

Time	Session
8-8:45 a.m.	<b>Registration &amp; Continental Breakfast/Networking</b>
8:45-9 a.m.	<b>Introduction to eCom18</b> Quick introduction from Greater Fort Wayne Inc. and our sponsors.
9-9:45 a.m.	<b>Today's E-Commerce Landscape</b> <i>Bernardine Wu, Founder and CEO at FitForCommerce</i> Welcome to eCom18! In 2018, we expect to see e-commerce revenues of \$460+ billion. So, are you equipped to earn a slice of that \$460 billion pie? This day is designed to help you achieve your e-commerce goals by giving you an understanding of today's e-commerce and omnichannel landscape, how to bring your online business to the next level, and innovative technologies you should pay attention to in order to be competitive in this market.
9:45-10:30 a.m.	<b>Channels to Sell</b> <i>Mike Clem, SVP of E-Commerce at Sweetwater</i> In this session, we cover ways you can sell online, whether that's building your own web store, leverage marketplaces, or in a B2B setting. Our speaker will discuss pros and cons for each, so you can determine what strategy might be best for your organization. We'll give you some of the best practices for each channel, so you have a list of actionable takeaways to implement.
10:30-10:45 a.m.	<b>BREAK</b>
10:45-11:30 a.m.	<b>Setting Up your Operations</b> <i>Melissa Feemster, SVP of Retail Partnerships at Eight</i> <i>Tim Feemster, Managing Principal at Foremost Quality Logistics</i> Now that you have a solid understanding about today's e-commerce landscape and ways you can sell online, we'll discuss all the behind-the-scenes operations to make your business a well-oiled machine. In this session, our speaker will discuss what to consider when it comes to e-commerce logistics and distributions.
11:30 a.m.-Noon	<b>Panel: Meet the Northeast Indiana E-Com Pioneers</b> <i>Bernardine Wu, Founder and CEO at FitForCommerce</i> <i>Tom Giacalone, VP/GM of Digital at Vera Bradley</i> <i>Ron Daniel, E-Commerce Manager at Do it Best Corp.</i> <i>Mike Vance, CIO at Matilda Jane Clothing</i> In this panel discussion, local business leaders tackling e-commerce share their experiences.
Noon-12:30 p.m.	<b>Lunch/Networking</b>
12:30-1:30 p.m.	<b>Keynote: Building Digital Relationships</b> <i>Terry Jones, Former President and CEO at Travelocity</i> How will your customer contact you today? In the store, via the phone, on your web site, read a tweet, friend you on Facebook? There is no way to know. In this presentation, e-commerce pioneer Terry Jones gives you the keys to unlock the mystery of how to deal with today's omnichannel customer.
1:30-2:15 p.m.	<b>From Idea to Doorstep: Mapping Customer Experience to Technology Investment</b> <i>John Kinsella, VP/Senior Consultant at FitForCommerce</i> Historically, retailers invested in technologies based on improving operations and internal processes, but recent emphasis on customer-centricity in an omnichannel and mobile world requires a deep and fluid understanding of key customer journeys. Retailers are developing customer-experience-driven technology roadmaps in order to grow sales while delivering a great customer experience in-store, online, and via mobile. In this session, we will learn how to plan out customer-centric technology requirements, create an investment roadmap, and leverage specific technology tools.
2:15-3:00 p.m.	<b>Talent: Attracting, Growing, and Keeping the Best</b> <i>Paul Miller, Ex-VP &amp; President, Global E-Commerce, Innovation, and Big Data at W.W. Grainger</i> As e-commerce businesses continue to expand, demand for e-commerce talent has risen steadily. In this session, we discuss the art of organizational design and how to overcome the talent gap that many experience.
3:00-3:15 p.m.	<b>BREAK</b>



**GREATER  
FORT WAYNE INC.**  
METRO CHAMBER ALLIANCE

Time	Session
3:15-4:00 p.m.	<p><b>Mobile Commerce: Your Stores in Your Shoppers' Pockets</b> <i>John Bancroft, Senior Consultant at FitForCommerce</i></p> <p>Mobile commerce is no longer about making your website or promotional emails mobile-optimized, or about creating an app. Today, sellers can leverage chatbots and mobile messengers for customer service, AR/VR to help the buying process, one-click checkout, and so much more from anywhere, at any time. In this session, our speaker will discuss lessons learned from their mobile commerce experiences.</p>
4:00-4:30 p.m.	<p><b>Stores of the Future: Innovations on the Horizon You Should Know</b> <i>Paul Giudice, VP of Stores at PredictSpring</i></p> <p>Every time we think we've finally caught up to the latest innovation, something new and shiny comes by. We know how hard it is to keep up, so we've curated some promising cutting-edge digital technologies that you should know today. We wrap up the day with a discussion on how you can leverage some of these latest innovations to create a more connected and enjoyable shopping experience for your customers.</p>