



# WORKSHOP

## Taking Your Store Online – Retailer's Guide to Retailing Online

Register Today

10:00am - 3:00pm | 15<sup>th</sup> June 2010 | Melbourne Convention Centre

### Tutor:

Jenny Wilson, Partner, Deloitte

### About the Workshop:

Despite the rhetoric to suggest otherwise, Australian consumers are spending their dollars in increasing amounts online and often to overseas benefactors – in simple terms this is a share of wallet opportunity cost for the Australian market.

Retailing Online is no longer an optional decision for Retailers – but there is a smart way to go about it. This workshop will address the importance of adopting Online Retail as part of a Multichannel Strategy, with three key tenants to success:

- Put your customers first – understand the needs of the multichannel shopper
- Address necessary change – in the operations and measurement of a multi vs single channel retail performance
- Work a profitable model from day one – learn how to invest profitably by leveraging the combined assets of the multichannel organisation

### Theme:

Beyond retailing online - building a successful multichannel retail experience.

### Who Should Attend?

Retailers looking to grow into the e-tail space or with early investments that are struggling to drive success. Retailers looking to invest in the FY11 financial year.

### Key Benefits

Attendees will gain insight into the key success factors for establishing a profitable multichannel organisation and will take away an effective 'how to' programme ready to implement within their retail business.

*“Retailing Online is no longer an optional decision for Retailers – but there is a smart way to go about it.”*

### Agenda

#### Intro: What does a multichannel organisation look like?

- Strategically what does this look like?
- Where can we learn from past successes?
- What are the challenges you must address at the outset for success?

#### Part one: Putting the customer first: understanding and addressing the shifting behavior of the multichannel shopper

- Knowing your customers at a more granular level – smart customer insights
- Creating consistency of experience in brand
- Creating the loyalty effect – beyond price wars to truly differentiated service

#### Part two: Managing the necessary organisational change

- The operating model of a multichannel retailer – across product, pricing and distribution
- The performance model and measures of a multichannel retailer
- The impact on people and culture of the multichannel retailer

#### Part three: Investing profitably

- Building a technology platform that enables low-cost operations
- Evolving the investment in distribution and fulfillment
- Leveraging the advantages of the online channel for improved Marketing ROI

### About Retail World

This workshop is part of Retail World, the leading and largest retail executive summit in the region.

Retail World is an international summit (plus trade show and workshops) which assembles influential retailers in 3 days of discussion, debate, learning and networking. Speakers are drawn from the highest echelons of the retail industry in Australia, the USA, Europe and Asia as they share their unique and invaluable insight on the tools and techniques for achieving retail excellence.

Featuring visionary retailer insights in plenary sessions, interactive streams of technology and management issues, this unique event combines the insights of influential retailing leaders with innovative supplier solutions. Delivering participants effective strategies and a firm understanding of the retailing landscape enabling better practice and exceptional returns.

### REGISTRATION FEES

**Early bird (before 23<sup>rd</sup> April):**

**Just \$495 inc GST**

**Standard (after 23<sup>rd</sup> April):**

**Just \$695 inc GST**

**Places are filling fast  
- register now**

## REGISTER TODAY

Online: [www.retail-world.com.au](http://www.retail-world.com.au)

Tel: (02) 8908 8555

Fax: (02) 8908 8556 (use form overleaf)

This workshop is part of:



**Retail World**  
Management & Technology

16<sup>th</sup> & 17<sup>th</sup> June 2010 | Melbourne Convention Centre

