



Past Participants told us.....

"Very informative on current conditions of the new retail economy"



"A lot of excellent information that can be used for day to day decisions in our company"



"This program really changed the way I look at my business!"



"Very timely topics for retailers to blend science with the art of retailing"



"The speakers were absolutely fantastic!"



"Excellent content - High quality presentations"

Retail Masters Class

March 2 - 6, 2009
at Santa Clara University

"Retail and E-Marketing"

Sponsored by:

TiasNimbus and the Retail Management Institute - Santa Clara University

The emerging consumer is more demanding than ever in today's increasingly competitive retail environment. Successful retailers are being challenged to effectively blend science and art in a multi-channel setting.

This engaging 4 1/2 day seminar will provide participants with a series of frameworks to help them transition into this new consumer & information-centric world. An information-based decision making approach will be used throughout the program, illustrated through current case studies from retail and aligned industries. Individual sessions will be lead by a combination of university faculty, industry consultants and retail executives.

The seminar is designed to provide world-class educational experiences for Marketing, Merchandising, Distribution, Finance, IT and other senior managers and executives in leading retail and aligned organizations.

The 2009 Program will be held **March 2 - 6 at Santa Clara University**, with a Welcome - Sunday evening reception and a Thursday celebration dinner.

Sessions will focus on:

- The New Retail Business Model
- The Renaissance of e.business
- Customer Relationship Management
- Dialogue & Viral Marketing
- Retail Pricing & Promotion Analytics
- Designing Flexible & Responsive Supply Chains
- Executive Briefings from Silicon Valley

Registration Fees: \$2,495 (includes Sunday Welcome Reception, seminar materials, breakfasts, lunches & Thursday celebration dinner). Register early as space is limited. Reduced fees for multiple registrants from the same company.

For additional details please contact:

Danielle Gustafson

Conference Manager

Retail Management Institute

Ph: (408) 554-4960 - Fax: (408) 554-4777

dgustafson@scu.edu

Or Register Online at: <http://rmi.scu.edu/executive-education/mastersclass>