

Industry Seminars

Gain the competitive edge in your business through insider tips, proven techniques and best practices, courtesy of ASD Las Vegas and our sponsors. Seating is on a first-come, first-served basis and all you need is your Buyer Badge.

For your convenience ASD Las Vegas is proud to present the following seminars by industry experts free of charge.

Seminar Schedule

Monday, March 1, 2010		
Room 104 - Lower Level Sands Expo Center		
8:00 a.m. - 9:00 a.m.	Basics of Online Selling	IMA
9:30 a.m. - 10:30 a.m.	Navigating the Amazon - Sell Your Goods on Amazon.com	IMA
11:00 a.m. - 12:00 p.m.	Writing Product Descriptions that Sell	IMA
12:30 p.m. - 1:30 p.m.	ABC's of Web Design	IMA
2:00 p.m. - 3:00 p.m.	Build Your Brand with Facebook, Twitter & MySpace	IMA
Room 106 - Lower Level Sands Expo Center		
8:00 a.m. - 9:00 a.m.	How e-Commerce Can Help You Scale Your Business Exponentially	Colette Marshall – CoreXpand
9:30 a.m. - 10:30 a.m.	Ebay & Amazon: Pros and Cons of Leading Online Stores	Skip McGrath
11:00 a.m. - 12:00 p.m.	What Buyers Want from their Suppliers in the Future of Commerce	Colette Marshall – CoreXpand
Room 303 - Lower Level Sands Expo Center		
10:00 a.m.	Strategies for a Changing Retail World	George Whalin

Tuesday, March 2, 2010		
Room 104 - Lower Level Sands Expo Center		
8:00 a.m. - 9:00 a.m.	Big Ideas for Small Businesses	IMA
9:30 a.m. - 10:30 a.m.	SEO 101: Get Found in the Search Engines	IMA
11:00 a.m. - 12:00 p.m.	Build an e-Commerce Web Site in One Day!	IMA
Room 106 - Lower Level Sands Expo Center		
8:00 a.m. - 9:00 a.m.	Scaling your Wholesale Business	Colette Marshall – CoreXpand
9:30 a.m. - 10:30 a.m.	Growing your Business with the Right Supplier Relationship	Colette Marshall – CoreXpand
11:00 a.m. - 12:00 p.m.	The Top 10 Do's and Don'ts of Marketing and Selling on the Internet	Colette Marshall – CoreXpand
12:30 p.m. - 1:30 p.m.	The 3 Secrets to Increasing Retail Sales and Profits in the Next 30 Days	Cathy Wagner – Retail Mavens

Seminar Summaries

Keynote Presentation - Strategies for a Changing Retail World

March 1st at 10 a.m., Room 303

In this eye-opening presentation, retail expert George Whalin, will discuss five things retailers should STOP doing and five things they should START doing right now to survive and thrive in these tough economic times.

The ideas and tips George shares in this valuable presentation are real-world solutions to the challenges retailers face every day in these difficult times. This is a seminar retailers won't want to miss!

Basics of Online Selling

March 1st, 8:00 a.m. - 9:00 a.m., Room 104

Have you wanted to expand your business online but didn't know where to begin? Then this is the session for you! Join the experienced sellers from the Internet Merchants Association who will show you how to get started selling online.

Navigating the Amazon - Sell Your Goods on Amazon.com

March 1st, 9:30 a.m. - 10:30 a.m., Room 104

Amazon.com is THE most visited e-Commerce site on the internet and there are many ways to list your products there. Find out how to get your products listed, visible and successfully sold on Amazon from a veteran Amazon merchant.

Writing Product Descriptions that Sell

March 1st, 11:00 a.m. - 12:00 p.m., Room 104

Whether you sell on Amazon, eBay or your own web site, the secret to selling more is having great product descriptions. Learn about what sells – and what doesn't – from a marketing expert.

ABC's of Web Design

March 1st, 12:30 p.m. - 1:30 p.m., Room 104

Are you thinking about building a new site or redesigning your current site? Sit in as Rick Wilson, VP of Miva Merchant shows you the right way to design it, so it's successful.

Build Your Brand with Facebook, Twitter & MySpace

March 1st, 2:00 p.m. - 3:00 p.m., Room 104

Use Social Media sites like Facebook, Twitter and MySpace to promote your name on the internet. This session will give you ideas on how to harness the power of social media to build and protect your brand on the internet.

Exhibitor & Buyer Seminar - How e-Commerce Can Help You Scale Your Business Exponentially

March 1st, 8:00 a.m. - 9:00 a.m., Room 106

Whether you're a manufacturer, wholesaler, buyer, seller, brick and mortar retailer or even cart & kiosk owner, e-Commerce can help you scale your business. Join Colette Marshall, VP of Business & Supplier Development of CoreXpand.com to discuss the core elements of e-Commerce and how using online techniques for your business can scale your business exponentially.

Ebay & Amazon: Pros and Cons of Leading Online Stores

March 1st, 9:30 a.m. - 10:30 a.m., Room 106

Should you set up a store on Amazon, Ebay or both? Skip McGrath discusses the pros and cons of leading online store platforms and factors to consider when taking your business online.

Seminar Summaries

Exhibitor Seminar - What Buyers Want from their Suppliers in the Future of Commerce. Are you ready?

March 1st, 11:00 a.m. - 12:00 p.m., Room 106

B2B commerce is changing very rapidly and buyers now have more customized and unique requests that are driving changes in the wholesale industry. Join Colette Marshall, VP of Business & Supplier Development of CoreXpand.com to discuss these changes and what Wholesalers can do to meet the demands of their buyers.

Big Ideas for Small Businesses

March 2nd, 8:00 a.m. - 9:00 a.m., Room 104

Small businesses need big ideas to be successful. Learn the tips and tricks that can have a big impact on your success. This session will help your online business go to the next level as you get actionable tips from a company that's been selling online for over a decade.

SEO 101: Get Found in the Search Engines

March 2nd, 9:30 a.m. - 10:30 a.m., Room 104

Have you ever wondered why a particular site is at the top of the search results on Google? There are many steps you can take to move your site all the way up in the rankings without breaking the bank. Find out the first steps you need to take to get YOUR site at the top of the search engines.

Build an e-Commerce Web Site in One Day!

March 2nd, 11:00 a.m. - 12:00 p.m., Room 104

Build a web site this morning – start selling in the afternoon! There are many ways you can build a basic e-Commerce site that can help you sell your products – fast and easy. Find out where to go and what to look for when you build your site.

Exhibitor Seminar - Scaling your Wholesale Business

March 2nd, 8:00 a.m. - 9:00 a.m., Room 106

How do you get your data to be more adaptable to plug in to more buying environments without recreating it every time? How do you use loyalty and incentive programs to incentivize your buyers? Join Colette Marshall, VP of Business & Supplier Development of CoreXpand.com to discuss how to build a better foundation to scale your business in a multifunctional way.

Growing your Business with the Right Supplier Relationship

March 2nd, 9:30 a.m. - 10:30 a.m., Room 106

Having the right relationship with your wholesalers can mean the difference in large margins for your business. Join Colette Marshall, VP of Business & Supplier Development of CoreXpand.com, to discuss techniques that you can use to grow your business.

The Top 10 Do's and Don'ts of Marketing and Selling on the Internet

March 2nd, 11:00 a.m. - 12:00 p.m., Room 106

SEO, PPC, Social Marketing, Twitter, Facebook, MySpace, selling on eBay, selling on Amazon, selling on Yahoo - for marketing and selling products on the internet the options are endless and the terminology can be confusing. Join Colette Marshall, VP of Business & Supplier Development of CoreXpand.com to demystify some of those internet myths and discuss the do's and don'ts of e-Commerce.

The 3 Secrets to Increasing Retail Sales and Profits in the Next 30 Days

March 2nd, 12:30 p.m. - 1:30 p.m., Room 106

Do you want to drive consistent sales in your retail business?

Do you wish you felt more in control of your business and employees?

Do you often see money coming in and money going out and wonder how to have more left over?

Are you sometimes overwhelmed by everything that there is to do?

Get the answers to these questions!