



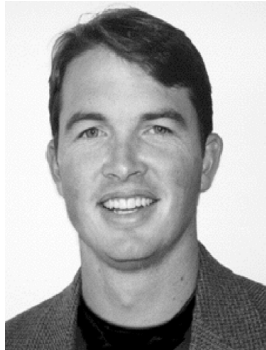
RetailWire Webinars

Consumer Connections: Learning & Gaining via Multiple Points of Contact

Wednesday, October 12 at 12 noon Eastern



A RetailWire online educational event, including great sessions from...



Eric Holmen
Exec VP, Operations
& Client Strategy
SmartReply, Inc.



Doug Madenberg
President
The Retail Survey
Group



Al McClain
CEO, Founder
RetailWire LLC

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TOPIC OVERVIEW:

Consumer expectations are running high, these days. In a world of advancing homogenization, shoppers are reacting with pleas for closer relationships -- with the stores they frequent and the brands they love.

The challenge for marketers and retailers looking to gain an edge? **Connect with consumers on a more meaningful level.** Gain a deeper understanding of what motivates them to buy, and use that knowledge to communicate with them from THEIR point of view.

In this RetailWire Webinar, you'll join marketing experts that are innovating new ways to gain access to points of contact throughout the consumer purchasing cycle. They'll help you understand what is most effective in reaching, learning from and motivating consumers.

WEBINAR FAST FACTS:

RetailWire

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Date: Wednesday, October 12, 2005
Time: 12 noon Eastern
Length: 60 minutes
Presenters: **Eric Holmen** - Exec VP, Operations & Client Strategy, SmartReply, Inc.
Doug Madenberg, President, The Retail Survey Group
Moderating: **Al McClain**, CEO, RetailWire
Webinar Host: **Dave Will**, Principal, Boston Conferencing
Cost: **FREE** - Thanks to the generous support of our sponsors
Eligibility: **For all retail industry professionals.** Space limited. Acceptance on a first-come, first-serve basis. (Producers reserve the right to refuse entry to employees of competitive organizations.)

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THE PROGRAM:

Introductions - 5 minutes

Session One - 15 minutes

Targeted Messaging and Emphasizing Your Unique Brand Qualities

- Presented by Eric Holmen, SmartReply, Inc.

To maintain margins and build lasting consumer relationships, retailers need to find alternatives to deep-discount promotion. Targeted messaging, often based on consumer purchase histories, offers retailers and brands proven methods for reconnecting with customers in ways that emphasize their unique brand qualities, rather than relying on price alone.

One such method is Voice Messaging, which - with technological advancements and new consumer insights - has come of age as a sophisticated, results-driven marketing tool. Most importantly, voice marketing gets high ratings from customers and has had documented success in enhancing customer loyalty.



Session Two - 15 minutes

Automated Feedback Systems – Moving Beyond Traditional Customer Surveys

- Presented by Doug Madenberg, The Retail Survey Group

Most supermarket retailers have advanced tools to analyze purchase behavior - so they know what their customers are buying. But surprisingly few have reliable information about what their customers are *thinking*.

While many other retail sectors have embraced automated customer feedback systems, most food retailers are still relying on traditional research approaches including intercept/telephone surveys and focus groups. Automated feedback systems address the shortcomings of these approaches and enable a retailer to gain deep quantitative and qualitative insights that translate the voice of the customer into actionable information.

The Retail Survey Group has led the introduction of automated feedback into the supermarket arena. Join Doug Madenberg as he discusses the advantages of automated feedback systems and gives a tour of Constant Customer Feedback™, developed by RSG specifically for food retailers.

Session Three - 15 minutes

To be announced.

Q & A - 10 minutes

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