3) Greater Access Technologies: how mobile is redefining the way retailers and shoppers interact and react.

SPEAKERS: Lauren Freedman of The e-tailing group

1:40pm Roundtable Chat:

The Channel Innovation Award Winners

During this Roundtable, Retail TouchPoints will recognize the winners of this year's Channel Innovation Awards — retailers who are using creativity and innovation to present a unified channel front to shoppers. The award winners are ahead of the curve and are achieving business success in this increasingly competitive and challenging marketplace. Seating is limited.

2pm Estee Lauder Creates Excitement For Cosmetics With Mobile Technology

Join Jessica Rotnicki-Magaro, VP of Ecommerce North America, to learn about Estee Lauder's mobile strategies. Rotnicki-Magaro will share success stories, lessons learned and pain points experienced by the cosmetics retailer/supplier. Estee Lauder embraced the use of mobile technology early on: in 2008 the cosmetics company offered an SMS Text Reminder service for gift-givers; in 2009 its Aveda brand rolled out a mobile commerce platform; in 2010 the company ran a mobile ad campaign that included an interactive scratch-off game to "Erase the Wrinkles;" and most recently, in 2011 the Origin brand launched a mobile site. Also during the session, Gary Schwartz of Impact Mobile will discuss mobile strategies with Rotnicki-Magaro and share insights, statistics and trends related to mobile CRM and mobile commerce.

SPEAKERS: *Jessica Rotnicki-Magaro of Estee Lauder & Gary Schwartz of Impact Mobile*

2:40pm Roundtable Chat:

The Marketing Convergence Of CPG Companies And Retailers

Jessica Rotnicki-Magaro, VP of Ecommerce North America, Estee Lauder will lead a discussion around the topic of how CPG companies are evolving their marketing efforts to reach consumers directly. Whether they are pure CPG firms or combination retail/CPG, these organizations are realizing the value of reaching out to the consuming population to promote their brands. Seating is limited.

3pm Transactional Message Musts And Missed Opportunities

Join Emily Keye, Marketing Strategist for Bronto Software for her session on Transaction Message Musts and Missed Opportunities. Complete Session description TBD soon.

SPEAKERS: *Emily Keye of Bronto Software*

3:40pm Roundtable Chat:

Putting the “m” In Front Of Commerce and CRM

Following a joint presentation with Estee Lauder, Gary Schwartz, President and CEO of Impact Mobile, will reconvene with attendees to have an in-depth conversation about the impact of the mobile channel on all aspects of retail. Schwartz recently authored the book titled “Click2K’Ching: The Mobile Shopper & The Impulse Economy.” Seating is limited.

4pm Social Commerce: The Door To The Store

What started as an interactive marketing phenomena is today redefining cross-channel commerce. In this presentation, Lora Cecere will share insights on the evolution of social commerce, elements that drive success and what will happen in the future. For retailers, it is no longer just about bricks or clicks. Join her to understand why social commerce is not just an extension of e-Commerce, with turnkey insights into the opportunities to redefine the customer experience and disintermediate value networks. Lora will discuss how retailers can learn how to seize both of these opportunities, and will share social media trends and successes, backed up with recent qualitative and quantitative research. She will talk about how companies like Hallmark, Wet Seal and Starbucks have successfully leveraged social media as a vital tool to attract and retain customers.

SPEAKERS: *Lora Cecere of The Altimeter Group*

4:40pm Roundtable Chat:

Implementing Social Commerce Strategies

Following her presentation “Social Commerce: The Door To The Store,” Lora Cecere will join attendees for a candid Q&A and discussion with event attendees, about social commerce hot topics and strategies for success. Attendees will have a chance to interact with peers and Cecere in order to define go-forward strategies for social commerce success. Seating is limited.

5pm The Store Is Still The Star

Brad McDonald, Director of Sprint Retail Operations, will discuss why Sprint’s stores are still the star. After outlining the challenges that Sprint stores face in the current environment, he will detail new technology that has helped enhance the customer experience, increase employee service and productivity, enhance their operations, better manage their inventory, and decrease shrinkage and theft.

SPEAKERS: *Brad McDonald of Sprint Nextel*