

THE HOME IMPROVEMENT ERETAILER SUMMIT PROMISES AN ACTIONABLE AGENDA

Reshaping the retail experience in the digital age will be the theme that runs through presentations and panel discussions during the 3rd Annual Home Improvement eRetailer Summit this fall.

The event kicks off with Steven Dennis, a leading consultant, author, and Forbes contributor, who will share his retail survival strategies for competing against eTitans like Amazon.

The agenda digs deep to offer advice and tactics for taking an omnichannel approach to ecommerce, and for forging partnerships between influencers and brands to create “authentic” content.

Speakers will also reveal how ecommerce is transforming the supply chain, particularly how technology is impacting and streamlining order fulfillment and product delivery.

“We have curated an exceptional playbook for anyone interested in exploring, entering, or expanding their selling of home improvement products online,” explains Sonya Ruff Jarvis, Founder of the Summit. This year’s agenda “is designed to speak specifically to the home improvement ecommerce marketplace and how this category can compete on all levels—whether it’s pure play online, omnichannel, brick and mortar, fulfillment or the best technology platforms.”

The goal, says Jarvis, is to offer the Summit’s attendees better intelligence and insights from those in the e-trenches, and to provide a platform for making connections that can move their businesses forward. “It’s an event we can all come together and collaborate, can learn from our mistakes, we can build off our accomplishments... and it’s such a great intimate setting for us to come and do that,” says Philip Brown, CTO and Co-Founder of SupplyHog.com.

This video link (<http://bit.ly/2GeVXL1>) gives you a glimpse of the high-quality discourse you can expect from attending this one-of-a-kind event.

The Home Improvement eRetailer Summit is the only face-to-face North American event that focuses on home improvement ecommerce through networking, education, and one-to-one meetings. It is designed for all types of

retailers, manufacturers, distributors and industry professionals who are interested in gaining intelligence and insights on how to optimize the internet as a distribution channel to sell more home improvement products. The Summit is owned and operated by the JC Event Group.