



RETAIL MARKETING SOCIETY

Half-day Conference



FOCUS 2013 Trends in Digital Media: E-tail & Retail

presented in partnership with

The Center for Professional Studies, FIT

Wednesday, May 8, 2012

- 7:30-8:15 am **REGISTRATION & CONTINENTAL BREAKFAST**
- 8:15-8:30 am **WELCOME**
- 8:30-9:00 am **Keynote: THE TECH TITANS' WAR FOR MOBILE DOMINANCE**
 How Amazon, Apple, eBay, Facebook & Google Are Shaping Our Mobile World
 Lori Schafer, Co-author, "BRANDED! How Retailers Engage Consumers with Social Media & Mobility"
 and Executive Advisor of Retail, SAS
- 9:00-10:00 am **Panel Discussion: MOBILE OUTREACH – IN STORE & OUT**
 Corey Capasso, Co-founder, Nomi
 Paul Price, CEO, Creative Realities
 Kevin Swanwick, Director, Retail Solutions, Mobile Systems, VeriFone
 Kelland Willis, Associate Analyst, Forrester Research
 Moderator: Deborah Weinswig, Managing Director & Senior Retailing Analyst, Citi Investment Research
- 10:00-10:30 am **THE EVOLVING ROLE OF SOCIAL & DIGITAL MEDIA IN THE PURCHASING PROCESS**
 Will Felcon, Founder & President, DigiTrix
- 10:30-10:45 am **BREAK**
- 10:45-11:15 am **PROTECTING YOUR COMPANY IN THE DIGITAL MEDIA WORLD**
 Ronald Levine, Partner, Co-chair, Litigation Dept., Herrick, Feinstein, LLP
- 11:15-12:15 pm **Panel Discussion: ENGAGING THE CONSUMER IN A MULTI-CHANNEL WORLD**
 Kyle Ashley, Dir. of Retail Innovation, Warby Parker
 Jeffrey Liss, Sr. VP, Digital Services, Ascena Retail Group
 Allison Vartabedian, Director of NOOK Marketing, Barnes & Noble/NOOK
 Kenneth J. Weiss, Director, Direct Marketing, Things Remembered
 Moderator: Robert Amster, Principal, Retail Technology Group



LOCATION: Katie Murphy Amphitheater, Fashion Institute of Technology
Building D – Northwest corner of Seventh Ave. & 27th St.
New York, NY

Join us as our distinguished experts discuss the rapid and radical changes that digital media is bringing about in the retail world.



Robert Amster is principal, The Retail Technology Group (www.retailtechnologygroup.com), an independent consulting firm established in 1991 that serves the retail and distribution industries. Bob is a member of Bain & Company's BainNet network of industry specialists. He has published in Computerworld and RT Magazine, has been quoted in other retail trade and business publications, and has given executive briefings on information technology in retailing for retail groups and at trade conferences.



Kyle Ashley is Director of Retail, Warby Parker (www.warbyparker.com), a start-up eyewear brand based in New York. Kyle joined Warby Parker in 2011 and manages the company's growing retail business, which encompasses company-owned stores, pop-ups, showrooms, and experiential marketing. Prior to Warby Parker, Kyle worked as a management consultant for Monitor Group and lead customer service and product development for TargetSolutions, a San Diego-based software firm.



Corey Capasso is co-founder of Nomi (www.getnomi.com), which is dedicated to helping retailers create a unified view of their customers across all channels. Nomi leverages current store infrastructure to integrate real world customer behavior into existing CRM, loyalty and e-commerce platforms. Before starting Nomi, Corey co-founded Spinback, a social commerce and analytics platform for product sharing online. Thirteen months after its creation, in May 2011, Spinback was acquired by Buddy Media. Fourteen months later, Buddy Media was acquired by Salesforce.com.



Will Felcon is founder, and President of DigiTrix, an independent firm assisting brands and agencies navigate the Social and Digital Media space. Will previously served as VP of the social media firm, Blabbermouth Social. With over 10 years of digital advertising experience, Felcon has been part of the senior management team of the NBC Universal & Fox News Digital Advertising Divisions as well as worked for such media giants such as the National Football League and Turner Broadcasting Inc. and managed Digital and Social Media budgets for clients such as Nike, Fed-Ex, Coca-Cola, Ford, Schwinn, Polo Ralph Lauren, and State Farm.



Ronald Levine is Co-Chair of Herrick, Feinstein's Litigation Department, and Chair of the firm's Best Practices Committee (www.herrick.com). An experienced trial attorney, his practice focuses on the defense of consumer class actions and multi-party tort actions. Ron is a frequent lecturer on the impact of social media on clients and their litigations. He is the author of more than two dozen articles on trial practice, crisis communications, and tort law and is an Editor of the nationally published Product Liability Law and Strategy



Jeffrey Liss is Senior VP, Digital Services and Customer Insights, Ascena Retail Group, Inc (www.ascenaretail.com). The Ascena Retail Group is the parent company of retail brands Justice, Lane Bryant, Dressbarn, maurices and Catherines. His responsibilities include overseeing the shared services functions for the ecommerce businesses of those brands, including Digital Marketing, Customer Service, Fulfillment and Website Operations. In addition, he is also responsible for the shared Customer Insights function for several of the women's apparel brands. Previously, he was COO, eCommerce for Charming Shoppes Inc., which was acquired by Ascena in 2012.



Paul Price is CEO of Creative Realities (www.cri.com). Leading its innovative combination of experience planning, design, deployment and support services, he has rapidly evolved Creative Realities from a digital signage company to an integrated creative technology firm, focused on bridging the virtual and physical worlds. The firm has an impressive roster of clients — including Macy's Inc., Michaels, GameStop, Wells Fargo, Coca-Cola, L'Oréal and Hyatt — and has wide recognition as an industry leader growing at above-industry rates. To date, Creative Realities has completed more than 20,000 installations in over 3,000 locations.



Lori Schafer is Executive Advisor for SAS Institute’s Global Retail Division (www.sas.com). SAS is the global leader in business analytics software and services. She is also co-author of “Branded! How Retailers Engage Consumers with Social Media and Mobility” and is an entrepreneur with 25 years of experience in retail and consumer-packaged goods technology. She currently serves on the board of directors of several public and private retailers and technology companies including AC Moore Arts & Crafts , Tradestone Software and Custom Computer Specialists, Inc. and Retail Connections.



Kevin Swanwick, Director, Retail Solutions, Mobile Systems, VeriFone (www.verifone.com) develops ongoing strategic initiatives for the sale, promotion and marketing of Global Bay's mobility solutions for the retail industry. Previously, Kevin was principal, CRS Retail Systems, where he oversaw the sales organization, playing a key role in the marketing of the CRS Retail Systems brand as well as the development of strategic relationships with technology partners such as IBM, Microsoft and Symbol Technologies.



Allison Vartabedian, Director of Marketing for NOOK at Barnes & Noble (www.barnesandnoble.com), is a seasoned marketing executive with 10+ years of experience in building and managing brands. She has spearheaded the launch of four new products, including NOOK’s breakthrough GlowLight Reader and NOOK’s acclaimed HD and HD+ Tablets. She was a key contributor to the launch of NOOK in the UK and is responsible for managing the NOOK brand across all consumer touchpoints in the US and the UK, including digital, in-store and above the line campaigns.



Deborah Weinswig, Managing Director & Senior Retailing Analyst, Citi Investment Research leads the Retailing/Broadlines and Food & Drug Chains team. In 2012, Deborah received ICSC’s Researcher Award for Outstanding Service. Deborah was identified in 2011 and 2012 as the top ranking analyst in the Retailing/Broadlines Industry as an Earnings Estimator and ranked second and third place (respectively) as a Stock Picker by StarMine. Deborah is a member of the RIS Financial Advisory Board and was recently named to Retail Connections’ Advisory Board.



Kenneth J. Weiss, Director, Direct Marketing, Things Remembered (www.thingsremembered.com) is a brand and user experience strategist with more than 15 years of consulting and client side experience, working with some of America’s best brands including: Progressive, Ford, Moen, Bayer, Dirt Devil, Hoover, OfficeMax, Little Tikes and Things Remembered. Throughout his career Ken has been a contributing writer to numerous magazines and blogs. His new book, “Friends With Features and Benefits, A Marketers Guide to Scoring With Social Media,” will be available in the coming months.



Kelland Willis, Associate Analyst, Forrester Research (www.forrester.com), covers issues such as global online and mobile strategies, international fulfillment, payments, product merchandising, and maintaining brand integrity in new markets and channels. Her research also analyzes consumer offline, online, and mobile shopping behavior in North America and Asia Pacific, with a specific focus on China. She joined Forrester after working in Beijing as a consultant at Larkin Trade International, an import and export compliance consulting firm.

Retail Marketing Society Board of Directors—President: Lloyd Lippman, Career Management International; **Vice President:** Howard Levitt, H.R.Levitt Group; **Board Members:** Erin Armendinger, Nomi; Thomas Burns, The Doneger Group; Margaret Cannella, Columbia Business School; Lawrence DeParis, LT Apparel Group; Mark Friedman, The Retail Tracker; Gloria Gelfand, Gelfand Marketing Associates; Alan P. Kelman, Alan Kelman & Associates; Leland Kroll, Kroll Direct Marketing; Robin Lewis, The Robin Report; Nancy Marino, Nancy Marino Associates LLC; Robert Negrón, Sr., N Group NYC LLC; Daniel Schwarzwalder, Buckingham Capital Management; Pamela Stubing, Consultant; Joan Volpe, The Center for Professional Studies, FIT; **Executive Director:** Anne Marie Soto

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RESERVATION FORM

FOCUS 2013

Trends in Digital Media: E-tail & Retail

The following people will attend the **May 8th** conference: RMS Member*

Name _____ Title _____ _____

Name _____ Title _____ _____

Name _____ Title _____ _____

Name _____ Title _____ _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

*Membership in the Retail Marketing Society is by individual, not by company.

Registration Fees:

\$150 for RMS Members**

\$175 for non-members and guests**

Student Rate: \$30 with Student ID

****EARLY BIRD RATE FOR RESERVATIONS MADE AND PAID BY APRIL 25th: \$125 for RMS members; \$150 for non-members**

____ Check enclosed-Amount: \$_____ _____ I will pay (cash or check) at the door.

____ E-mail me a PayPal invoice to pay via credit card

NOTE: Credit card payment must be made in advance. NO credit card payment at the door.

MAIL your attendance plans and payment to:

Retail Marketing Society, P.O. Box 3376, Teaneck, NJ 07666

or PHONE (201-692-8087) or FAX (201-692-1291) or E-MAIL (ams_assoc@prodigy.net) your reservation by 5:00 pm, Tuesday, May 7th. **Advance payment: Credit card payments** can be made in advance of the meeting through PayPal. If you request this service, an invoice, which will include a \$3.00 administrative fee per attendee, will be e-mailed to you; payment is then made with the credit card of your choice. **Checks** should be made payable to "Retail Marketing Society" and mailed to the address above.

At the door: Payment is by cash or check; credit cards are not accepted at the door.

Transfers: If you cannot attend, call 201-692-8087 to substitute another person without penalty.

Cancellations: If you must cancel your reservation, call 201-692-8087 or e-mail ams_assoc@prodigy.net by 5:00PM on May 7th. If the reservation is not canceled, you will be responsible for payment.