

# Engage in E-tail Seminar Program



Time	M-commerce and Social Media for Retail
8.30am	Registration and networking
9.00am	<b>Opening Welcome: Australian Retailers Association / Australian Sporting Goods Association</b>
9.05am	<b>Keynote address: 'The Future of E-tail is Mobile'</b> • The growth of internet use and e-commerce on mobile devices
9.50am	<b>Retail mobile presence</b> <ul style="list-style-type: none"><li>• Making your website mobile-friendly</li><li>• M-commerce</li><li>• Smart phone applications</li></ul>
10.30am	Morning tea break
10.50am	<b>The growth of social media in retail</b> <ul style="list-style-type: none"><li>• Trends, statistics and research</li></ul>
11.30pm	<b>Using social media in retail</b> <ul style="list-style-type: none"><li>• Facebook, Twitter, YouTube and more</li><li>• F-commerce</li><li>• Practical advice, tips and best-practice</li><li>• Case studies from real life retail social media campaigns and competitions</li><li>• Opening two-way communication with your customers</li></ul>
12.00pm	<b>Panel of leading practitioners sharing their best-practice experience in m-commerce and social media</b>
12.45pm	Closing remarks and networking, Australian Retailers Association / Australian Sporting Goods Association
1:00pm	Close

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