

**Selling online | growing market share |  
dominating markets | managing growth**

## **Maximise your online profits!**

Already **generating sales online** but want to see these grow, increase profits and expand into new markets OR at the **planning stage for ecommerce** and want to find out more before taking critical business decisions ? Then this practical, delivery-focussed event is for you.

An Ecommerce-Excellence Seminar and Workshop, in association with ScotlandIS.

8<sup>th</sup> December 2009, 2.00 – 7.00pm  
Grosvenor Hilton Hotel Edinburgh



**Hear from your business peers** : our industry speakers will share how ecommerce systems have helped them dominate their own niche markets. They'll also discuss key factors like the design, optimisation, fulfilment and digital marketing techniques that have got them there.

Issues and topics addressed will include:

- **Focus on where the money is**; *analysing the factors that can be optimised in your ecommerce business proposition.*
- **Compelling case studies**; *showcasing other small businesses that are building exponential turnover growth and exploiting the web to open up overseas sales.*
- **Focus on conversions**; *maximising the percentage of visits that turn into sales.*
- **Optimise your internet marketing strategy**; *exploiting digital marketing techniques*

Who should attend:

- *Business owners who already sell products and services and want to find out more about opening up online sales channels.*
- *Finance Directors who want to see their existing eCommerce businesses grow more rapidly – especially in overseas markets.*
- *eCommerce web masters and marketing managers who want to find out the latest tip, tricks, nips and tucks that will lift sales and help dominate niche markets.*

The second (workshop) element of the event will provide FREE consultancy and advice from four of Scotland's leading eCommerce experts. Learn new tips and tricks that will increase your site traffic, improve your site conversion ratios and maximise profits.



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The expert panel will discuss **live** example sites, giving real-time feedback to help you grow your online business. If you would like your eCommerce website to be put forward for real-time analysis by the group at the event then please provide the web address (URL) of your business when you apply for a ticket.

Whether you choose to submit your site or not, this part of the event will show you the industry leading tools and how they can be used to improve your own eCommerce performance.



Timetable:     1.45 - 2.00 Registration  
                  2.00 - 3.30 Industry Presentations  
                  3.30 - 4.00 Coffee, Tea & Networking  
                  4.00 - 5.15 Interactive session with a panel of e commerce experts/Live web audit  
                  5.30 - 7.00 Networking, drinks and nibbles

This event is free thanks to generous sponsorship from Scottish Enterprise.

Register online to secure your place at <http://www.scotlandis.com/events/event-details/ecommerceevent> or call Karen Meechan at ScotlandIS on 01506 472200



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