



Home Improvement
eRetailer Summit
eCommerce Intelligence & Insights

Flexibility gives the Home Improvement eRetailer Summit an edge in updating its agenda

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(TRUMBULL, CT) The Home Improvement eRetailer Summit continues to refine its programming to match what attendees say they value most about this industry forum.

The upcoming event, scheduled for November 6-8 at the Hotel Monaco Chicago in downtown Chicago, is adding two tracks to its afternoon breakout sessions that focus on collaboration and finding ecommerce partners. Track 1 will hone in on content solutions, and Track 2 will delve into how to deliver better customer experiences.

Each track will offer two 30-minute sittings. Companies that provide technology or digital services and are interested in sharing their ecommerce solutions should contact Sonya Ruff Jarvis, the Summit's founder, for details about participation.

A new twist for the event will be a panel that features specialty retailers that focus on selling home-improvement products. And attendees can anticipate informed and lively opinions from industry influencers about retail, ecommerce, and the home-improvement market.

The Summit is introducing a formalized Question & Answer format after each of its morning presentations on the State of the Industry and Best Practices. Peter Giannetti, editor in chief of *HomeWorldBusiness* and a speaker at past events, will moderate the Q&As to help the audience benefit more immediately from takeaway applications.

Ruff Jarvis emphasizes that by keeping the Summit independent and intimate, the event's programming is flexible enough to respond to its attendees' feedback and insights, and to couple their input with the everyday retail ecommerce experiences of its nine-person Advisory Council of industry leaders and influencers.

For more information, please contact Sonya Ruff Jarvis at 203-295-3385. And check out the redesigned homepage at the Summit's website, www.etailersummit.com.

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.

www.etailersummit.com