



**WebED – On-line Seminar Series - first Tuesday of each month
– 1 PM EASTERN**

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February 6, 2007 - Available now in the [archive section of WebED](#)
**Positively Outrageous Service – The Emotional Shopping
Experience - Margaret Cohen, Retail Consultant/Branding
Specialist**

Retail consultant and former owner of Elegant Cutter of Danville, CA. What kind of shopping experience do you want your customers to have? The importance of having a store with a soul and the ability to pinpoint traits that your store can adopt will increase customer loyalty and customer confidence. The best stores understand their customer's desire to have an emotional connection to their home purchases. This session helps you understand how positively outrageous service will impact your store's success

March 6, 2007 - *click on the WebED button on this ART site to register.*
**Brand Academy - Judith Damin, Retail Consultant/Branding
Specialist**

Want to learn how branding can render your competition powerless? Judith Damin whose expertise as a strategic and creative marketer has helped companies successfully grow their business in both the short- and long-term. Important brands like Crayola, Estee Lauder Prescriptives, Warner Faith, Mary Kay Cosmetics, BV Coastal and Cascade have been re-invigorated by her efforts. "The woman who shops at your retail store stands out in my mind as an extraordinary person — a cut above your average Jane. This woman is my best friend. We were college roommates. I was at her wedding. She leaves her children with me when she and her husband escape for a romantic weekend. And I'm the one she calls at 4 AM to tell her troubles to." Ms. Damin is a marketing expert who can help you understand your brand and build lifetime relationships with your customer.

April 3, 2007 – click on the WebED button this ART website to register
Marketing on the Internet – Ryp Walters, President of OverCoffee Productions

You have a Web site, but it isn't achieving what you had hoped. How can you attract new and existing customers to your site? In this informative seminar, you will learn techniques successful Web sites in the Home Décor industry use to establish and increase traffic. Ryp Walters, founder and president of OverCoffee Productions, will share his formula for success given his 12 years experience helping hundreds of industry suppliers and retailers with their sites. In the presentation, you will learn about:

- * The Internet: a virtual store
- * Web site checklist: is your site ready for visitors?
- * E-mail Marketing: collecting addresses, broadcasting e-mails, measuring results
- * Search Engine Marketing: art, science and voodoo

With Ryp's ability to "keep it simple", this is not a technical presentation. You will leave this presentation with practical steps that will build your Web business.

May 1, 2007 – click on the WebED button of this ART website to register.
Situations + Solutions: Window and In-Store Displays – Paul Thompson, VP Creative, OneCoast

This presentation is designed to arm retailers with the tools necessary to capture and retain their customers. Through a series of before and after examples, Paul demonstrates the no-cost, low cost and over the top solutions to for window and in-store displays that any size retailer can implement.

If you're looking for a visual merchandising director, trend forecaster, product developer, manufacturing liaison, and marketing guru all in one—here is your guy for all of the above: Paul Thompson. Paul is now the VP of Creative at OneCoast, the only nationwide team of highly trained sales professionals in the home décor, giftware and collegiate industries. Thompson is in his multi-disciplinary element, working on creative aspects of OneCoast's merchandise presentation including product development, displays, and even sales strategies for OneCoast merchandisers.