



IGES EDUCATION SCHEDULE

TUESDAY | NOVEMBER 8th

9:00 to 9:30 AM

You Don't Have to Sell Millions to Be Sued for Millions... What You Need to Know

Do you have an extra million dollars laying around to pay for lawsuits? Come learn how a seller just like you had to pay millions of dollars for an item he resold on Amazon... and how to avoid being in this same scenario.

*Speaker: Ashlin Haddin
Company: Ashlin Haddin Insurance*

10:00 to 10:30

Product Launch Domination: How to Sell, Sell, Sell

Want to successfully launch and sell products every time? This session will provide valuable insight on how to launch a new product successfully and eliminate virtually all risk. The strategy revealed will show you how to "dig your well before you're thirsty" so you'll never need to depend on outside traffic for your success.

*Speaker: Shawn Hart
Company: Post Purchase PRO*

11:00 to 11:45 PANEL DISCUSSION

Technology for Retailers: What You REALLY Need to Know, Use & Why

With our rapidly advancing commerce marketplace, it's important to understand what technologies can benefit your unique business versus others. Whether you are a brick-and-mortar store, online or sell in multiple places (hint... this is always a good

idea), panel discussion led by Retail Minded's Nicole Leinbach will give you expert insight on what tech really matters to your business. From point-of-sale to social media management to email marketing to marketplace technologies to parcel management and more, this honest discussion of modern technology for merchants large and small alike is one you will not want to miss. Plus, don't forget to bring your questions for a Q&A with attendees.

Moderator: Nicole Leinbach of Retail Minded

Speaker: CJ Rosenbaum of Amazon Sellers Lawyer

Speaker: Ashlin Haddin of Ashlin Haddin Insurance

Speaker: Shawn Hart of Post Purchase PRO

12:00 to 1:00 KEYNOTE

Winning the Battle: Understanding Real Case Victories Between Brands & Sellers

Generally, US law allows anyone and everyone to sell branded goods WITHOUT the brands permission. In this session, CJ will use actual cases to fully demonstrate how Brands can stop Sellers and how Sellers can defeat Brands' attempts to stop them from selling branded goods. If you represent a brand or sell brands in your store, this will be a session you cannot miss!

Speaker: CJ Rosenbaum

Company: Amazon Sellers Lawyer

1:30 to 2:30 KEYNOTE

"How I Sold an Additional \$62,730,000 Online In Three Simple Steps"

How to leverage your existing customers to add 67% more sales. Your customers are the most valuable asset of your business. If you create, manage, and monetize a customer list, you can open a seemingly new sales channel with no additional cost.

Speaker: Shawn Hart

Company: Post Purchase PRO

3:00 to 3:30

YOU Agreed to Let Amazon Take Money Out of YOUR Account... Now What?

Does this sound familiar? Come find out what you agreed to in the TOS when you opened your seller account. Learn how what you agreed to can cost you thousands of dollars and how you can protect your assets! If you're not sure what this means or you know, this is a session you won't want to miss.

Speaker: Ashlin Haddin
Company: Ashlin Haddin Insurance

WEDNESDAY | NOVEMBER 9th

10:00 to 10:30

Creative Cloning: Leveraging Your Inventory to Demand More Attention

How to tap into your existing knowledge in any product category to double or triple your sales every 30 days. You can use your existing inventory to demand more attention and attract new niche customers who would otherwise not know about your business.

Speaker: Shawn Hart
Company: Post Purchase PRO

11:00 to 11:30

How to Win the Battle Between Brands & Sellers: Learn How to Sse the First Sale Doctrine Laws to YOUR Benefit

Generally, US law allows anyone and everyone to sell branded goods WITHOUT the brands' permission. In this session, CJ Rosenbaum teaches Brand Managers, Brand Owners, and Online Retailers the basics about the First Sale Doctrine and how they should either apply it or how to avoid its ramifications. If you sell any products, this is a session you can't afford to miss.

Speaker: CJ Rosenbaum
Company: Amazon Sellers Lawyer

12:00 to 1:00 KEYNOTE

High Risk or Low Risk? Know Your Risk of What Items You Sell on Amazon

Do you know if your business is at risk of being sued? Do you know what products are at high risk of being sued for? Join this eye-opening workshop to learn what items you sell that may get you sued and learn how to protect your assets!

*Speaker: Ashlin Haddin
Company: Ashlin Haddin Insurance*

1:30 to 2:00

How to Win the Battle between Brands & Sellers: Learn How to Use The "Exceptions" to the First Sale Doctrine Laws to YOUR Benefit

The US law generally allows anyone and everyone to sell branded goods WITHOUT the brands' permission. In this session, attorney CJ Rosenbaum will teach Brand Managers, Brand Owners, and Online Retailers how to "get around" the First Sale Doctrine laws. Expect to be entertained and educated in this insightful session discussing details every commerce decision maker should understand.

*Speaker: CJ Rosenbaum
Company: Amazon Sellers Lawyer*

2:30 to 3:30 PANEL DISCUSSION

Selling in a Competitive Marketplace: What Every Brick & Mortar and Online Merchant Needs to Know

If you're selling directly to consumers, this is panel discussion featuring globally recognized retail leaders you will not want to miss. Led by Retail Minded's Nicole Leinbach, expect to learn, engage, and be entertained by the realities of retail. From capturing customer attention to keeping consumers loyal to identifying trends to react to versus those to ignore to understanding marketing best practices, this panel discussion will take you on a journey of commerce that you won't want to miss. Plus, come with questions! Our experts are dedicating as much time as you need to answer your unique questions to help your one-of-a-kind business.

Moderator: Nicole Leinbach of Retail Minded
Speaker: CJ Rosenbaum of Amazon Sellers Lawyer
Speaker: Ashlin Haddin of Ashlin Haddin Insurance
Speaker: Shawn Hart of Post Purchase PRO

THURSDAY | NOVEMBER 10th

10:00 to 10:45

Customer Relationships: Best Practices in Creating Loyal, Profitable & Memorable Customer Experiences

Did you know the most profitable commerce businesses are those that maintain loyalty from their customers? Join industry leaders as they unveil their best tips and actionable ideas on how you can boost customer loyalty for your unique customers. Expect to learn ways to strengthen customer communication, increase customer care and heighten customer referrals. Plus, learn what customers do not like, as well, when it comes to staying in touch and being loyal to one brand versus another. Don't forget your questions, as well! This panel discussion will welcome your one-of-a-kind questions specific to your unique business.

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