



JEWELERS OF AMERICA

EDUCATION PROGRAM AT JA NEW YORK

All sessions are held in the JA Learning Center located at the back of Aisle 2100.

Sunday, July 23

10:30 – 11:30AM

THE LAB-GROWN DIAMOND LANDSCAPE: OPPORTUNITY AND CHALLENGE *(Panel Discussion)*

Moderator: Michelle Graff, Editor-in-Chief, National Jeweler; Panelists: Tiffany Stevens, President and CEO, JVC; Ronnie VanderLinden, President, DMIA; Terry Chandler, CEO, DCA; James Evans Lombe, CEO, USJC

Synthetic diamonds are here to stay. On one hand, that means jewelers have a product category with real growth potential, especially among young consumers. At the same time, as the technology improves and the availability of gem-quality stones increases, so do the challenges of ensuring proper disclosure. In this panel discussion you'll hear from experts working to ensure the industry stays ahead of the curve when it comes to identifying, properly disclosing and selling synthetic diamonds. *Presented by the United States Jewelry Council.*

11:45AM – 12:45PM

OPPORTUNITIES FOR FINDING AND ENGAGING CUSTOMERS THROUGH INSTAGRAM

Matthew Perosi, Chief Thinker, Sapphire Collaborative



Instagram is the photo sharing social network that jewelers and designers cannot ignore. When used correctly, Instagram helps you build brand awareness, attract followers, and even initiate sales more easily than on Facebook. It may appear daunting, but it is achievable.

In this seminar, you'll find out the appropriate mindset, techniques, tricks, and pitfalls of Instagram for jewelry professionals. Specific topics include strategies for growing your followers, useful apps to help manage your account, and finding and making the most of hashtags. There will also be a brief discussion of smartphone photography and how to get great shots for Instagram.

1:00 – 2:00PM

INCREDIBLY SIMPLE, STUNNINGLY EFFECTIVE, BUT HIGHLY OVERLOOKED OR ABUSED WAYS TO DRAMATICALLY INCREASE STORE TRAFFIC & SALES...

Jim Ackerman, President, Ascend Marketing, Inc.



If getting more bodies through the door so you can put more dollars in the till is your biggest marketing challenge, jewelry industry marketing guru Jim Ackerman has the answers and he'll share them with you in this shockingly-profitable session. You'll learn how to 1) turn your social media into a direct response marketing channel for FREE, 2) amp up your referral system for a quantum leap in referral business, and 3) harvest massive, low-hanging, high-reward fruit from your existing client base. During this seminar, jewelers will be able to take away and install sensationally effective systems in all three areas.

2:15 – 3:15PM

CRACKING THE CONSUMER CODE: ATTRACT, SERVE AND KEEP NEW CUSTOMERS *(Panel Discussion)*

Moderator: Amanda Gizzi, Director of Public Relations & Events, Jewelers of America

Whether they are shopping on their mobile phones at 11PM in their pajamas, or in an actual store, today's consumers are educated, tech savvy and have high expectations when it comes to the retail experience. This panel will look at how jewelers can reach and build relationships with these constantly connected consumers. Attend this important discussion to gain insights – including new research into consumer behavior – that will help your business succeed.

For more information about Jewelers of America, visit Booth #2062 or find us online at www.jewelers.org/ja.



8:15 – 10:00AM *Space is Limited; RSVP Required*
SPECIAL BREAKFAST SESSION: JEWELERS OF AMERICA IDEA EXCHANGE

Location: Room 4A Terrace

The next Jewelers of America Idea Exchange for JA Retail Members will feature an interactive roundtable discussion, covering topics on email marketing, Instagram and in-store events. This Idea Exchange is open to JA Retail Members only to connect and brainstorm with industry colleagues about specific challenges (and opportunities) facing their businesses. Come prepared with questions and/or ideas on the following topics:

- Effective Email Marketing
- Best Practices for Instagram
- Great In-Store Events

Complimentary breakfast will be served. The roundtable will be facilitated by Jewelers of America. Attendees will have the opportunity to discuss all three topics.

Space is limited so please RSVP only if you are able to attend and please cancel if your plans change. The event is open to JA Retail Members only.



10:30 – 11:30AM
FIRE UP YOUR STORE'S MARKETING NOW!

Rafael Mael, President, Maelstrom Marketing

Right now, some independent jewelry stores are succeeding with exceptional marketing. What's their secret – and how can you fire up your store's marketing? This "crash course" will show you five concrete marketing problems most retailers are making -- and how to fix them. You'll learn how to scientifically test your marketing, improve your store's cash flow, cut through the "wall of disbelief", and keep your customers coming back for more!

11:45AM – 12:45PM

SOCIAL MEDIA ETIQUETTE: WHAT YOUR BUSINESS NEEDS TO KNOW *(Panel Discussion)*

Moderator: Ashley Davis, Associate Editor, National Jeweler

Social media is a new frontier for businesses, without established mores to guide proper behavior. Emily Post never got the chance to contribute her thoughts on conducting oneself online, but in this panel moderated by National Jeweler's Ashley Davis, social media experts will lay out some ground rules. Learn from past controversies to avoid your own Facebook or Instagram pitfall and pick up panelists' best social media practices.



1:00 – 2:00PM
HOW TO STAY RELEVANT IN BRICK-AND-MORTAR

Travis Isaacson, VP Sales & Marketing, Lashbrook

Dramatic changes in consumer behavior mean traditional jewelry retailers must fight to stay relevant. In this session you'll learn why the store down the street is not your biggest competitor, but your best ally, hear case studies from other industries and learn about the future of brick-and-mortar jewelry stores (with real world stories to help your business be part of that future).



2:15 – 3:15PM
HOW TO INSPIRE STAFF TO BUILD CUSTOMER RELATIONSHIPS

Kate Peterson, President and CEO, Performance Concepts

Getting a new customer is just the first step in building loyalty that will bring them back to your store again and again. Your staff is a critical component to converting first timers into life timers. But how do you drive them to take ownership of customer relationships? This session, led by education and training expert Kate Peterson of Performance Concepts, will offer tips on how to:

- Get buy-in from your staff in order to build and maintain customer relationships
- Identify "relationship experts" on your team
- Avoid key pitfalls that can undermine staff confidence and damage the customer relationship