



RETAIL ASSEMBLY

RETAIL ASSEMBLY + KNOWSHOW PRESENT 'WELCOME TO E-COMM' FOR RETAILERS New Workshop Aims to Improve Canadian Retail Profit and Productivity

Vancouver, BC - (January 8, 2013) Canadian retail expert Jennifer Pilkington returns to KNOWSHOW, Canada's premier lifestyle tradeshow, this January 15th at the Vancouver Convention Centre for the "Welcome to E-Comm" industry learning sessions.

With 63 percent of online consumers in Canada ordering from US retailers, the need for local businesses to offer customers the option to shop online has never been greater. This new workshop shares insight on the growing need for local retailers to implement e-commerce into their business strategy and stay relevant in today's changing retail landscape.

"What many small to medium sized businesses don't realize is how easy it is get into e-commerce, especially utilizing existing software and platforms." says Pilkington. "Our workshop will arm participants with the tools, tricks and tips to launch a web store and generate higher sales profit through online channels."

Pilkington's suggestion for small-to-medium retailers is to use an integrated approach, which means retailers treat their web store as an extension of their business and feature existing inventory online. The benefits of this approach include low operational costs, the potential for increased profit and higher levels of customer interaction and exposure.

"Customers not only expect every retailer to have a web-store but also mobile-enabled e-commerce. Survey after survey also reveals that customers are referencing retailer sites for product info before buying," she says.

This season's workshop has over 100 retailers registered to attend, representing a quarter of the attendees registered for KNOWSHOW. Participants at the workshop will receive information on the latest e-commerce software for small to medium business and will also learn her 3 "dos" for launching a smaller-scale e-commerce strategy:

- 1.) Using available resources – vendor photos and existing platforms.
- 2.) Considering the big three - mobile strategy, shipping, and return policy.
- 3.) Integrating social media and online content.

"We are excited to continue our partnership with Retail Assembly and fulfill our mandate of facilitating connections and supporting the Canadian retail scene. This e-commerce workshop will provide insight and strategies to help participants stay head in Canada's ever changing retail landscape", says KNOWSHOW General Manager, Perry Pugh.

"Welcome to E-Comm" will take place at the Vancouver Convention Center West on January 15th at 10AM.

Interviews with Pilkington are available pre and post event.



RETAIL ASSEMBLY

ABOUT KNOWSHOW:

Established in 2006, the KNOWSHOW is a privately held bi-annual trade show catering to Canada's top lifestyle, fashion and action sports retailers and brands. Each January and August wholesalers of selected brands and their reps premier new products to the nation's best retailers and media during a three day show held at the Vancouver Convention Centre West.

NEXT KNOWSHOW DATES:

July 30 - August 1st, 2013

Tuesday / Wednesday : 9:00am - 6:00pm

Thursday 9:00am - 4:00pm

West Hall A 1055 Canada Place, Vancouver, BC

www.knowshow.com

@knowshow #knwshw

ABOUT RETAIL ASSEMBLY:

Retail Assembly is a mission-driven organization providing content, tools and resources online to help already great retailers and professionals improve business. A global network of industry pros, leaders and educations have created and vetted the content and methods – if you are looking for a resource to get ahead, RA offers the best out there.

www.retail-assembly.org

@RetailAssembly #retail

ABOUT JENNIFER PILKINGTON

Jennifer has been managing and running retail businesses for over a decade: Holt Renfrew, Aritzia, Hudson's Bay, to name a few. She pulled together the founding team at Retail Assembly two years ago. It's a competitive industry, and she frequently sees business and owners and professionals alike wanting greater understanding (and current information) to increase customer loyalty and improve business.

Media Contact:

Caroline Carter - Dela Cruz PR

caroline@delacruzpr.com

778.918.7206