

NEWS



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ERA Delivers Strategies for Direct-to-Consumer Success at the 2009 ERA D2C Convention

Educational Programming Features Top Industry Experts in Direct Response, Digital Marketing and Operations

ARLINGTON, Va. – August 27, 2009 – With a robust educational agenda at the 2009 ERA D2C Convention, September 13-15, 2009 in Las Vegas, the Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, is providing attendees with proven strategies for succeeding in direct response and digital marketing, and improving operations to enhance profitability. The agenda also includes a symposium on Women in Business on Sunday, as well as premier speakers and keynote addresses from talk show host Montel Williams and marketing guru Andy Cohen on Monday and Tuesday.

“This year we have expanded our educational agenda to more fully address the trends and tactics our attendees – industry veterans and new entrants alike – need to know about in order to succeed in the direct response market,” said Julie Coons, ERA’s president and CEO. “We’ve amassed a slate of speakers with impressive credentials, who will undoubtedly educate and entertain in these interactive sessions.”

The educational sessions are broken into three tracks, with most sessions taking place on Sunday, September 13, at the Paris Hotel. The tracks include:

- **Direct Response Success** – Sessions in this track will focus on how to refine under-performing campaigns and craft the perfect offer, and discuss when the use of celebrity endorsers justify the expense. Jeff Tuller, president of Savvier, Inc., will host this session.
- **Digital Marketing Intelligence** – Featuring notable speakers such as CNBC regular Tom Cuthbert, president of Click Forensics Inc.; and Ken Burke, chairman, founder and chief evangelist of MarketLive Inc.; these sessions will separate cutting-edge best practices in

online and mobile marketing from the hype and provide attendees with revenue-generating techniques for leveraging digital platforms.

- **Operations and Profitability** – These sessions focus on subjects that have the most immediate impact on a company's bottom line: how to operate a direct-to-consumer retail business more efficiently and the tools and services that can increase profitability. Among the featured speakers in this track are Lee Swanson, president, Triton Technologies and ERA Chair-Elect and David Howe, managing general partner at Enhanced Equity Fund LLP.

Women in Business Symposium

Also on Sunday, ERA will present the Women in Business Symposium, which features female business leaders who have succeeded in the direct-response market discussing how they got their start in the business. Among the sessions will be a discussion with Paula Begoun, best-selling author and CEO and founder of Paula's Choice Cosmetics and Beautypedia.com.

Premier Speakers

On Monday, September 14, and Tuesday, September 15, ERA will host additional general education sessions and premier speakers Jack Myers, a Madison Avenue media visionary and Oscar-nominated filmmaker, and Pinny Gniwisch, a renowned Internet marketer and founder of online jewelry store ice.com.

The full educational agenda – including the dates and times of the keynote presentations by Montel Williams and Andy Cohen – can be found online at <http://www.D2Cshow.org/content/education.php>. For more information about the 2009 ERA D2C Convention, or to register, please visit www.D2Cshow.org. Stay connected by following us on [Twitter](#) and [Facebook](#).

About the 2009 ERA D2C Convention

The Electronic Retailing Association's 2009 ERA D2C Convention is the 19th annual show where the industry's top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 2,500 attendees and 125 exhibitors, a variety of educational sessions on cutting-edge e-retailing strategies and expansive networking opportunities, as well as a wide variety of events on the trade show floor. For more information, please visit www.D2Cshow.org.

About the Electronic Retailing Association

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-

consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's most prominent retail merchants, including Acorn Corporation, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC, and Thane. For more information about ERA, please visit www.retailing.org.