



**October 5-6, 2006
Omni San Francisco
San Francisco, CA**

SCHEDULE AT-A-GLANCE

DAY 1

7:30am – 8:30am Continental Breakfast
8:30am – 9:00am Introductions & Networking
by Sherry Chiger, Editorial Director, Multichannel Merchant
9:00am – 12:30pm Shaping the New Multichannel Business Model for Optimal Performance
by Debra Ellis, Founder/President, Wilson & Ellis Consulting
12:30pm – 1:30pm Luncheon & Networking
1:30pm – 5:30pm Maximizing Lifetime Value: The Promise of Multichannel Marketing
*by Bill Nicolai, Senior Partner, LENSER, and
Michelle Farabaugh, Partner, LENSER*
4:30pm – 5:30pm Cocktail Party

DAY 2

7:30am – 8:30am Continental Breakfast
8:30am – 9:00am Day 1 Review and Q&A with the Speakers
9:00am – 12:30pm “Fulfilling” the Customer Experience
by Joseph “Tocky” Lawrence, Vice President, F. Curtis Barry & Company
12:30pm – 1:00pm Closing Summation
by Sherry Chiger, Editorial Director, Multichannel Merchant

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YOUR MCM LIVE SPEAKERS

IN CHICAGO & NYC:

Curt Barry, Founder/President, F. Curtis Barry & Company

F. Curtis Barry & Company is a multichannel operations and fulfillment consulting firm specializing in operations and customer service improvement, and order inventory management. In the past 20 years, Curt has worked with multichannel companies including Metropolitan Museum of Art, Cabela's, Anthropologie, West Marine, Colonial Williamsburg, Art Institute of Chicago and Sur La Table.

IN ALL MCM LIVE CITIES:

Debra Ellis, Founder/President, Wilson & Ellis Consulting

Wilson & Ellis Consulting specialize in multichannel growth strategies and logistics. Debra is a management consultant and coach for companies seeking improved business models that match their corporate culture. Debra began, as a consultant specializing in operational excellence, and later became COO for home décor merchant Ballard Designs, Inc.

IN NEW YORK & SAN FRANCISCO:

Michelle Farabaugh, Partner, LENSER

Michelle Farabaugh is as an executive specializing in multichannel retailing and strategic planning within the direct marketing industry. Michelle has worked in every aspect of catalog, e-commerce, retail, wholesale marketing and strategic planning for both national and international companies, including: Smith & Hawken, West Marine, and PETSMART Direct.

IN SAN FRANCISCO:

Joseph "Tocky" Lawrence, Vice President, F. Curtis Barry & Company

Tocky Lawrence has over 25 years' experience managing customer contact centers and fulfillment operations. Tocky served as senior director of fulfillment at the National Wildlife Federation, and as director of IS developing mainframe catalog management systems.

IN CHICAGO & SAN FRANCISCO:

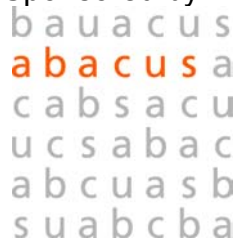
Bill Nicolai, Senior Partner, LENSER

Bill Nicolai is as an entrepreneur and innovator in direct marketing. He co-founded Good Catalog Co. in 1992, growing the company to more than \$25 million in sales before its sale to Reader's Digest in 1999. Bill also founded the highly innovative outdoor equipment and apparel catalog, Early Winters, now owned by Norm Thompson.

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INTENSIVE PROGRAM

DAY 1
9am-12:30pm

**SHAPING THE NEW MULTICHANNEL
BUSINESS MODEL FOR
OPTIMAL PERFORMANCE**

SPEAKER:

**Debra Ellis, Founder/President,
Wilson & Ellis Consulting**

Shaping the New Multichannel Model of Optimal Performance

Presented by:

Debra Ellis

Part I: The Success Model

What Makes a Good Multichannel Model?

- Unique Value
- Innovative Combinations
- Hard to Duplicate
- Flexible Infrastructure
- Connectivity

Part I: The Success Model

Evolution:

- Retail
- Catalog
- Internet
- Cell Phones
- Television
- ?????

Part I: The Success Model

Retail Growth Strategies

- More Stores
- Catalog
- Internet
- New Channels
- Acquisitions

Part II: Creating Custom Models

What do customers want?

- ✓ Fast
- ✓ Friendly
- ✓ Free



INTENSIVE PROGRAM

DAY 1
1:30pm-5:30pm

**MAXIMIZING LIFETIME VALUE:
THE PROMISE OF
MULTICHANNEL MARKETING**

SPEAKERS:

Bill Nicolai, Senior Partner, LENSER
Michelle Farabaugh, Partner, LENSER



Capturing Live Time Value:

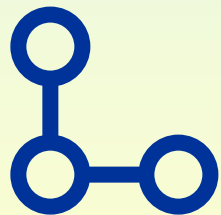
The Promise of Multichannel Marketing

Bill Nicolai, Senior Partner

360-604-7870 bill.nicolai@lenser.com

Michelle Farabaugh, Partner

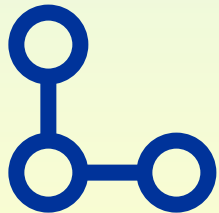
415-446-2522 michelle.farabaugh@lenser.com



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Agenda

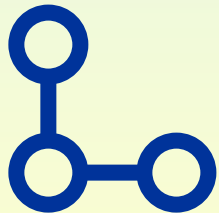
- Emergence of multi-channel companies
- Cross channel marketing strategies
- Integrated customer database
- Mailing strategies
- Results analysis
- Multi-channel branding
- Dos & Don'ts – multi-channel marketing



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Multi-Channel Expansion

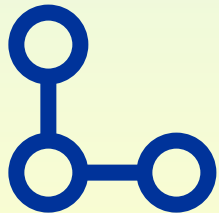
- From Retail
 - ◆ Walmart
 - 👉 to Walmart.com
 - ◆ Home Depot
 - 👉 to Home Depot Direct
 - ◆ Barnes & Noble
 - 👉 to barnesandnoble.com



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Multi-Channel Expansion

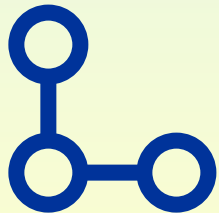
- Pure Play Internet
 - ◆ eBags.com
 - ☞ to catalog
 - ◆ Amazon
 - ☞ to Tool Crib catalog & others
 - ◆ Art.com
 - ☞ to catalog



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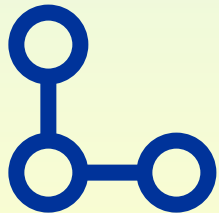
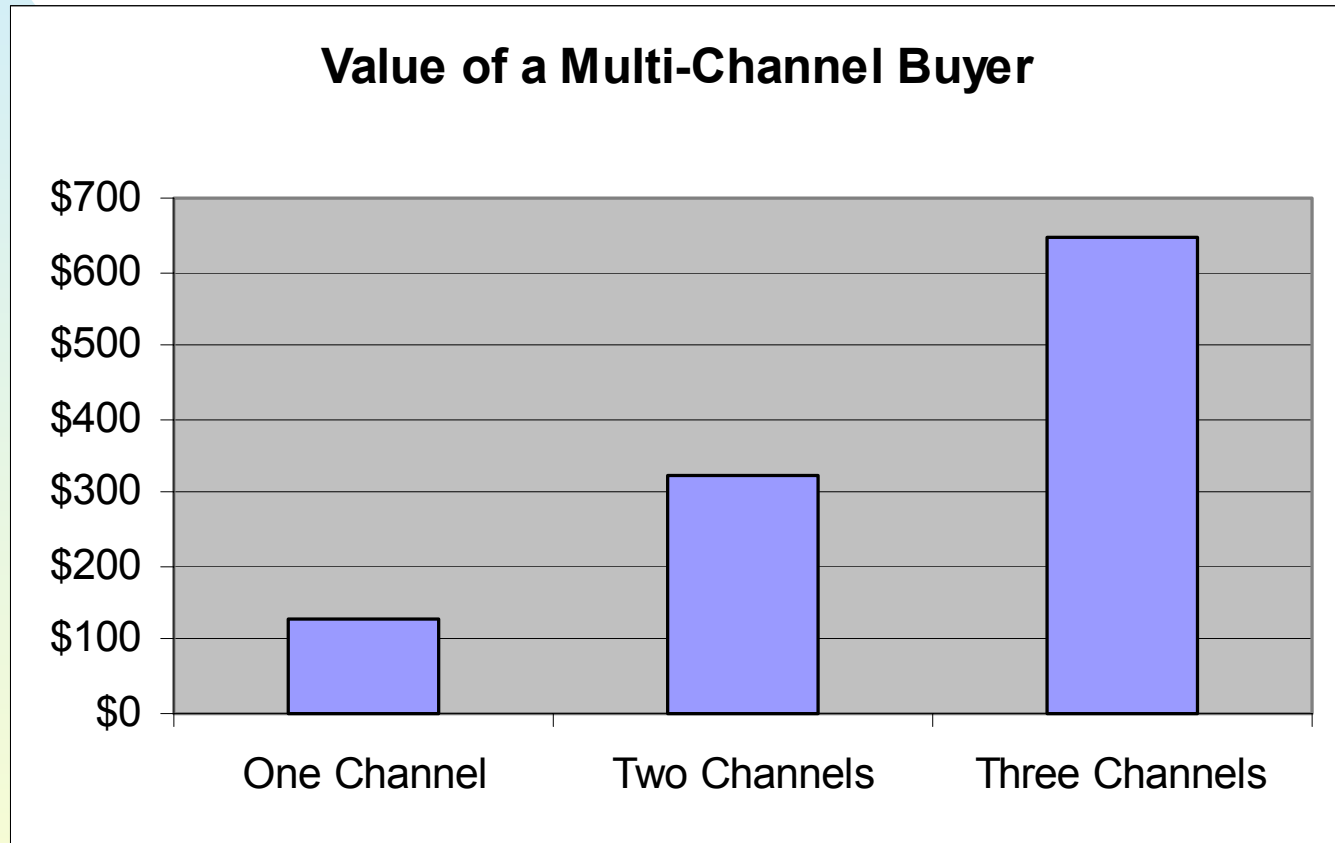
Multi-Channel Expansion

- From Catalog to Internet & Stores
 - ◆ Williams-Sonoma
 - ☞ to stores
 - ☞ to internet
 - ◆ Victoria's Secret
 - ☞ to stores
 - ☞ to internet
 - ◆ Dover Saddlery
 - ☞ to internet
 - ☞ to stores



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Value of a Multi-Channel Buyer



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INTENSIVE PROGRAM

DAY 2
9am-12:30pm

“FULFILLING” THE CUSTOMER EXPERIENCE

SPEAKERS:

IN SAN FRANCISCO:
Joseph “Tocky” Lawrence, Vice President,
F. Curtis Barry & Company

“Fulfilling” the Customer Experience

Curt Barry, President

F. Curtis Barry & Company

Direct Marketing Operations & Fulfillment Consultants

Summary Points of Presentation

- Customers have multiple touchpoints
- Must have ability to place, receive, and if necessary, return orders seamlessly
- This session:
 - Operational business systems,
 - Fulfillment processes
 - Inventory management systems
 - Efficient flow of product across channels—ultimately affecting the customer experience.

Topics will also include:

- Building efficient back-end processes that integrate all your different channels is critical.
- Role operations plays as a competitive marketing advantage in partnership with marketing and merchandising.
- Creating a unified platform is vital to the success of any multichannel merchant.
- How much integration is realistic?

Multichannel

- Multichannel: Wide array of selling and customer communication methods
- Broader definition of multichannel: Retail, Internet, Catalog, Wholesale, direct selling (parties), kiosks, continuity, outbound telemarketing, infomercials, home shopping networks, Internet auctions, between retailer and manufacturer, etc.



CLOSING SUMMATION

DAY 2
12:30pm-1pm

SPEAKER:

**Sherry Chiger, Editorial Director,
MULTICHANNEL MERCHANT**



A

**Two-Day Intensive for
Retailers, Catalogers & E-tailers**
Presented by MULTICHANNEL MERCHANT

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