



Eventos Internacionais de E-Commerce 2º. semestre de 2011 e 1º. semestre 2012

AGOSTO
2012

Shop.org Annual Summit 2011 – Boston/EUA - Set/2011
E-Commerce Expo 2011 – Londres/Inglaterra - Out/2011
VAD/E-Commerce 2011 – Lille/França - Out/2011
CeBIT 2012 – Hannover/Alemanha – Mar/2012
IRCE 2012 – Chicago/ EUA – Jun/2012

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Apresentação

Este relatório apresenta um resumo, na forma de uma estrutura organizada de comentários, dos eventos:

- Shop.org Annual Summit 2011, um dos mais importantes em termos mundiais em comércio eletrônico, realizado em Boston/EUA, entre 12 e 14 de setembro de 2011.
- E-Commerce Expo 2011, o mais importante da Grã-Bretanha, realizado em Londres/Inglaterra, entre 11 e 13 de outubro de 2011.
- VAD-E-Commerce, um dos mais importantes da Europa, realizado em Lille/França, entre 18 e 20 de outubro de 2011.
- CeBIT 2012, a maior feira mundial de tecnologia de informação, comunicação e automação, realizada em Hannover/Alemanha, entre 4 a 9 de março de 2012.
- IRCE 2012 – Internet Retailer Conference & Exhibition, a maior conferência e uma das mais importantes feiras mundiais em comércio eletrônico, realizada em Chicago/EUA, entre 5 a 8 de junho de 2012.

Sobre os eventos

Shop.org Annual Summit 2011 - Boston

- Um dos mais importantes, senão o mais importante evento sobre comércio eletrônico nos EUA.
- Mais de 230 expositores.
- Mais de 4000 participantes.

E-Commerce Expo 2011 - Londres

- Um dos mais importantes, senão o mais importante evento sobre comércio eletrônico nos EUA.
- Mais de 230 expositores.
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VAD-E-Commerce 2011 - Lille

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- Mais de 230 expositores.
- Mais de 4000 participantes.

CeBIT 2012

- Hannover, Alemanha
- 4 a 9 de março de 2012
- 340.000 visitantes de mais de 110 nações
- 4,2 mil expositores
- 5,3 mil jornalistas
- Todas as tecnologias de informação e comunicação abrangidas

IRCE 2012 – Internet Retailer Conference & Exhibition:

- Chicago, EUA
- 5 a 8 de junho de 2012
- 250.000 m2 de espaço para exibição.
- Mais de 8600 participantes
- 564 expositores, que controlam mais de 90% do mercado de soluções para e-commerce nos EUA.



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Eventos Internacionais de E-Commerce
2º. semestre de 2011 e 1º. semestre 2012

- 175 conferencistas
- Maior evento mundial sobre E-Commerce
- Apresentado no maior centro de conferências dos EUA (McCormick Center, Chicago)
- Estado da arte em E-Commerce
- Dezenas de apresentações curtas de soluções de expositores

Norberto A. Torres

Agosto de 2012



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1 Informações sobre os eventos

1.1 Descrição dos eventos

1.1.1 Evento Shop.org 2011

1.1.1.1 Sobre o Shop.org 2011

Um dos mais importantes eventos sobre comércio eletrônico nos EUA, com mais de 230 expositores e mais de 4000 participantes.

1.1.1.2 Programação do evento

12/09/2011

- Online Retail Boot Camp
- Opening Remarks
- Email Marketing Optimization for Retailers
- SEO Part 1 - Onsite Optimization Strategies
- SEO Part 2: Offsite Optimization Strategies
- Measuring What Matters for Your Retail Business
- EXPO Hall Grand Opening Reception

13/09/2011

- Keynote - Ray Kurzweil (Leading Inventor, Thought Leader, Author & Futurist): The Impact of Technological Innovation on Consumer Behavior and Retail As We Know It.
- Keynote - Mick McCormick (EVP, Global Sales & Marketing, Columbia Sportswear Company): Gear up for Growth: Innovation in the Outdoor Industry.
- Keynote - Bill Bass (President of Direct, Charming Shoppes): 5 Lessons in 15 Years of Cross-Channel Retailing.

Concurrent Sessions 1

- Track 1 - Online Marketing and Merchandising Tactics: 40+ Specific Things You Can Do To Make More Money Next Week (Part 1 - Marketing)
- Track 2 - The Next Generation of Retail: New Rules, New Approaches: How Retailers Can Succeed Independently with Daily Deal and Flash Sale Campaigns
- Track 3 - Customer Experience and Conversion: The Science of Shopping Cart Optimization
- Track 4 - Social Retailing: Social Commerce in the Trenches: Retail Success Stories

Concurrent Sessions 2

- Track 1 - Online Marketing and Merchandising Tactics: 40+ Specific Things You Can Do To Make More Money Next Week (Part 2 - Merchandising)
- Track 2 - The Next Generation of Retail: New Rules, New Approaches: Looking Ahead to 2012: Content Driving Commerce
- Track 3 - Customer Experience and Conversion: How Channels Illustrate The Customer Experience and The Impact on Attribution



- Track 4 - Social Retailing: Best Practices For Retailers to Drive Sales and Integrate Social Media Into Your Overall Digital Strategy

1.1.1.3 14/09/2011

- Keynote - Sucharita Mulpuru, VP, Principal Analyst, Forrester Research & Ben Fischman, Chairman & CEO, Rue La La Digital Retail Q&A with Forrester Research
- Keynote - Stephanie Tilenius, VP of Commerce, Google - Google Insights on Local, Mobile, and Payments
- Keynote - Phil Terry CEO, Creative Good - Live Labs with Phil Terry

Concurrent Sessions 1

- Track 5 - Advanced eCommerce Strategy and Planning: The Evolution of Ecommerce Through The Eyes of the Digital Executive, and Implications to the Mother Ship
- Track 6 - Global Retailing: Best Practices on How Online Retailers Can Make Money in Europe
- Track 7 - Online Marketing Strategy: Advanced SEO Tips, Tools and Techniques - Applied Live in Website Critiques
- Track 8 - Mobile Retailing: Owning the Decision Point: The Future of the In-store Mobile Experience

Concurrent Sessions 2

- Track 5 - Advanced eCommerce Strategy and Planning: Promotions for Digital Retailing: Free Shipping and Beyond
- Track 6 - Global Retailing: Global E-Commerce Management: How Pioneers Are Making the Tough Decisions
- Track 7 - Online Marketing Strategy: Marketing Strategy Online: The Trends & Implications Every CMO Needs to Know
- Track 8 - Mobile Retailing: Meeting the Challenges of Performance in Mobile Retailing

1.1.2 Evento E-Commerce Expo 2011 – Londres, Inglaterra

1.1.2.1 Sobre o evento

- Ocorrendo desde 2006, este é o evento mais importante sobre comércio eletrônico no Reino Unido e um dos mais importantes mundialmente.
- Mais de 50 palestras e 14 keynotes
- Mais de 5000 participantes
- Entrega de prêmios de inovação e da indústria de comércio eletrônico

1.1.2.2 Conferências

1.1.2.2.1 eCommerce & mCommerce

- Using Social Marketing to Convert Fans & Followers into Sustainable & Profitable Relationships - John Kirwan, Head of Retail & Ecommerce sectors
- The Need For Speed: Optimising your users' ecommerce experience from the first to the last mile - Michael Allen - EMEA Director of APM Solutions
- Channel Trends: What's emerging? - Julia Priddle - Head of Key Account Management
- Simplifying Facebook Commerce: How Oriflame achieved 20,000 application downloads in only 6 months - Jonathan Cook, Head of New Media, Valtech
- eCommerce Failures: The key avoidable pit falls that will impact financial success - Jamie Smith - Head of Commerce Practice Europe Ascendant Technologies



- Making Ecommerce Relevant: Getting search, recommendations and personalisation right - David Murphy - UK Business Development, Robin Aitken - Product Marketing Apttus
- Magento Enterprise: Delivering large-scale, cost-effective ecommerce - Richard Jackson - Director - Session Digital and Kristel Verhasselt Sales Manager North Europe at Magento
- The Mobile Opportunity: Current mobile usage, how websites are performing on mobile handsets, and what can be done to improve - Geoff Parker - Client Services Director Click Consult
- How mobile will change the retail landscape - Ivor Morgan Head of EMEA Marketing
- Merchandising in Grocery: The future of in-store and online - Darren Smith, National Account Manager, Brandbank, James Brooke, CEO, 10CMS and Paul McCue, Global Customer Manager, Red Dot Square
- How to Boost Conversions Through Relevant Site Search - Osric Powell, Sales, SLI Systems
- Why eCommerce is Different for Branded Manufacturers: Because There Are 2 Customers at Stake - Retail Partners and End Consumers - Mark Grondin - SVP Marketing & Shaun Moores, VP of Traffic & Conversion Shopatron
- Whether You're A SME Or Multi-National Corporation: How can you define your ecommerce strategy? Lessons from O'Neill - Anabelle Kinet - Sales & Marketing Manager PFSweb
- The New Multichannel Road Map: Innovative technology creating inspirational cross channel shopping - Mike Anderson - Managing Director WMPS

1.1.2.2.2 Fulfilment, Retention & Delivery

- E-Commerce Growth From a Consumer Perspective: How companies can meet consumer demand - Daniel Latev - Head of Non-Store Retailing Euromonitor
- From Checkout to Delivery: Perfecting the customer journey - Phil Rothwell - Sales & Marketing Director Postcode Anywhere & Tom Percival - CTO Graze.com
- Delivering Excellence in Ecommerce - Chris Stevens - Head of Industry Distance Selling - Swiss Post International Management
- Growth Areas & Innovation in Delivery: Case studies from Mothercare, ASOS and John Lewis - Patrick Wall - CEO Metapack
- Stop Visitors From Leaving Your Site: New trends in online shopping behaviour - Miki Balin Founder & CEO Winbuyer
- Top 10 Methods To Improve ROI With Live Chat - Marcus Kaber, Senior Vice President for Global Marketing and Sales, Netop
- Those First Impressions: How to harness Affirmation Bias to create rewarding customer relationships - Michael Weston GM & SVP EMEA Lyris
- Conversocial From Social Village to Global Village: The future of social customer care - Joshua March - Co-Founder & CEO
- Opportunities and Challenges for International Logistics in Latin America – How Ecommerce Pioneers Succeed in Brazil - Adler Martins, Law Consultant, ExportBR
- Are You Delivering? Hear what your customers REALLY think about delivery choices and standard vs premium - Paul Galpin - Managing Director - P2P Mailing

1.1.2.2.3 Digital & Mobile Marketing

- The E-Marketing Edge: Optimising the profitability and visibility of your online marketing campaigns - Kathryn Boccuzzi - UK Sales Manager & Jeremie Peiro - Co-Founder & Sales Director Lengow and Edwin Dewez Team Lead Manager for Nextag
- The Great Web Form Challenge: How mouse tracking can help reduce drop-off rates - David Hudson - UK Country Manager etracker
- Thinking About SaaS Ecommerce? Key considerations when selecting a vendor - Ben Adams - Multi channel Platform Manager Best Buy Europe



- Revealing The Email Marketing Highs & Lows: From campaigns sent by the UK's top 40 online retailers, including M&S and Boots - Skip Fidura, DMA Email Marketing Council, dotDigital Group
- How To Maximise Your Q4 Profits: Practical steps to increase ROI using email marketing - Daniel Harari - VP of Marketing & Client Services and Co-Founder emarsys
- 5 Simple Changes to Your Ecommerce Website That Will Increase Your Sales - Cindy Smith - Director of Sales Ability Commerce
- How to Cover Your Entire Catalogue With Product Videos & Enjoy an Immediate Increase In Sales & Video SEO - Simon Pierson - UK Marketing Sales & Partnerships Treepodia and Arianna Cagli Nectar
- Commerce! This Time It's personal: The rise of personalised content and promotions - James Candy - Business Development Director Red Technology
- Social Shopping: Where do you stand? - Vincenzo Calenne - Head of Ecommerce Sales UK Microsoft Ciao Commerce Division
- Email, Social Marketing & The Art of Storytelling - John Sadowsky - Business Coach and Henry Smith, Business Development Director, Emailvision
- The Benefits of Cloud for Ecommerce - Michel Robert - Managing Director Claranet and Jo Stanford - Group IT Director De Vere Group
- 50 Ways to Improve the Performance of Your Ecommerce Website: Lessons from Christopher Ward and over 200 other online shops since 2000 - Roger Willcocks - Director Screen Pages
- Online Video is A Key Component To The Success of Ecommerce - Gillian O'Neil - CEO Moviecom.tv

1.1.2.2.4 Payment & Security

- PCI: As complicated as it sounds? - Gerry Lawrence CTO for NetBenefit and Group NBT
- From compliance to risk management - Neira Jones - Head of Payment Security, Barclaycard
- Web-Based Data Compromises Can Ruin A Merchant's Reputation - But They Are Easily Avoidable - Ryan Philo - Head of Product Management Commidea
- What factors do you need to consider when adopting an international payment strategy? - Lefras Coetzee, Head of ecommerce proposition, WorldPay
- How To Avoid The Pitfalls Of Trading Online: Sage Pay's E-business benchmark report - Simon Black - Managing Director Sage Pay
- Why You Should Open Your 'Virtual' Doors To Cash Paying Customers - David Hunter - CEO Ukash
- 2012 Trends in Payment & Fraud: The view of the top 200 ecommerce players - Nicolas Vedrenne - Managing Director Merchant Risk Council
- Fraud Risk Management for E-commerce - Maximising your sales through controlling your risks - Richard Quick, Senior Manager, Forensic Data Analytics, Ernst & Young and Nicolas Mallison, Director, Forensic Data Analytics, Ernst & Young
- Expanding Across Borders. How to sell globally without risk or difficulty - Jackson Strobel - VP Sales & Operations and Kathy Beteta - Executive VP and Jonathan Ellis - Managing Director EMEA of Planet Payment
- The Silent Revolution: The latest changes in the ecommerce payment industry and how this affects you - Benjamin Nachman - CEO Credorax
- PCI Compliancy For Direct Commerce: Getting it done! - Pierre D'Arbost - MD MNP and Dean Metcalfe - Account Manager Commidea
- How to avoid the pitfalls of trading online — Sage Pay's E-business benchmark report - Simon Black, Managing Director, Sage Pay

1.1.2.2.5 eCommerce Expo Keynote

- How is mobile becoming a driving force in retail engagement, and where to next? - Nic Cumisky, Senior Industry Manager, Google Mobile



- The power of consumers' opinions - Alexander Miller, Team Leader Sales Advertising UK Ciao E-Commerce Division, Microsoft
- Optimising your alternative payments: introducing new global data - Mark Fleming, Senior Vice President for Corporate New Business, WorldPay
- Staying safe online: how mobile is changing the threat landscape - a future trends panel debate with Get Safe Online - Tony Neate, Managing Director, Get Safe Online, Peter Wilson, National Fraud Authority Therese Loveday, Office of Cyber Security & Information Assurance Michael Cunningham, Symantec
- The increasing importance of collaboration in delivering to multichannel customers - Chris Howell, IT Director, Customer Systems, Dixons
- Milk that data: how to best utilise and profit from your business data - George Ioannou, Head of Creative & Strategy, Maginus
- State of the Nation: current online marketing figures and industry trends - David Smith, Managing Director, IMRG
- Social Design, Social Commerce - Ivan Heneghan, eCommerce Partnerships, Facebook
- From the high street to the i-street: a look at customer behaviour and the changing face of retail media - Phuong Nguyen, Head of Sales, eBay Advertising UK
- Why multi-channel convergence is essential & how to achieve it - Eric Abensur, Group Chief Executive
- Payment innovation and mobile-commerce - Renier Lemmens, VP and General Manager, Europe, PayPal
- The Breakfast Briefing - Nick Pratt, Managing Director, Sitemakers Ray Buckler, Head of Business Development, Sitemakers

1.1.2.3 Evento VAD-E-Commerce Lille 2011

1.1.2.3.1 Sobre o evento

- Três dias de conferências e exposição
- 300 expositores
- Mais de 11000 visitantes
- 7,6% dos visitantes eram estrangeiros
- 120 conferências e master classes
- Audiência de 5500 participantes de conferências
- 56 jornalistas
- 12000 m2 de exposição
- Focos centrais
 - Multicanalidade
 - Operações internacionais
 - Logística
 - Redes sociais
 - CRM / Web Analytics
 - Soluções virtuais

1.1.2.3.2 Conferências

- How is the Fashion & clothing business reinventing itself on the Internet ?
- Why does the catalogue still play the main role in distance selling customer relations?
- The French and the advertising mail: statement of the results of 2011 TNS Sofres survey
- How to optimize the performance of your sales channels: methods and tools. Practical case studies using the example of purchasing key conversion words



- The search engine for marketing offers blending entrance and exit channels is finally here!
- An introduction to Affiliation and Referencing
- The legal aspects of marketing
- Effectiveness and visibility of your Internet website: tools and methods
- Optimize your investments in Marketing and Communications
- Handling service messages and including them in your marketing campaigns to improve the customer experience with Neolane Massage Center™
- Can social media be blended into a multichannel action plan?
- Social networks & eCRM: How do they work together? What opportunities exist?
- Marketing e-mails: what do your customers and prospects really expect?
- Which are the strategic evolution axis of BtoB trade in France and in Europe?
- Effectiveness and visibility of your Internet website: tools and methods
- Maximise the ROI of your data base: advice and tools
- E-marketing, réseaux sociaux, print... Comment faire cohabiter les différents canaux de communication ?
- From Google to Shop: how do you capture future customers of your stores on the Internet?
- How has the mobile phone turned our buying habits around?
- Market places: from BtpB to BtoC, boosting your ROI
- Customer Loyalty – Bridging the Gap Between the Point of Sale, the Web, Mobile Phones and Social Networks
- Towards optimized effectiveness in your contact strategy
- Optimize your multichannel communications strategy
- Use video to increase your sales online
- Comment exploiter la puissance des données de Facebook pour enrichir votre CRM et améliorer la connaissance de vos clients ?
- Pourquoi la fusion multicanal est-elle essentielle et comment y parvenir ?
- Launching of OHM Nord-Pas-de-Calais
- Connected Innovation Village News
- Analysing online behaviour to boost ROI
- Introduction to Social Shopping
- Method to improve the sales force efficiency thanks to the multichannel
- Distance selling organisation: structure and method
- Effectiveness and visibility of your Internet website: tools and methods
- E-commerce: the advantages of a global solution
- Creating a successful cross-media campaign for new multichannel customer experiences
- Conversion, search engine, innovation in retail... 5 innovations to boost tomorrow trade
- The 40 strategic challenges of multichannel BtoB...in 40 minutes!
- Find out the main customer relationship issues on social media, through our e-reputation and CRM Study focused on e-commerce.
- A new take on fable of the Cricket and Ant: You survived on traffic, did you? That's nice. Now convert
- Marketing personalisation and personal privacy protection, an evolving paradox
- Blending and potimising Print and Digital in your multichannel strategy
- How to integrate a new sales or advertising channel in distance selling?
- Effectiveness and visibility of your Internet website: tools and methods



- How to benefit from your data using data mining?
- Social Marketing, Cloud, purchase experience... 4 innovations to boost tomorrow trade
- What is the role of Rich Media in specialised distribution?
- Why waste energy? Secure loyalty from your best customers!
- Innovation for a benefit of customer relations: How can customer relations communication be a lever to ROI?
- Ecommerce in Belgium: the last figures and trends of BeCommerce.Be
- How can you develop the traditional sales force business model in your high performance multichannel strategy?
- Changing purchasing habits, from a transaction to a relational buying system
- SEO: Don't stop at positioning, get visible!
- Conference and sponsorship by Lille IEMD & IAE
- The current affairs of right in VAD. 2011: the legal big-bang
- 10 effective actions to double your conversion rate and optimize your visibility
- Can your web site compete with Facebook?
- Combine offline and online for a winning strategy!
- Which are the stakes of the connected TV in the distance selling?
- How can you predict the ROI of your Web marketing campaigns? Methods and tools
- Google, Facebook and Groupon are getting to know your consumers and customers better than you are!
- Introduction to Multichannel
- The keys of success of an optimized marketing budget
- Comparison tools, Long Tail key words, Facebook Ads, etc. Using your product flow to generate qualified traffic
- Presentation of the new edition of the Fevad/CCM measuring Benchmark on performance of BtoB e-commerce site
- Points of sale & e-commerce: How can you blend them into multichannel customer marketing?
- Eastern Europe is growing into a promising regional market for distance selling merchants, for multichannel and online retailers who keep looking for new cross-border opportunities
- Logistics: the keys to successful outsourcing
- Cross-border e-commerce
- Launching and promoting your brand on social media: a look back over the year
- IT & liberties compliancy: what is at stake? (handling your customer/prospects' data with respect for the law)
- The intelligent document for high performance communication
- Telemarketing: the keys of success to recruit and secure loyalty
- Building your database around knowing your customer
- How to secure customer loyalty?
- The recipe for an effective Web Analytics to optimize your eBusiness strategies
- Should new consumer behaviour (web, mobile, social networks, etc.) be included in CRM data?
- Distance selling issues and their role in an urban communication strategy
- Recruiting and securing loyalty on an international scale: a vital challenge
- Social shopping: why can this be an accelerator for online sales?
- 10 key best practices in e-mail marketing!
- Meet your ideal client with ULTIMATE, the first behavior typology at personal level



- What do consumers expect from brands?
- How can you evaluate the performance of your e-commerce site?
- Turning your customer complaints management into a competitive advantage
- Email creation: How can you optimize your subject line to boost the reactivity of a relations programme?
- Introduction to Web Analytics
- Telemarketing: the keys to success to recruit and secure loyalty
- Collecting, enriching and optimizing BtoC marketing data
- How to canvas coherently and effectively?
- E-commerce markets in Portugal, Spain and Switzerland
- Landing Page Optimization: a key step between traffic and performance
- Referencing 2.0: how can you optimize your referencing with Social Media?
- The distance selling market in France offers you a unique chance to expand your business profitably online as well as offline...
- How to manage online customer relationship management for an e-commerce website?
- E-mail marketing & Social networks: Find out all the opportunities in social e-mailing
- Social shopping + mobile: the winning combination
- What are the best practices for multichannel segmentation focused on loyalty?
- Social networks and E-commerce: measuring ROI
- Working with your sales force, a vital tool in improving efficiency
- How can you create a marketing plan for a small business?
- The keys to success for effective canvassing campaigns
- Managing the hidden challenges of e-commerce
- The business of mobile applications
- How to put in place a multichannel advertising campaign in association with an e-commerce site
- Boost your business by developing a cross-channel strategy with Microsoft SQL Server suite
- Loyalty and satisfaction on Internet: stake of a qualified measure of the customer experience
- Capitalizing on online customer experience to boost customer relations
- Web Analytics Meetings
- Mobile and augmented reality: purchasing limits
- The Marketing email evolves, and also the behaviour of speakers. Evaluation of the situation about the last trends in 2011
- Taming Facebook
- Intelligent mailing: how to generate traffic and develop loyalty with customers and prospects?
- The mobile: a key actor in nowadays trade and of tomorrow
- Externalising e-logistics
- Drive: a new sales channel for big-box stores and fast moving consumer goods. 360° range: offer, advertising, brand influence, shopper experience
- Deployment of a ready-to-use multichannel business platform
- Optimising your transformation rate [vraie-vie.com](#)
- efficiency
- 360° communications trends: how to conciliate ROI and performance?
- New data in customer relations for 2012: what has changed



- Good deals, private sales, lead generators: feedback on experience
- Delivery: an essential link in the e-commerce chain
- How to measure the creation of a reputation through branding campaigns. Identifying the differed ROI generated by publicity campaigns
- Don't create an ad. Start a conversation!
- VAD & e-commerce: The upheaval of traditional sales models
- Digital Commerce Stars Awards Ceremony
- Professionalising logistics: a factor in developing e-commerce
- E-mail marketing: what do your customers and prospects really expect?
- VAT and E-commerce in Europe, is it really complicated?
- How to canvas coherently and effectively?
- Boost your site's conversion rate
- How to conceive a website easily usable?
- Multichannel: new professions, new skills?
- RFID: solutions for coding and tracking in logistics management
- The effects of advertising campaigns and search engines on brands
- Innovation + Mobility + Ergonomics = the key to ROI
- Social CRM: the new stakes of the customer relationship
- E-commerce Lab: Innovation for online sales
- Discover how to fully exploit your databases to optimize your relationship strategy
- Using the mobile phone to get to know your customers
- Anne-Gaëlle SAUTY, SERVICES NOMADES
- New Marketing jobs: between myth and reality
- Working with the cultural and creative industries for better innovation
- Careers & Training: finding a job in just a few minutes or how social networks and web 2.0 have changed recruitment strategies...and candidate behaviour
- Getting the most from your catalogue by optimizing your product presentation and photo presentation
- Tablet computers: development perspectives and feedback on experience
- E-shoppers, wake your digital mix up! Find out the best weapons to optimize your online ROI!
- Marketing e-mails to boost distance selling: best practices
- Innovation Trends: from online business to connected business
- Augmented reality, limitless creativity to boost sales
- RFID technology: how to build it? how to establish it? Which methodological approaches to adopt for a better risk management?
- How to stand out from the competition using social network games?

1.1.2.4 Evento CeBIT 2012

1.1.2.4.1 Sobre a CeBIT 2012

A CeBIT, realizada em Hannover/Alemanha, entre 06 e 10 de março de 2012, é a maior feira e evento mundial sobre economia digital e tecnologia de informação, com mais de 300.000 participantes, sendo em torno de 50.000 de fora da Alemanha, perto de 4.200 expositores, de mais de 70 países.



Foram centenas de painéis, palestras e workshops, realizados em diversos ambientes, desde o auditório central para as "Global Conferences", até auditórios para temas específicos, diversos espalhados pela feira, bem como inúmeras salas para grupos pequenos, laboratórios, etc.

O slogan da feira, neste ano, foi "CeBIT as the heart of the digital world", e o tema central "Managing Trust", focalizando a preocupação com a confiança da sociedade nas tecnologias de informação, especialmente questões relacionadas à segurança de informações. No entanto, ainda que haja um foco destacado, a CeBIT aborda toda a tecnologia de informação, comunicação, colaboração e automação.

Como em todo ano, a CeBIT escolhe um "Partner Country". Neste ano, o país parceiro da CeBIT foi o Brasil, tendo a cerimônia de abertura a participação da presidente Dilma Rousseff. Em seu papel como o país parceiro da CeBIT 2012 o Brasil procurou enfatizar suas credenciais como uma nação TIC líder com forte potencial de crescimento e capacidades inovadoras. Segundo o evento, o setor de TI do Brasil se destaca tanto por sua flexibilidade, como por "seu poder de fogo", representado por seu poder de inovação, orientação a serviços e seu enorme mercado potencial, sendo previsto para 2012 um crescimento de 6%, atingindo € 92 bilhões, considerado um dos que mais crescem no mundo.

1.1.2.4.2 Agenda da Conferência

06/03/2012

- Driving customer value
- Building smarter business in the era of big data
- The ICT approach to smarter enterprise
- All things smart: smart cars, smart grid, smart cities
- Open web platform
- Unlock the potential of the world
- Urban management summit
- How do we want to live and work tomorrow

07/03/2012

- Next-generation security: minimizing threats while boosting performance
- The right path to unified communication and collaboration
- Data without limits
- Flying the cloud: managing big data and trust
- Real world cloud business
- SAP's cloud approach: supporting hybrid landscapes do to serious business
- Personal data: the currency of the digital world?
- Smart IT, not big IT: how the cloud is transforming SMB customer environment
- CGC – Satellite smart grids
- Talent management redefined
- Effective knowledge management

08/03/2012

- IT: the backbones of mobility concepts
- Smart mobility: how more people can create less traffic
- Digital lifestyle: connected home and work space
- The challenges in the online video
- Connect your lifestyle: always on – your life in the cloud



09/03/2102

- It's all coming together perfectly
- Social selling becomes the new e-commerce: how online business can adapt to E-Commerce 2.0
- Social business: collaboration and communication
- Embrace consumerization: unlock the opportunity, and securely manage your workforce without limits
- Commerce gets social: how networks are driving what you buy
- Qype at the vanguard of global SoLoMo Commerce for business

1.1.2.5 Evento IRCE 2012

1.1.2.5.1 *Sobre o IRCE 2012*

Com mais de 100 sessões e 175 palestrantes especialistas, o IRCE 2012 tratou de todos os temas relevantes para comércio eletrônico, incluindo marketing, merchandising e estratégias operacionais para atender às demandas de consumidores que estão ditando as novas regras de venda a varejo. Com cinco workshops no primeiro e no quarto dias, e nove trilhas nos dois dias de conferências principais entre eles, nenhum tópico relativo a varejo eletrônico deixou de ser tratado.

Alguns dos tópicos abordados foram:

- Como aproveitar a revolução do marketing social para o seu negócio de e-commerce.
- Preparando para a grande mudança para dispositivos móveis.
- Compreendendo o desafio de web TV.
- E-mail marketing com as últimas técnicas e estratégias.
- Como implementar as melhores tecnologias de e-commerce para sua loja na web.
- Como competir eficazmente contra os gigantes com mais recursos.
- Transformando redes de varejo para a era digital.
- Como conseguir rentabilidade online.
- Criação de projetos web e estratégias de comercialização para converter visitantes em compradores.
- Como aperfeiçoar o gerenciamento de pedidos e as práticas de atendimento para manter clientes on-line e fazê-los retornar.

1.1.2.5.2 *Dados gerais*

O gráfico abaixo mostra a evolução do IRCE, desde sua fundação, em 2005:



Figura 1 Evolução do IRCE

1.1.2.5.3 Programação do evento

A seguir está apresentada a agenda do evento, com os workshops e sessões que ocorreram.

1.1.2.5.3.1 Workshops - 05/06/2012

Search Workshop

- Not last year's SEO: New rules to raise rankings by Kevin Hickey, Vice President, Online Stores Inc., Tim Kilroy, Director, Business Development, Wayfair, Ben Kirshner, CEO, Elite SEM.
- How to break through the paid-search ceiling with search retargeting by Jeff Campbell, Co-founder and Managing Director, Southeast, Resolution Media, Frost Prioleau, CEO, Simpli.fi, Mike Ryan, Director, Digital Marketing, Lowe's.
- Shifting a paid search campaign into overdrive with new Google tools by Craig Handelsman, CIO, CentralVacuumStores.com, Timothy Seward, CEO, ROI Revolution Inc.
- How my SEO dropped overnight and what I'm doing to fix it by Mitch Lieberman, CEO, OneWayFurniture
- 5 mistakes to avoid in search marketing by Udayan Bose, Founder & CEO, NetElixir, Inc., Steve Cates, Director of E-Commerce, Galls - An ARAMARK Company.
- How to turn dynamic inventory, seasonality and promotions into an SEM advantage by Sachin Gadhvi, Director, Search & Mobile Marketing, TicketsNow, Aaron Goldman, CMO, Kenshoo.
- Live SEO reviews: Are you doing everything you can to show up high in search rankings? by Danielle Leitch, Executive Vice President, MoreVisibility, Amanda Watlington, Owner, Searching for Profit.

Technology Workshop

- Welcome and Introduction: What all e-retailers need to know about tomorrow's technology by Bernardine Wu, CEO, FitForCommerce.
- Cross-Channel Commerce: Techniques and technologies to leverage by Katherine Goodman, Vice President, E-Commerce, The Talbots Inc., Peter Taylor, Director, Business Development and E-commerce, Sport Chalet.



- Getting the most out of your technology budget by Chris Andrasick, Founder and CEO, Tacit Knowledge , Matt Raines, Vice President, Technology, Bluefly Inc., Gwan Yip, Director of E-Commerce, Maggy London International.
- Beyond the one-size-fits-all technology by Mark Barnum, Director of Interactive Technology, Burton Snowboards, Bryon Colby, Senior Vice President, Digital Commerce, Cornerstone Brands.
- SoMo Technologies: Powering up the social and mobile revolutions by Charles Laughlin, Senior Vice President & Program Director, BIA/Kelsey, Aaron Mandelbaum, CEO, StyleQuest.
- Product + Content + Asset Management: Tools that improve efficiency and the bottom line by Ben Quigley, Vice President, Internet Channels, Healthy Directions, Richard Tawney, Director of E-Commerce and Online Marketing, Lumens.com, Shannon Wu-Lebron, Director, E-Commerce Searchandising, Office Depot Inc.
- How today's e-commerce platform swap-out is radically different from yesterday's by Marc Ashley, Chief Operating Officer, MarketAmerica , Brian Beck, Vice President, Multichannel Retail & Marketing, FitForCommerce.
- Marketing Technologies: The engines behind the promotions by Ames Flynn, Vice President, Digital Strategy, Michaels Stores Inc., Jason Miller, Vice President, Technology, Motorcycle Superstore, Howard Wyner, CEO, Scentiments.com.

E-Retailing Profitability Workshop

- Striking the right deal when you go for funding by Cotter Cunningham, Founder & CEO , WhaleShark Media Inc., Josh Goldman, General Partner, Norwest
- Expense ratios and margins - how you compare by Nikhil Behl, CEO, Zoostores.com, Brian Kilcourse, Managing Director, Retail Systems Research LLC
- Hiring the right staff: What it costs to find and keep the right managers for your business by Hil Davis, CEO & Founder, J. Hilburn, Todd Morris, CEO, Brickhouse Security.
- Turning shipping into a profit center - even when you're offering free shipping by Mike Connors, CEO, Bulbs.com, Jason Kang, Vice President of Marketing and International, Zazzle, David Redlich, CEO, ReStockIt.com.
- What your spreadsheet can tell you by Liz Robert, CEO, Terry Bicycles, Yona Shtern, Co-Founder and CEO, Beyond the Rack.
- 10 ways to improve ROI - now by Mike Griggs, Co-founder and Managing Partner, Strings and Beyond, Edward Hechter, CEO, PartyPail, Inc., Michael Ober, Director, Merchant Development, Yahoo Merchant Solutions.
- Selling your company: Preparing for the pre- and post-sale world by Abram Garver, Principal, Focus Investment Banking, Scott Hintz, Vice President, Business Development and Co-Founder, Triplt.com, Adam Stites, President, iStores Inc.

1.1.2.5.3.2 Conferências – 06/06/2012

General Sessions (8:30 AM - 10:15 AM)

- Welcome: What it means to connect with the 21st Century Consumer by Kurt Peters, Editor in Chief, Internet Retailer.
- Keynote Address: How the web has become the engine that drives retailing by William Lynch Jr., CEO, Barnes & Noble.
- Creating innovation through the next generation of retail by Joel Anderson, President & CEO, Walmart.com U.S.
- Special Guest Speaker: Fareed Zakaria: How e-commerce is poised to lead the global economy by Fareed Zakaria, Host of Fareed Zakaria GPS, CNN.



CEO Strategies - Track A—Top execs discuss winning strategies

- Attracting and retaining talent in a competitive market by Timothy Peterson, Chief Marketing Officer & Co-Founder, LocFree.com.
- The new urgency for developing a state sales tax strategy by Stephen Kranz, Partner, Sutherland Asbill & Brennan LLP, Maureen Riehl, Vice President, Government Affairs, Council on State Taxation.
- Fighting back against patent suits: What to do and how to do it by Lee Cheng, General Counsel, Corporate Secretary and VP of HR, Newegg Inc., Andrew Leibnitz, Attorney, Farella Braun + Martel LLP, Rosalyn Mitchell, Associate General Counsel, Wal-Mart Stores Inc.
- Blocking the hackers: The case for preventive action by Tim Toews, Consultant & Former CIO, Office Depot Inc.
- Identifying the consumers' sweet spot by Gian Fulgoni, Chairman, comScore Inc.
- Bonus: Six keys to an effective global e-commerce operation by Lisle Holgate, Vice President, Business Development, Commerce Technology Solutions, Greg Kaldor, Vice President, Sales, Alice.com.
- Bonus: Border crossings: How to get orders to customers across borders by Geri Cox, Director of Sales, Col. Littleton Ltd. Inc., Bobby Frank, CEO, BorderJump LLC.

Retail Chains - Track B—Retail Chains: Making the web the priority

- Leveraging a commerce platform in the era of the anywhere, anytime, any device consumer by Brian Walker, Vice President & Principal Analyst, E-Business & Channel Strategy, Forrester Research Inc.
- Good-bye, stores: How going web-only saved a business by Mel Ronick, CEO, Stacks and Stacks.
- Coordinating store and web inventory to snag more shopper dollars by Scott Barrett, Vice President, E-Commerce & Customer Initiatives, Eastern Mountain Sports, Ron Kelly, Vice President, Customer and Pharmacy Services, E-commerce, Walgreen Co.
- How chains can harness the power of mobile phones by Sean Bartlett, Director Mobile Strategy and Platforms, Lowe's Inc., Jeff Campbell, Co-founder and Managing Director, Southeast, Resolution Media.
- Marketing and merchandising your brand in a cross-channel world by Jimmy Mansker, Vice President, Internet Marketing, Bon Ton Stores Inc.
- Bonus: Creating an online b2b strategy by Kenn Fischburg, President, Consumers Interstate Corp., Linda Taddonio, Chief Ecommerce Strategy Officer, Insite Software.
- B2C2B: When a single site can and can't serve both b2c and b2b by Keith Maddox, CEO, Parentgiving.com, Jason Shaw, Owner, MyPerfectColor.com/Breslow Home Design Center.

Advanced E-Marketing -Track C—Take Your Online Marketing to New Heights

- How to get a bigger marketing budget from your CFO by Daryl Logullo, E-Commerce Manager, Hale Groves/Southern Fulfillment Services.
- The last click shouldn't win by Kevin Ertell, Chief Marketing Officer, OnlineShoes.com, Matt Stelter, Assistant Manager of Internet Marketing, Drs. Foster and Smith.
- What's the future of affiliate marketing sites? by Corey Frons, Chief Marketing Officer, Bulbamerica.com, Mark Shimahara, Internet Marketing Manager, Patagonia.
- How mobile maximizes marketing by Ashley Harmeling, Director of Marketing, Rue La La.
- Can Facebook ads actually drive sales? by Randall Weidberg, President, GiantNerd.
- Fresh ideas for amping up your e-mail marketing by Alaa Hassan, Vice President, iNetVideo.com.
- Following the leaders: What the Internet Retailer Top 500 do well in e-mail marketing by Loren McDonald, Vice President, Industry Relations, Silverpop.

Small E-Retailers - Track D—Beating the big guys by working smarter

- How to make your online company look bigger than it is for the sole purpose of increasing sales by Colin Chase, Director of E-Commerce, Brothers International Food Corp.



- The idea exchange: Swapping tips on doing more with less by Karen Kang, Vice President, AccessoryGeeks.com, Barney Stone, President, Stone Edge Technologies.
- Selling on third-party marketplaces: The new reality of competitive partnerships by Jason Roussos, Vice President, E-Commerce, Vitamin Research Products, Richard Sexton, President, Carolina Rustica.
- Paid search strategies for the smaller merchant by April Anderson, Industry Director, Retail, Google, Tom Cole, CEO, Beau-coup.com.
- Taming the analytics monster by Peter Bourne, Chairman & CEO, Spring Metrics Inc., Annette Giacomazzi, President, CastCoverz.com.
- Next steps for niche retailers: Finding your expansion areas by Chad Harris, Co-founder, The Garden Gates, Joshua Wood, Vice President, Operations & Co-founder, Ozbo.com.
- Ask Away: Five minutes of free access to the experts by John Lawson, CEO, 3rd Power Outlet, Michael Ober, Director, Merchant Development, Yahoo Merchant Solutions, Barney Stone, President, Stone Edge Technologies.

1.1.2.5.3.3 Conferências – 07/06/2012

General - Sessions (8:30 AM - 10:15 AM)

- Keynote Address: Gilt Group: Innovative ways to connect with today's consumer by Alexis Maybank, Founder & Chief Strategy Officer, Gilt Groupe.
- You know more about your customers than you think you do by Sam Yagan, CEO, OKCupid.
- What shoppers want: Listening in on the consumer voice by Lauren Freedman, President, The E-Tailing Group.
- The Top 500 Guide: What the new ranking of North America's largest web sites tells us about successfully connecting with the 21st Century consumer by Jack Love, Publisher, Internet Retailer.

Design & Merchandising - Track E—The new market demands new strategies

- Lessons from the mega-sites: What Buy.com's site redesign can teach you by Bernard Luthi, Chief Marketing Officer, Buy.com.
- Prioritizing merchandising and design investments by Holly Carrington, Director, Ariat.com , Ariat International Inc., Sarah Hajjar, Director, E-Commerce , Tempur-Pedic North America LLC.
- Can consumers REALLY navigate your site? Put it to the test.
- Redesign step by step by Jeff Douglas, E-Commerce Manager, Nebraska Furniture Mart.
- Beyond price: How to compete when you can't compete on price by Joanna Culbertson, Director of Affiliate Marketing, HerRoom.com.
- Refining site search to meet your company's needs by Chris Reighley, Director of E-commerce, Totes-Isotoner.
- When—and how—do you redesign? by Daniel Cotlar, Chief Marketing Officer, Blinds.com, Josh Klaristenfeld, Executive Vice President, Operations, Dazadi.com.

Fulfillment - Track F—Order management, fulfillment, and customer service

- The free shipping tightrope by Paul D'Arrigo, Co-founder & Vice President, Marketing, Unique Squared Inc., John Haber, Founder & CEO, Spend Management Experts.
- After It's over is when it just begins - dealing with customers after a data breach by Jeff Corey, Chairman, Day's Jewelers, Ross Lasley, Principal, The Internet Educator.
- 10 questions to ask your fulfillment vendor by Michael Murray, Senior Vice President, Operations, ShopNBC, Bill Shea, General Manager, Wine Country Gift Baskets.
- Managing inventory in a hyper-fast world by Sean Cook, CEO, ShopVisible LLC, Daniel Yen, CEO, MovieMars.com.



- Finding, training and retaining customer service reps by Terry Rowinski, Chief Operating Officer, BuySeasons.com.
- How to be ready when large scale attacks hit your site by Sean Leach, Vice President of Strategy, Network Intelligence and Availability Group, Verisign.
- Managing returns for profitability by Mark Pierce, Director, Client Services, Innotrak, Mike Small, Chief Operating Officer, BuyHappier.com.

Social Commerce - Track G—Harnessing social networks for sales

- AM Social shoppers share their secrets: How e-retailers spin that knowledge into gold by John Jackson, CEO, DecisionStep, Buy.com.
- The many flavors of a social strategy: What will work for you? by Tom Funk, Senior E-Commerce Manager, Green Mountain Coffee Roasters, Adrian Salamunovic, Co-Founder, CanvasPop.com.
- Making your product reviews do more by Nadim Hossain, Vice President, Marketing, PowerReviews, Kevin Moffitt, Director of E-Commerce, Dillard's, Kimberly Ruthenbeck, Director of Web Customer Experience, Room & Board.
- Syncing your web site with Facebook: Should you do it? by Leigh Rawdon, CEO, Tea Collection.
- Going social from Day One: How a start-up online retailer gained 1 million members through social marketing by Scott Ballantyne, Chief Marketing Officer, Fab.com.
- Ways to drive shoppers from social media to your site by Krishan Agarwal, President, Melrose.com LLC.
- Interest in Pinterest: How the social site drives retail traffic by Brian Kalma, Chief Experience Officer, Gemvara, Scot Wingo, President & CEO, ChannelAdvisor Corp.

Technology - Track H—Getting the most out of your e-commerce technology

- The changing role of the CTO by Tracy Terrill, Chief Technology Officer, LegalZoom.com.
- My web site is down! Why the Internet doesn't always work and what this means for your business by Kevin Diamond, Chief Technology Officer, HauteLook, Lelah Manz, Chief Strategist for Commerce, Akamai Technologies Inc.
- Mega mergers: How to negotiate with the big as they get bigger by Gene Alvarez, Vice President, Gartner Inc., Murali Bandaru, Director, IT Solutions Delivery – E-Commerce & Bridal Systems, Belk Inc.
- Is one-stop tech shopping for real? by Darrell Ross, Digital and E-Commerce Strategist, Accenture.
- Beyond technology: Navigating the legal issues of today's computing environment by Valerie Parent, Sales and Marketing Director, Bizou, David Weslow, Partner, Wiley Rein LLP.
- The new age of analytics: Creating a data strategy that leads to increased sales by Melinda Driscoll, Digital Analytics Senior Manager , Best Buy Co. Inc., Adam Greco, Senior Consultant, Web Analytics Demystified.
- Customer data consolidation: The Holy Grail of 21st Century retailing by Andy Lloyd, General Manager, E-Commerce, NetSuite, Rick Ragusa, Senior Vice President, Direct & Trade, Serena & Lily.

1.1.2.5.3.4 Workshops – 08/06/2012

Social Workshop

- Can you generate sales on Facebook? by Guillaume Gauthereau, Founder & CEO , Totsy.com, Jason LaRose, Senior Vice President, E-Commerce , Express.
- What's the value of the Like for large retailers? by Steve Hartman, Vice President, Online Marketing, Urban Outfitters, Siva Kumar, CEO, TheFind, Dennis Maloney, Vice President Multi Media Marketing, Domino's.
- Is a Facebook Like campaign worth the resources for small retailers? by Dave Anderson, President, Wildlife Wonders, Kevin Richards, CEO, Ventura Web Design.