



BRA Retailer Survivor Series
A Retail Certification Program at Surf Expo
Orange County Convention Center
West Hall Room 230A
January 13th, 2010

Marketing & Brand Management Course Agenda

10 am to 12 pm INTRODUCTION AND THE ROLL OF COMMUNITY IN MARKETING AND BRAND MANAGEMENT

Consistent use of your hip logo isn't branding. Everything you do is branding. This course will address what you need to understand to strategically manage your customer's perceptions...the identity of your shop. Learn to use community involvement, customer service and media outreach to market and manage your store brand and image.

Alien Truth about Branding and Marketing

Your retail brand speaks to the heart, brain and wallet of your target consumer market. First impressions matter, but your brand is a long-term investment that evolves over time. In this seminar, you will learn how to build retail brand equity using industry relevant case studies and ideas on creating a living brand document.

Commit to Your Community: Marketing 2.0 for your Business

This seminar will be your guide to learning how to create unique and specialized sales and marketing programs for retailers of any size. Special focus will be paid to creating special events and building long term community partnerships that can and will help your business grow. Walk away with actionable steps to implement for your store to gain an immediate sales return.

Community Centric Retailing: Doing Well By Doing Good - Using Charity to Build Customers

Build and embrace community to grow your business and increase profits while doing so. In this panel discussion with D Nachnani of Coastal Edge, Heather Lewis of Ron Jon Surf Shop and Cheyne Cottrell from Island Water Sports, you will learn first-hand success stories from fellow independent retailers that have utilized a community program to successfully create and grow a retail customer base.

12 pm to 1 pm LUNCH

1 pm to 3 pm THE ROLL OF CUSTOMER SERVICE IN MARKETING AND BRAND MANAGEMENT

Customer Service Success Strategies for Merchants

"Do what you do so well that they will want to see it again and bring their friends."—Walt Disney

Tough economic times or not, keeping your customers happy—and wanting more—is one of the most important challenges your shop and your brand should focus on. Total customer satisfaction should be a top priority, not just a goal to aim for. No matter the size of your store, no matter if you're selling grip tape or sea shells, you and your associates represent the future of your business. Great customer service is the direct result of superior associate training, constantly refreshing that training, and a storewide emphasis on satisfying your shoppers. This seminar will focus on steps to follow for superior customer satisfaction.

Good Economy or Bad: It's All About Listening to Your Customer - Use Online Listening for Competitive Research

Are your customers telling you everything you need to know to improve the bottom line? Conducting primary market and audience research, and conducting secondary studies are fundamental ways retailers align their buying efforts with consumer wants. This course will show you how to learn more about your customers to improve your communications efforts all by digging into data you already have or have access to.

How do you Prosper When You Can't Compete on Price?

In this private label seminar, you will learn how to build a retail brand, increase your net profits, promote your shop and set yourself

apart from the big box retailers. There is a private label program that fits every retail store no matter how small. Whether you are new to the private label business or an old hand, you will find this presentation educational and inspiring.

3 pm to 3:15 pm BREAK

3:15pm to 5:30 pm THE ROLL OF MEDIA AND SOCIAL NETWORKING IN MARKETING AND BRAND MANAGEMENT

Marketing Mix: The Right Techniques to Reach the Right Customers

This session will discuss the realities and marketing challenges facing independent retailers. The first half of the presentation will focus on the "Four P's" of marketing: price, product, place, and promotion. This marketing mix will be discussed in the context of the different types of customers and stores – from online merchant's to small suburban shops – helping stores understand how to tailor this mix to reach the right customers for their store.

The second portion will cover online techniques related to the marketing mix, and provide specific tips and techniques in relation to each type of store's specific niche. Topics will include how to properly utilize store web sites, ecommerce, Blogs and social media, Online advertising, Email, Search engine optimization, and more.

Building Better Relationships Using Digital Media

Using the right online techniques to reach the right customers

As consumers begin to tune out more and more advertising, successful businesses are discovering ways to engage their customers, fans, and followers in more meaningful ways in order to drive business results. In this presentation, Ted Murphy takes an in-depth look at the conversations that are going on in the digital world, giving attendees take-a-ways that can be implemented in their businesses immediately.

Individuals and businesses now have an unprecedented opportunity to leverage these inexpensive, grassroots strategies to build powerful relationships, their businesses, and the bottom line. Ted explains how success comes by combining the right platforms (YouTube, Flickr, etc., with the right format (text, video, audio, images), to reach the people that want to connect with your message. Loaded with examples of how businesses are putting these ideas into action, and using himself and his company IZEA, as a case study, Ted walks attendees step-by-step on how to begin participating in the conversation, and engaging their audience – both online and off.

Multichannel Marketing for Retailing

Today's retail operations include more venues than ever before. As websites compete with brick and mortar stores and catalogs, new media marketing channels such as blogs, Facebook, and Twitter are rapidly growing to compete with traditional advertising. In this seminar, you'll learn to utilize all of these marketing channels to drive traffic to your retail store. You'll learn new ways to grow your retail business and reach new customers now. From the basics of driving traffic web traffic through search engine marketing to landing page optimization, this seminar will prepare you to navigate the new retail marketing landscape to maximize your reach.

5:30 pm to 6 pm SUMMARY AND QUESTIONS