



Retail Resurgence 2010: Succeeding in the New Normal

The Retail Evolution Is Upon Us. To Thrive In The New Economy Requires Knowledge And The Will To Change. Consumers Perceive Brands And Stores In Ways Never Seen Before. How Is Your Store Being Perceived? How Are You Performing?

Session Topics Include:

- Creating Financial Success by Understanding and Using Retail Benchmarks
- How to Connect with Your Customers More Effectively by Using Social Media Marketing Tools
- How to Use Innovative Processes Utilizing the Voice of the Customer to Grow Your Business
- Retail Realities and Trends – Learn How to Adapt Retail Trends as a Competitive Advantage for Your Specialty Business



Join Retail Consultants Margie Johnson and Lynn Switanowski for a full day of education, information, materials, and concepts. Emphasis will be on low budget, high impact ideas that can immediately influence your business' overall performance

We Stress A Practical Approach To Instruction; Highlighting Strategies You Can Rapidly Deploy

Session Cost: \$139 per participant, \$99 per additional participant from the same organization.

The value is unbeatable – this small investment will yield great returns!

Reserve Your Spot Today. Call or Email:
shoptalk@shoptalk.org or info@cbc-group.net
Phone: 757-491-1411
Check or Credit Cards Accepted

See Page 2 for Session Agenda and Hotel details or visit www.shoptalk.org or www.cbc-group.net

Wednesday February 24, 2010
Virginia Beach Resort and
Conference Center

Registration 8:30 am
Program 9:00 am to 5:15 pm

BONUS EVENT

Tuesday February 23, 2010
7:00 pm to 9:00 pm
Connections, Canapés and
Conversation

Share best practices with other retailers. Spend time with session leaders for one on one conversation



Margie Johnson, speaker, trainer, author, and consultant, equips entrepreneurs with the knowledge and skills that lead them to higher profitability and performance. In 1985, Margie founded **Shop Talk**, a retail consulting firm located in Virginia Beach, Virginia. **Shop Talk** has been helping organizations be leaders in their industries, not just competitors. Margie equips retailers with the knowledge and skills to analyze and act on information that will lead them to the next level.

Margie has over 25 years of experience as an owner/entrepreneur in the retail and hospitality world. Her "customer centered" training sessions and approach to solving business problems have assisted clients from startups to small independent businesses to national department stores. She aids retailers to develop the competitive edge that is so necessary in the business world today. Margie is a frequently requested retail expert speaker at national conventions, as well as a frequent contributor and writer for national and regional trade publications.



Lynn Switanowski-Barrett is the Founder and President of **Creative Business Consulting Group**, (CBCG) a Boston based Retail Consulting firm. CBCG partners with retailers and manufacturers to create and implement profit improving sales, marketing and inventory management strategies.

CBCG helps retailers understand the business opportunities created by today's changing consumer trends and helps retailers to harness the power of new media and marketing tools to connect with today's wired consumers.

Lynn speaks frequently at retail trade shows across North America and teaches retail marketing and branding at several colleges in the Boston area. Lynn has over 20 years retail experience includes senior executive positions at Fortune 500 apparel and footwear retailers before launching CBCG in 2004.

Retail Resurgence 2010 Agenda/Overview

Tuesday, February 23:

7:00-9:00 pm ***Optional Bonus Session
Connections, Conversations &
Canapés***
Share best practices with other retailers and spend time with session leaders for one on one conversation

Wednesday, February 24:

8:30-9:00 Registration, coffee

9:00-9:30 Overview of day by presenters

9:30-10:30 **Session I
*Retail Realities and Trends***

10:30-10:45 Break

10:45-12:15 **Session II
*Financial Success in 2010***

12:15-1:15 **Lunch and Learn
*Star retailers will share their
success strategies***

1:30-2:45 **Session III
*Using the Voice of the
Customer to Grow Your
Business***

2:45-3:00 Break

3:00-4:30 **Session IV
*Social Media as A Competitive
Advantage***

4:30-5:15 Q & A
Share Resources, Wrap-up

*After Wrap-up, Lynn will be available for an optional cluster group for more detail and specifics on social media.

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We've reserved a special rate of \$69.00 at the Virginia Beach Resort and Conference Center for this event. Call 757-481-9000 to reserve your room. Mention **Retail Resurgence February 24 when booking. For more details and directions to the hotel, call or click www.virginiabeachresort.com**