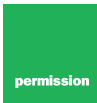




DAY ONE | TUESDAY 18 AUGUST 2009

8:00	Arrival and Registration		
9:00	Welcome and introduction		
9:05	KEYNOTE: Delivering Happiness		
9:50	KEYNOTE: The New eBay: What eBay's Evolution Means to Retailers		
10:30	REFRESHMENT BREAK IN EXHIBIT HALL		
	TRACK A MARKETING & CUSTOMER STRATEGY	 TRACK B MULTICHANNEL ESSENTIALS	
11:00	Customers In Control: Building Trust, Loyalty and Long Term Engagement	Creating A Digital-led Multichannel Strategy	
11:30	Top Turn-Off's and Killer Strategies for Creating Rich Customer Experiences	Making your Online Advertising Boost In-store Traffic and Profits	
12:15	LUNCH BREAK IN EXHIBIT HALL		
1:15	Maximising Impact from the Four Phases of Social Commerce	CRM in a Multichannel World - Creating Seamless CRM Across All Channels	
1:45	Powering Pay-Per-Click ROI: Strategy and Technology That Work	Retail Therapy in a Recession - Where have all my Online Customers Gone?	
2:15	PANEL: Marketing ROI - Optimising Your Marketing Budget During Tough Times?	Fulfilment and Shipping - Getting in Right!	
3:00	REFRESHMENT BREAK IN EXHIBIT HALL		
3:30	Understanding, Converting and Retaining the Online Shopper: Practical CRM for Online Retail	Journey to Multi-channel Success - Taking Your Store Online: Issues and Challenges Faced by Traditional Retailers	
4:00	Affiliate Marketing: How The Right Program Can Propel Online Retail Growth	The Art of True Integration: Matching Your In-Store Offering With Your Online Strategy	
4:30	Harnessing the Power of Social Media to Drive Retail Sales	Product & Pricing Strategy: How to Manage a Complementary Offering Across Channels	
5:00	NETWORKING RECEPTION - PARKSIDE BALLROOM FOYER		

DAY TWO | WEDNESDAY 19 AUGUST 2009

8:00	Interactive Round Table Sessions		
9:00	Opening Remarks from the Chair		
9:05	KEYNOTE: Australian Online Retail - The only Constant is Change!		
9:50	KEYNOTE: Small Fish Taking Over Big Ponds - How to Harness the Power of the Internet for Competitive Advantage		
10:30	REFRESHMENT BREAK IN EXHIBIT HALL		
	TRACK A WEBSITE CONTENT & PERFORMANCE	TRACK B E-RETAILING STRATEGY	
11:00	Optimize On-Site Search to Increase Conversion, Customer Satisfaction and Drive Merchandising Strategy	Online Consumers: What they Buy, What they Want, and Where they Buy it From!	
11:40	Continuous Improvement Models for your Online Business	Lessons from Evolution: Building an eCommerce Powerhouse	
12:10	LUNCH BREAK IN EXHIBIT HALL		
1:00	Impact More than Just Sales Through the Creative Use of Product Ratings and Reveiws	Choosing the Right Technology for Your E-commerce Channel	
1:30	Growing Sales by Continually Improving the User Experience via Automation	Unlocking the Payments Value	
2:00	Harnessing Analytics for a Better Shopping Experience	Winning Retail Strategies to Apply in an Online World	
2:30	DEMO SESSION: Discover Retail Success	DEMO SESSION: Leveraging Best-of-Breed eCommerce Platforms	
3:00	REFRESHMENT BREAK IN EXHIBIT HALL		
3:30	Best Practices for Online Merchandising	Lessons from the Frontline	
4:00	Capturing the Sale - Optimising the Checkout/Shopping Cart Process	Talk to the Hand - The Future of M-Commerce in Retailing	
4:30	Best Practice Retail Website Design & Content	Raising Capital: The Art of Wooing Investors	
5:00	CLOSE		