

Be Ready for a Great - and Profitable - 2019!

The Retail Summit

Monday, February 4, 2019

Monroe Convention Center, Bloomington, IN



The Retail Summit – hosted by The Greater Bloomington Chamber of Commerce – will help YOU learn how to cater to today’s consumers. Breakout sessions for the event include:

- Building Brand and Customer Loyalty
- Money Matters: Capital and Space
- Social Media Analytics
- Finding and Retaining Talent
- Creative Displays and Merchandising
- Targeted Marketing
- Reviews: The Good, The Bad and The Ugly
- Creating and Fine-Tuning the Online Experience
- Events: In-Store, Partnerships and Pop-Ups

The Retail Summit will explore best practices for retailers, have in-depth discussions, and offer attendees the chance to make new business contacts in a relaxed and focused setting. You will leave with tools to make your 2019 year profitable and successful in multiple ways.

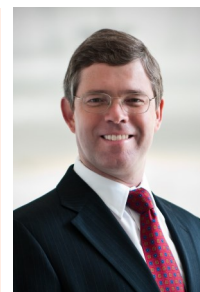


Gary Brackett - Keynote Speaker

Gary Brackett, retired Indianapolis Colts linebacker and founder of Brackett Restaurant Group and Gary Brackett’s Impact Foundation, will be part of The 2019 Retail Summit. Brackett has been awarded the Madame CJ Walker Legacy Award and named to the Indianapolis Business Journal’s 2016 Class of 40 Under 40. Brackett Restaurant Group includes the Georgia Reese Fine Southern Cuisine and Stacked Pickle casual dining brands as well as a full-service catering.

Raymond R. Burke - Keynote Speaker

Raymond Burke, chairperson of the Marketing Department for the Kelley School of Business at Indiana University, will speak at the Retail Summit. Burke will share about consumer behavior and cutting-edge technology for retailers. Burke has been with the Kelley School of Business since 1996, and has experience in marketing research, retailing, shopper behavior and data mining. Burke leads Indiana University’s Customer Interface Laboratory, a state-of-the-art facility for investigating how consumers interact with the physical stores of today and the virtual stores of tomorrow.



Panel discussions and presentations on **Why Physical Retail Matters** and **Advocacy Issues Important to Retailers**.

Networking opportunities and a great reception to wrap up the day!

Join other retailers, managers and professionals for this all-day event.

Make 2019 Your Year to Say “Let’s GROW!”

ChamberBloomington.org/retail-summit