

Time	Booksellers University - Day 2, Tuesday August 4th, 2009	
8:30 am - 9:00 am	New to Convention Class (Room 300-A)	
8:30 am - 9:00 am	Registration	
9:00 am - 9:15 am	Combined Session (Room 300 C/D)	
	Welcome LDSBA President, Doyl Peck	
9:15 am - 10:15 am	Getting Things Done*	Great Displays on a Budget
	(Room 300 C/D)	(Room 300-B)
10:30 am - 11:45 am	Branding Your Store and	Using the Internet To Promote
	Marketing Your Brand	Your Business
	(Room 300-C/D)	(Room 300-B)
12:00 pm - 1:00 pm	Lunch (Rooms 200 A-D)	
	Presentation - TBA	
1:15 pm - 2.30 pm	Sidelines	Email Marketing for Airheads
	(Room 300-C/D)	(Room 300-B)
2:45 pm - 4:00 pm	Superior Customer Service - Panel Discussion	
	(Room 300-C/D)	
4:00 pm - 4:30 pm	What did you hear? What did you learn? What are you going to	
	do about it?	
	Group Discussion (Room 300 C/D)	

**Fulfills Core Class requirement for the LDSBA Retail Certification Program*

New to the Convention - If you are new to the association, convention, or the Bookseller's University; or if you are not getting the most from the convention week- this class is designed for you! Come in as a beginner and leave as a pro. This class will help you to know what to expect for the week, what to look for, where to go, and what to do.

Getting Things Done - Core Class- This class will teach the principles from the popular book, "Getting Things Done-The Art of Stress-Free Productivity" by David Allen. His approach to organization is simple and very effective. The class will cover the Five Phases to mastering your workflow: Collect, Process, Organize, Review, and Do. This system helps to break down those large projects into manageable steps that can be done during previously wasted time. This method is specifically designed to help free your mind from "to do" things so you are more free to concentrate on those things that you really enjoy.

Great Displays on a Budget - Are there good and bad ways to display merchandise? Does it take money to make a quality display? Get the help you need to make eye-catching displays with some of the most creative minds in the industry.

Branding Your Store and Marketing Your Brand - Exploring brand marketing concepts is a great way to fine-tune your business. A strong brand is invaluable. It's important to spend time investing in researching, defining, and building your brand. After all your brand is exactly what your customer visualizes when he thinks of you. It is in essence, a promise you make to your consumer, something they can count on. It is the most valuable asset you own. Brand development is a foundational piece in your marketing communication and one you do not want to be without. In order to perfect the image and message of your brand there are many things you can do.

Using the Internet to Promote Your Business - Discover the many tools and websites that are available to promote your business, for free! From social networking sites like Facebook and Twitter, to multimedia sites like YouTube, the internet provides a variety of avenues to connect with your customers. You will discover what a blog is and how you can use it. This is a class that will put you far above your competitors.

Lunch Presentation - TBA This presentation, soon to be confirmed, will be the most valuable information on the greatest product to enter your store in years. As a retailer, you do not want to miss this presentation

Sidelines - A perennial favorite amongst retailers. You will see a diverse selection of sideline products that have sold well for other retailers. This informal forum will share ideas and products from both LDS and non-LDS vendors.

Email Marketing for Airheads - a class to help retailers utilize email and internet technology in reaching out to their customers. The class will go over the basics in developing an email customer base and step-by-step instruction in creating a custom-made email advertisement. *Basic computer and internet know-how is recommended for attendees.

Superior Customer Service -Panel Discussion- A retailer's most valuable asset is customer service. In a unique panel forum, learn from other respected retailers about what they do to bring customers back.

What did you hear...do about it? - Learn from fellow peers about what they have gained from the two day's of classes. Share ideas about the changes you plan on making in your store. Take notes, this group discussion will prove to be very valuable.