



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

2011 ERA D2C Session Submission Form

Deadline: **May 6, 2011**

Instructions: Please read each section carefully.

Simply complete all sections in their entirety and then email the form to d2cshow@retailing.org. Be sure to attach all required material as specified in the Submission Guidelines. *Note: Incomplete submissions will result in automatic disqualification.*

CONTACT INFORMATION

Please provide information for the main contact for this proposal. If this session is selected, this individual will be the one notified, and therefore, will be the primary contact going forward.

First Name

Last Name

Title

Company

Street

City

State/Province

Postal Code

Country

Phone

Email

SESSION FORMAT

All proposed sessions should be 45 minutes in length, with another 15 minutes reserved for questions and answers.

Select one of the following:

- Best Practices:** This "how-to" session offers attendees step-by-step instructions or tips on a given subject. Speakers/panelists will provide their audience with valuable takeaways that will help them develop their skills in their respective businesses.

- Case Study:** In this session, speakers will analyze an actual marketing campaign from conception to completion. They will describe the strategy used during the planning phase, the development process, and the results. (*Note: The client must be among the speakers.*)
- Panel Discussion:** This session employs a roundtable format in which thought leaders gather to discuss topical issues or trends affecting the industry.
- Other:** This is your opportunity to propose a unique format. Provide a description below:

EDUCATION TRACKS

Select one primary track for which your session will be appropriate.

- Direct Response Success**
Effective techniques and trends using traditional direct response channels such as DRTV, radio, home shopping, print and direct mail.
- Digital Intelligence**
Innovative trends in online, emerging technologies and new media including SEO, SEM, mobile, interactive television and social media platforms.
- Operations and Profitability**
Functions performed on the backend—such as distribution, finance, fulfillment, payment processing, product development and other support services—that contribute to the overall profitability of a business.

SESSION DESCRIPTION & OBJECTIVES

TIP: Remember, your title is vital to the selection process. Make sure your first impression is a memorable one. (10 words max.)

Session Title:

Session Description

Write a description of your proposed session. Be specific and clearly explain the benefits of your educational content. It should answer the question: why should anyone attend this session? (100 words max.)

Session Objectives

Specify 3 objectives of this session that are different from the benefits specified in your description above. *Note: If selected, your objectives will appear in all promotional materials. (20 words max.)*

- 1.
- 2.
- 3.

MODERATORS / SPEAKERS / PANELISTS

IMPORTANT: All proposed speakers/panelists **MUST** be confirmed beforehand. **Total number of panelists should not exceed 4.** Provide a high-resolution headshot for all speakers. We prefer a JPG or TIFF file that is a minimum 300 dpi.

PRIMARY SPEAKER / MODERATOR

(Note: Provide contact information for each supporting speaker.)

First Name

Last Name

Title

Company

Phone

Email

Biography (75 words max.)

1. SUPPORTING SPEAKER / PANELIST

First Name

Last Name

Title

Company

Phone

Email

Biography (75 words max.)

2. SUPPORTING SPEAKER / PANELIST

First Name

Last Name

Title

Company

Phone

Email

Biography (75 words max.)

3. SUPPORTING SPEAKER / PANELIST

First Name Last Name

Title Company

Phone Email

Biography (75 words max.)