

A hand is holding a credit card over a laptop keyboard. The background is a blurred laptop screen and keyboard. The overall color scheme is blue and grey.

8

ways to sell more stuff



**The IIA's Conference for Online Selling**

Davenport Hotel, Thursday 7 October, 2pm-7pm

## 8 ways to sell more stuff

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Online trading has grown exponentially in Ireland in recent years. Not only reflected in the high number of start-ups that are pure-play propositions but traditional bricks and mortar businesses are increasingly upskilling and upteching too.

As the **Irish Internet Association**, it is our role to share industry best practice thinking and experience to facilitate this growth.

## Conversion & Loyalty

Conversion and Loyalty are the chosen topics for this important conference specifically designed for online traders. We wish to provide delegates with the knowledge, skills and insight to ensure that they are converting customers on-site and building loyalty. While SEO may take the visitor to your doorstep, it will take excellence of execution to convert that visitor into a customer and convert that customer into a valued, loyal, recurring shopper.

## Delegates - Who should come along...

The conference delegates will include a mix of pure-play online as well as multi-channel traders. We hope to see all of Ireland's great high potential start-ups and traditional retailers who are embracing technology and are developing their online proposition for the first time.

## Speakers

We have a great line up of speakers from all formats and sizes - pure play, multi-channel, technology, marketing, each sharing their own experiences and insights who will throughout the afternoon and evening give you best practice tips and guidance on building and increasing online sales for your business.

## Value for Money

The minds of the **iia** office are focussed on retail, retail, retail these days, so we have set the conference price at the value pricepoint of **€99.99**. However, we do have 20 special tickets available at the lower price of **€79.99**. But hurry - it's first come, first served. When they're gone, they're gone!

To book your tickets, visit **[iia.ie/8ways](http://iia.ie/8ways)**

**If you want to know more about the conference, keep an eye on [iia.ie/8ways](http://iia.ie/8ways) which will be constantly updated, or contact any of the iia team directly 01 542 4154 or phone Joan on 086 389 7552.**



## Conference Schedule Overview

- Building customer loyalty through use of internet technologies
- Converting visitors to customers, understanding how to do it and how to measure if you're doing it well!
- Case Studies on leading US and UK based retailers that have adopted interesting and unique approaches to online sales
- Enabling Technologies provided by leading Irish and international expert technology businesses
- Special guest speaker on loyalty who will present some special prizes for imagination!



### Keynote address **Andrew Draper**

co-founder of [manpacks.com](http://manpacks.com).

As [www.manpacks.com](http://www.manpacks.com) was such a memorable reference site at the recent [iia](#) and NCI "DotConf", the [iia](#) are delighted to bring this exciting entrepreneur to provide the keynote address at our conference for online traders. [www.manpacks.com](http://www.manpacks.com) is a quirky and innovative e-commerce business model of great acclaim in the US.

Andrew is co-founder of Manpacks, a start-it, stop-it, change-it-anytime subscription for underwear, shirts, and socks. His main responsibilities include the design and development of the main website and customer dashboard. With 9 years of self-employment and 5 years of web design/development at various design and marketing agencies he's been creating web-based experiences for over 14 years. Throughout his career he's kept an eye on simple, intuitive solutions that engage people in interesting and innovative ways.



## Conversion and Loyalty!

Upon registration of your place, we would like to reward YOUR custom and invite you to participate in our competition for an iPhone4.

Over the past weeks, we've enjoyed some interesting conversations about Manpacks and the differences in how men and women shop online.

So, we are offering a free iPhone4 for the best speech bubble captions on this very topic. Send your entry, with your name, company and contact details to [info@iia.ie](mailto:info@iia.ie)

Be daring and risqué, be funny and flippant, be deep and meaningful....be original.

[iia.ie/8ways](http://iia.ie/8ways)

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