

# E-Commerce Conference

September 10, 2019 – The Olmsted, Louisville Kentucky				
7:30 AM	Registration and Networking			
8:00 AM – 8:15 AM	Welcome and thank you to our sponsors World Trade Center and UPS			
8:15 – 9:15 AM	Understanding the e-commerce consumer			
9:15 – 9:30 AM	NETWORKING BREAK			
9:30 – 10:30 AM	Attracting new e-commerce consumers			
10:30 – 11:00 AM	EXTENDED NETWORKING BREAK			
11:00 – 11:45 AM	BREAKOUTS – SPECIAL TOPICS			
	Leveraging different purchasing channels (social, digital (APPS), reviews, websites)		Understanding how product moves globally	
11:45 – 1:15 PM	BREAK – 11:45 TO 12:00 PM LUNCH Keynote Speaker: Nicole Leinbach Reyhle – Author of “Retail 101: The Guide to Managing & Marketing Your Business” – The top 10 things retailers need to know about ecommerce going into 2020  Best Practices Panel Discussion: Learn from E-Commerce Industry Experts			
1:15 PM – 1:30 PM	NETWORKING BREAK			
1:30 PM – 2:15 PM	What are the risks of e-commerce for your company?			
2:15 PM – 2:30 PM	NETWORKING BREAK			
2:30 PM – 3:45 PM	Round table discussions by TOPIC			
	Consumer ecommerce Experience	Attracting new ecommerce consumers	Purchasing Channels	How product moves globally
				Risks of ecommerce
3:45 PM – 4:00 PM	CLOSING REMARKS / WRAP UP World Trade Center			
4:00 PM	ADJOURN			