

Media Release



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More retailers set to embrace online business strategies Engage in E-tail seminar Sydney, 2 August

Peak retail industry body the Australian Retailers Association (ARA) together with the Australian Sporting Goods Association (ASGA) have responded to popular demand from retailers to learn more about online retailing by conducting the second of a series of 'Engage in E-tail' seminars in Sydney on Tuesday 2 August.

Delegates at Engage in E-tail, Sydney, will hear from industry experts and online gurus, including a keynote address from Quantum's Simon Smith (former CEO of Ebay 2000 - 2008,) and Google's Head of Retail Ross McDonald, who will share expert insights into online retail market place trends.

WHAT: Engage in E-tail seminar

WHEN: Tuesday 2 August, 2011

WHERE: Moore Park Golf, Cnr Anzac Pde & Cleveland St, Moore Park, Sydney

COST: Free for ARA and ASGA members; \$200 per person for non- members

TO BOOK: Email events@retail.org.au or call 1300 368 041

ARA Executive Director Russell Zimmerman said Paul Greenberg (DealsDirect.com.au) and Tim Pope (Portalogue) and Ecommerce Websites were also presenting at Engage in E-tail.

"Engage in E-tail will answer questions for retailers wanting to embrace the online space such as: what is e-tailing, how much do I need to invest, what skills do I need and what technology do I need, how can I increase my online presence and ecommerce capabilities?" Zimmerman said.

Australian Sporting Goods Association Executive Director Brad Kitschke said that retailers could not afford to ignore the advantages of the online marketplace.

"Consumers are demanding different ways to shop and the retail community needs to embrace this trend and the opportunities that a multi channel approach to market offers. Engage in E-tail seminars give retailers the kick start they need to begin their journey into online retailing in order to reach their existing and new customers via the channels through which consumers operate and conduct business," Kitschke said.

More about Engage in E-tail: The Australian Retailers Association (ARA) and the Australian Sporting Goods Association (ASGA) are jointly hosting a series of seminars throughout August, September and October about everything online and e-commerce to help Australian bricks and mortar retailers embrace the online space, whether they are venturing where they haven't been before or they want to improve their online trade capabilities. Sponsored by e-commerce websites and PayPal, the 'Engage in E-tail' seminar series covers topics including analysing the online trend and consumer behaviour; getting retailers started online; strategies to increase retailers' online presence and e-commerce capabilities, sharing in-store deals online, supply chain and logistics for online retail, M-commerce and social media for retail. Email events@retail.org.au or call 1300 368 041.

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[Download 'Engage in E-tail' full program.](#) For interview opportunities or media passes contact: Andie McMaster, Media and Communication Officer on 0408 613 178 or email media@retail.org.au