

## Registration Information

Thursday, February 19, 2015

Marriott Courtyard Grappone Conference Center, Concord, NH

Registration cost for this all day event:

- \$125 for VT/NH MG members
- \$175 for non-members
- \$140 for NEMOA members
- Registrations are accepted until February 17, 2015

Register at [www.vtnhmg.org](http://www.vtnhmg.org)

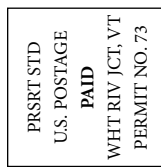
Refunds: Cancellations 7 days or more, prior to the seminar will receive a refund, less a \$15 office fee. Cancellations 0-6 days prior to the seminar will receive a refund, less a \$25 office fee. There is no refund for no-shows on day of seminar. If bad weather prevents travel on day of seminar, refunds will be considered on a case-by-case review.

The Marriott Courtyard/ Grappone Conference Center, Concord, NH is located at 70 Constitution Ave in Concord, NH – just north of the intersection of I-89 and I-93. Special room rates of \$99 are available for attendees of the seminar if they register with the Marriott by January 28, 2015. You must mention your attendance at the seminar to receive the special rates.



479 Barberry Hill  
Woodstock, VT 05091

Address Correction Requested



## Who Is Looking Out for Your Interests?

*Separate fact from fiction - what you'll need  
to do to push, pull, and carry your catalog or  
ecommerce company into a profitable future.*

**Thursday February 19, 2015**

**9:00 AM to 4:30 PM**

**Marriott Courtyard**

**Grappone Conference Center Concord, NH**



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# Who Is Looking Out for Your Interests?

How do you know what's right for YOUR business in the future?

Datamann is honored to be hosting our third annual seminar for the VT/NH Marketing Group. This year, we are fortunate to have two of the brightest and most talented thinkers / writers / speakers in the industry join me for this event – Amy Africa from Eight by Eight and Kevin Hillstrom from MineThatData. They are rock stars in the industry, known for looking into the future of where this industry is going, and how the future will impact your business.

I asked Amy and Kevin to focus on where the average catalog and ecommerce company is headed, and what the future holds – from every aspect of sales, growth and profitability. **You will get a realistic view of how we got to where we are, and what you'll need to do to push, pull and carry your company along to survive in the future.** We will end the day with an open forum, allowing attendees to share their concerns, beliefs and questions on growth and strategies.

I chose the theme for the day – **Who Is Looking Out for Your Interests** – as an extension of a theme Kevin recently wrote about in his blog on “who are we going to trust with our future?” Amy, Kevin and I never try to sell you something you don't need, and we never try to sell you the latest shiny object. We believe in sticking to the basics – whether it is in website functionality, merchandise performance, or analyzing customer behavior. If you read our blogs, you know we challenge the status quo. We are the ones looking out for your better interests, and **by your continued** readership and support, we know you trust us.

We look forward to seeing you on February 19<sup>th</sup> in Concord.

Sincerely,



Bill LaPierre  
Datamann

## Agenda – Who Is Looking Out for Your Interests? Thursday, February 19, 2015

Marriott Courtyard Grappone Conference Center, Concord, NH

8:30 AM to 9:00 AM – Registration and Networking

9:00 AM to 10:00 AM

### Pay Attention if You Want to Survive - Bill LaPierre, Datamann

- Focus on the three things that will grow your business
- Survival is not that hard, it only requires common sense thinking
- Determining which marketing efforts truly add incremental sales

10:00 AM to 10:15 AM – Networking Break

10:15 AM to 12:15 PM

### Choices That Make a Difference – Kevin Hillstrom, MineThatData

- Why retailers must rethink the future of omnichannel in-store shopping
- Envisioning the impact of an e-commerce future on a five inch screen
- Pitfalls of following the multichannel blueprint for catalogs into the future

12:15 PM to 1:00 PM – Lunch and Networking

1:00 PM to 3:00 PM

### Forget What Else You've Heard – This is *Really* the Future of Ecommerce – Amy Africa, Eight by Eight

- Choosing between **new things** (and things you should be doing but aren't) to guarantee you a spot at the top
- Strategies to employ now, to “futurize” your existing programs/site
- Creating mobile sites that drive response

3:00 PM to 3:30 PM – Networking Break

3:30 PM to 4:30 PM

### Open discussion on Growth, Trends and the Future – Amy Africa, Kevin Hillstrom and Bill LaPierre

- Your chance to ask questions and get advice from the experts
- **Share your beliefs and theories with each other, and help identify who we are going to trust with our “future”.**

## Speakers



**Amy Africa** – President/Owner, Eight By Eight

The future of ecommerce appears to be 45% Minority Report, 45% Hunger Games and 10% who-knows-what. How do you choose which of the bazillion new things you should do now to ensure your survival for the future?

**In this fast-paced session, you'll learn what the future holds for ecommerce and what you need to do to be there when it comes. Amy will present the high-potential programs for the future, and which ones you can safely avoid.** If you've heard Amy speak before, you know you'll get sure-fire tips, tricks and strategies for things you can do to “futurize” your existing programs, and how to move away from tactics that only lead to a dismal future. Amy is CEO of Eight by Eight, an internet consulting agency specializing in online sales improvement.



**Kevin Hillstrom** – President, MineThatData

Since early 2007, Kevin has mined and analyzed more than a billion purchase transactions spanning more than 140 clients – including retailers, ecommerce and catalog companies. **Kevin will discuss how twenty years of strategic decisions led e-commerce brands, retailers, and catalogers down paths that, in many ways, have cut them off from the future of commerce.** Kevin will explain how choosing channels over customers and choosing technology over merchandise results in a future that will be increasingly more difficult to navigate. Kevin is President of MineThatData, a consultancy that helps CEOs understand the complex relationship between Customers, Advertising, Products, Brands, and Channels.



**Bill LaPierre** - Vice President of Business Intelligence at Datamann, Inc.

Why are many traditional catalog and direct marketing companies stagnating, and facing uncertain futures, while others are seemingly growing effortlessly? **Success does not always mean following the most common advice in the media. Bill will provide detailed examples of companies that are successfully growing and the common analytical mistakes that companies make.** He'll also show you the things that lead to “profitless prosperity” and that should be avoided. Bill is a past President of the VT/NH Marketing Group.