



National Shoe Retailers Association's Education Conference

Monday, February 4, 2019 • 1 p.m. to 5 p.m.



Las Vegas Convention Center
North Hall, Room N255/N257



Held the day before **FN PLATFORM**, this conference features highly regarded speakers who will address industry topics and timely issues that are on the independent retailer's mind.



1:00 p.m. - 2:30 p.m.

Scott Deming

Deming transforms organizations with his process for creating passionate cultures, powerful brands and unwavering customer and employee loyalty.
www.scottdeming.com



3:15 p.m. - 4:45 p.m.

Steve Ryan

Founder and CEO, RyTech, LLC.
Ryan helps businesses – at all stages of growth and revenue – succeed and grow through digital marketing efforts.
www.rytechllc.com

Brand Distinction and Brand Loyalty Equals Sustainable Success!

This powerful and interactive keynote will give independent shoe retailers the knowledge and tools necessary to build a strong, passionate and meaningful culture and a one-of-a-kind brand. With his high-energy and entertaining style, Deming effectively teaches the process for sustainable success. Using case studies, real data and current examples of other extremely successful organizations, he will give you the roadmap necessary to create a "Brand" that customers and employees alike will want to belong to and will remain loyal to. Topics covered include:

- How to Create Brand Personality and Brand Distinction
- The Benefits of a Powerful Brand
- What is a Happy Customer Worth?
- Identify Who You Are and What You Sell – A New Perspective!
- Creating a Passionate Culture – Turn Every Employee into Brand Evangelists
- Emotional Branding – Create Customers for Life
- Innovation and Disruption! Don't Change What You Sell. Change How You Sell It!

2:30 p.m. - 3:15 p.m. Networking Break

Spend time meeting or catching up with independent retailers, vendor representatives and industry experts.

Demystifying Digital Marketing

Retailers want to ensure that marketing dollars are put to the best use with the most impactful return on investment. From social media to search engines, email marketing to websites, pay-per-click to design, understanding how each segment might work for your business and the goals you establish are important. We'll dive deep into demographics, advanced targeting, overall online marketing trends, and more in this interactive session designed to stretch your marketing dollar further. Topics to be covered include:

- Identify digital marketing quick tips for immediate impact
- Understand website design and development best practices
- Discover new ways to market through search results
- Focus on social media channels that convert for your demographics
- How to engage with customer base when they're not physically present in your store

FN PLATFORM Networking Reception

Immediately following the last session, NSRA conference attendees are invited to meet with industry leaders at a reception hosted by FN PLATFORM. It's a great way to kick off your visit!

NSRA Business Education Events offer a lot more than just talk — WE DELIVER!

- New ideas and strategies to implement in your store
- Networking opportunities with industry peers
- Business education to broaden your knowledge
- Best practices to grow your business

Receive 3 Business CEUs through ABC

More details and registration at www.nsra.org. Or, call 800-673-8446 for additional information.